

Travel to Outback NSW Tourism Region

Year ended June 2023



Source: National Visitor Survey, TRA.

OVERVIEW

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	478	702	719	712	707	892	755	848	576	822	42.8%
Nights ('000)	1,252	1,695	1,696	1,865	1,610	2,380	1,810	2,846	1,463	2,548	74.2%
Expenditure (\$ million)	\$204	\$217	\$243	\$365	\$238	\$354	\$284	\$371	\$245	\$550	124.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	350	455	452	493	519	589	499	607	434	636	46.7%
Nights (000)	1,252	1,695	1,696	1,865	1,610	2,380	1,810	2,846	1,463	2,548	74.2%
Average Length of Stay	3.6	3.7	3.8	3.8	3.1	4.0	3.6	4.7	3.4	4.0	18.7%
Expenditure (\$ million)	\$192	\$187	\$210	\$345	\$218	\$308	\$239	\$356	\$226	\$509	125.3%
Spend per visitor per night (\$)	\$153	\$110	\$124	\$185	\$136	\$129	\$132	\$125	\$155	\$200	29.4%
Intrastate visitors (000)	198	274	260	299	300	402	285	427	265	404	52.2%
Interstate visitors (000)	153	181	192	194	219	187	214	181	168	232	38.1%
Intrastate nights (000)	705	963	1,074	1,069	845	1,683	1,027	1,867	964	1,676	73.9%
Interstate nights (000)	546	732	622	796	765	697	782	979	499	871	74.6%
Intrastate expenditure (\$ million)	\$113	\$123	\$134	\$174	\$125	\$167	\$134	\$256	\$146	\$323	122.0%
Interstate expenditure (\$ million)	\$79	\$64	\$76	\$171	\$93	\$141	\$105	\$99	\$80	\$186	131.2%

Purpose of Visit

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	166	204	214	203	197	250	198	209	187	292	56.1%
Visiting Friends & Relatives	78	83	n/p	72	108	84	96	130	n/p	116	-
Business	n/p	124	157	177	166	194	151	191	132	178	34.8%
Other	n/p	n/p	n/p	n/p	n/p	69	n/p	88	n/p	n/p	-
Total	350	455	452	493	519	589	499	607	434	636	46.7%

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	689	726	844	758	666	1,435	578	817	736	1,222	66.1%
Visiting Friends & Relatives	336	432	n/p	242	427	213	449	484	n/p	437	-
Business	n/p	424	571	773	394	573	560	1,305	439	747	70.1%
Other	n/p	n/p	n/p	n/p	n/p	159	n/p	240	n/p	n/p	-
Total	1,252	1,695	1,696	1,865	1,610	2,380	1,810	2,846	1,463	2,548	74.2%

Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Regional NSW	137	220	189	213	212	327	219	314	207	326	57.6%
Sydney	n/p	n/p	n/p	86	87	n/p	n/p	113	n/p	n/p	-
Total Intrastate	198	274	260	299	300	402	285	427	265	404	52.2%
Victoria	n/p	n/p	57	71	95	75	103	n/p	n/p	93	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	60	61	51	55	84	64	n/p	66	n/p	n/p	-
Total Interstate	153	181	192	194	219	187	214	181	168	232	38.1%
Grand Total	350	455	452	493	519	589	499	607	434	636	46.7%

Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	95	142	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	121	100	n/p	113	n/p	n/p	-
50-59	63	114	141	119	58	110	104	91	84	151	80.2%
60-69	70	76	107	113	110	159	97	130	126	99	-20.8%
70+	n/p	58	47	54	64	73	82	88	n/p	118	-
Total	350	455	452	493	519	589	499	607	434	636	46.7%

Travel to Outback NSW Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Travelling alone	101	146	158	156	152	177	145	250	137	169	23.3%
Adult couple	91	126	123	163	139	151	131	143	130	184	41.5%
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends or relatives travelling together with(out) children	n/p	97	88	108	111	109	120	145	83	134	61.3%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	350	455	452	493	519	589	499	607	434	636	46.7%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	124	191	215	237	248	313	203	284	169	323	91.4%
Pubs, clubs, discos etc	83	123	123	149	119	160	179	225	129	246	90.9%
Sightseeing/looking around	85	129	111	139	131	167	106	144	119	180	51.1%
Visit museums or art galleries	76	70	68	84	70	84	n/p	111	78	140	79.8%
Visit friends & relatives	104	121	92	93	147	116	109	120	n/p	131	-

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Caravan park or commercial camping ground	314	338	276	397	257	348	246	368	329	541	64.5%
Standard hotel/motor inn (below 4 star)	315	407	432	425	392	479	288	540	297	522	75.4%
Friends or relatives property	276	515	351	221	466	895	485	646	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	264	346	371	374	421	455	396	533	364	555	52.5%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	n/p	n/p	n/p	n/p	n/p	n/p	256	n/p	n/p	n/p	-
Expenditure (\$ million)	-	-	-	-	-	-	-	-	-	-	-
Spend per visitor (\$)	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable; '-' = not available

The Outback NSW includes: Bourke, Broken Hill, Cobar and Lightning Ridge.