

# Travel to Country and Outback Destination Network

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



## OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	4,642	5,372	5,063	5,725	5,731	6,610	5,052	4,918	5,075	6,401	26.1%
Nights ('000)	6,593	7,371	7,570	8,290	9,052	8,869	7,164	8,436	8,378	9,689	15.6%
Expenditure (\$ million)	\$1,262	\$1,340	\$1,375	\$1,619	\$1,673	\$2,065	\$1,488	\$1,621	\$1,838	\$2,928	59.3%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	2,202	2,345	2,520	2,770	2,928	3,235	2,162	2,580	2,676	3,177	18.8%
Nights (000)	6,593	7,371	7,570	8,290	9,052	8,869	7,164	8,436	8,378	9,689	15.6%
Average Length of Stay	3.0	3.1	3.0	3.0	3.1	2.7	3.3	3.3	3.1	3.0	-2.6%
Expenditure (\$ million)	\$932	\$945	\$1,031	\$1,209	\$1,238	\$1,519	\$1,063	\$1,237	\$1,485	\$2,102	41.5%
Spend per visitor per night (\$)	\$141	\$128	\$136	\$146	\$137	\$171	\$148	\$147	\$177	\$217	22.4%
Intrastate visitors (000)	1,518	1,656	1,712	1,960	2,033	2,332	1,564	1,902	1,963	2,306	17.5%
Interstate visitors (000)	683	689	807	810	895	904	598	678	713	871	22.3%
Intrastate nights (000)	4,308	4,837	4,939	5,474	6,119	6,125	5,030	6,110	5,999	6,761	12.7%
Interstate nights (000)	2,286	2,534	2,631	2,816	2,933	2,745	2,134	2,326	2,379	2,928	23.1%
Intrastate expenditure (\$ million)	\$617	\$661	\$673	\$758	\$829	\$1,031	\$750	\$930	\$1,101	\$1,523	38.4%
Interstate expenditure (\$ million)	\$315	\$283	\$358	\$451	\$409	\$488	\$313	\$307	\$384	\$579	50.7%

### Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	779	832	898	864	945	1,069	619	750	916	1,156	26.2%
Visiting Friends & Relatives	739	736	743	817	1,000	953	691	763	755	957	26.7%
Business	479	562	615	751	687	900	662	772	687	825	20.0%
Other	255	261	305	362	341	377	225	328	351	296	-15.7%
Total	2,202	2,345	2,520	2,770	2,928	3,235	2,162	2,580	2,676	3,177	18.8%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	2,733	2,628	3,020	2,855	3,567	3,212	2,124	2,337	3,042	3,891	27.9%
Visiting Friends & Relatives	2,231	2,549	2,249	2,623	3,001	2,671	2,128	2,520	2,398	2,626	9.5%
Business	1,169	1,490	1,567	2,037	1,840	2,094	2,133	2,727	2,153	2,490	15.7%
Other	460	703	734	775	644	893	779	852	785	681	-13.2%
Total	6,593	7,371	7,570	8,290	9,052	8,869	7,164	8,436	8,378	9,689	15.6%

### Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	395	403	435	538	558	567	411	532	473	656	38.7%
Regional NSW	1,124	1,253	1,277	1,422	1,474	1,765	1,152	1,370	1,490	1,650	10.7%
<b>Total Intrastate</b>	1,518	1,656	1,712	1,960	2,033	2,332	1,564	1,902	1,963	2,306	17.5%
Victoria	164	164	203	239	212	258	158	177	193	243	26.1%
Queensland	395	388	472	430	507	504	328	395	356	471	32.5%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	88	114	80	114	130	103	77	72	132	108	-18.3%
<b>Total Interstate</b>	683	689	807	810	895	904	598	678	713	871	22.3%
Grand Total	2,202	2,345	2,520	2,770	2,928	3,235	2,162	2,580	2,676	3,177	18.8%

n/p = not publishable (sample < 30); '-' = not calculable

# Travel to Country and Outback Destination Network

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



## DOMESTIC OVERNIGHT TRAVEL

### Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	347	447	484	508	591	604	436	539	568	501	-11.8%
30-39	342	325	338	401	410	523	303	379	402	472	17.2%
40-49	389	401	436	547	558	500	403	447	362	587	62.3%
50-59	451	504	480	529	494	556	421	453	534	562	5.3%
60-69	430	444	479	475	544	627	359	443	494	615	24.7%
70+	244	223	302	311	330	425	241	318	316	441	39.2%
Total	2,202	2,345	2,520	2,770	2,928	3,235	2,162	2,580	2,676	3,177	18.8%

### Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	601	756	808	906	989	1,094	770	1,052	835	1,107	32.6%
Adult couple	574	632	741	748	724	759	537	617	740	830	12.2%
Family group - parents and children	429	374	329	462	454	451	316	318	416	410	-1.4%
Friends/relatives travelling together	415	413	478	452	532	614	362	450	437	549	25.6%
Other travel party	182	170	164	203	228	317	177	144	249	282	13.5%
Total	2,202	2,345	2,520	2,770	2,928	3,235	2,162	2,580	2,676	3,177	18.8%

### Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	1,828	1,917	1,944	2,070	2,347	2,628	1,635	1,857	1,933	2,559	32.4%
Outdoor / nature	339	411	487	484	552	547	409	582	620	747	20.5%
Active outdoor / sports	326	306	393	492	503	496	345	386	429	530	23.6%
Arts / heritage	324	379	392	398	391	466	297	385	458	503	9.9%
Local attractions / tourist activities	286	317	331	311	329	425	241	345	328	421	28.4%

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

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private or Other Accommodation	2,652	3,329	3,073	3,560	4,115	3,444	3,448	3,983	3,566	3,756	5.3%
Commercial Accommodation	1,771	1,832	2,088	1,951	2,211	2,663	1,754	2,269	2,371	3,087	30.2%
Caravan & Camping	1,868	1,726	2,193	2,386	2,219	2,201	1,566	1,819	2,067	2,347	13.6%

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

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	1,972	2,122	2,268	2,407	2,608	2,871	2,008	2,417	2,450	2,806	14.5%
Aircraft	117	142	152	243	189	206	116	124	128	282	121.2%
Other Land Transport (Bus, Train, etc.)	86	69	83	89	102	119	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable



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Year ended September 2023

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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	2,440	3,027	2,543	2,955	2,803	3,374	2,890	2,339	2,400	3,224	34.3%
Expenditure (\$ million)	\$330	\$396	\$344	\$409	\$435	\$546	\$425	\$384	\$353	\$827	133.9%
Spend per visitor (\$)	\$135	\$131	\$135	\$138	\$155	\$162	\$147	\$164	\$147	\$256	74.1%

### Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	906	1,236	1,215	998	1,113	1,382	1,208	921	935	1,028	10.0%
Visiting Friends & Relatives	475	724	411	743	531	670	524	310	564	710	26.0%
Business	321	366	423	356	567	660	529	474	461	530	14.8%
Other	738	701	495	859	593	663	629	634	440	955	117.2%
Total	2,440	3,027	2,543	2,955	2,803	3,374	2,890	2,339	2,400	3,224	34.3%

### Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	2,187	2,908	2,386	2,658	2,621	2,960	2,651	2,256	2,316	3,014	30.1%
<b>Total Intrastate</b>	2,284	2,988	2,447	2,824	2,682	3,145	2,828	2,296	2,350	3,129	33.1%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,440	3,027	2,543	2,955	2,803	3,374	2,890	2,339	2,400	3,224	34.3%

### Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	468	661	482	523	538	686	513	395	568	695	22.4%
30-39	446	n/p	371	n/p	n/p	493	538	n/p	n/p	n/p	-
40-49	624	533	360	n/p	403	517	379	328	n/p	455	-
50-59	292	622	414	558	675	565	628	400	492	462	-6.1%
60-69	447	579	426	615	409	663	537	375	353	677	91.9%
70+	164	354	490	509	376	451	296	525	475	487	2.4%
Total	2,440	3,027	2,543	2,955	2,803	3,374	2,890	2,339	2,400	3,224	34.3%

### Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	1,674	2,079	1,895	2,087	1,903	2,473	2,015	1,290	1,532	2,235	45.9%
Active outdoor / sports	n/p	n/p	n/p	n/p	n/p	354	n/p	n/p	n/p	n/p	-
Outdoor / nature	n/p	n/p	n/p	n/p	n/p	496	n/p	315	n/p	n/p	-
Arts / heritage	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Local attractions / tourist activities	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

### Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	2,335	3,003	2,516	2,903	2,700	3,200	2,810	2,320	2,371	3,155	33.1%
Other or Mixed Transport	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable