

# Outback NSW Visitor Profile

Year ended December 2023

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

International data is not available for the period YE December 2020 – YE December 2022.

## TOTAL DOMESTIC & INTERNATIONAL



Visitors  
n/p

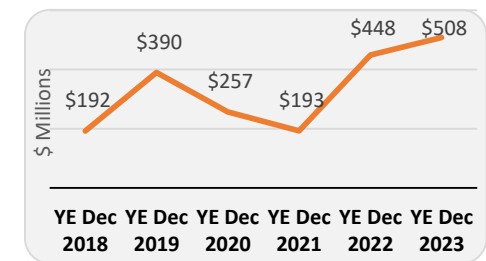
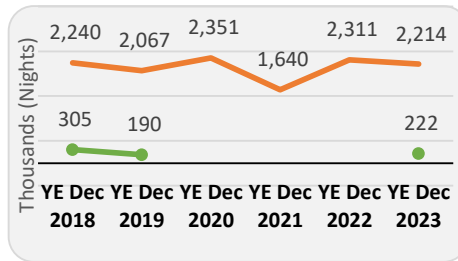
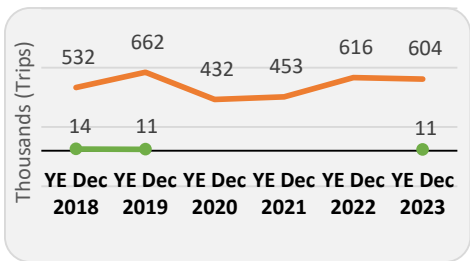
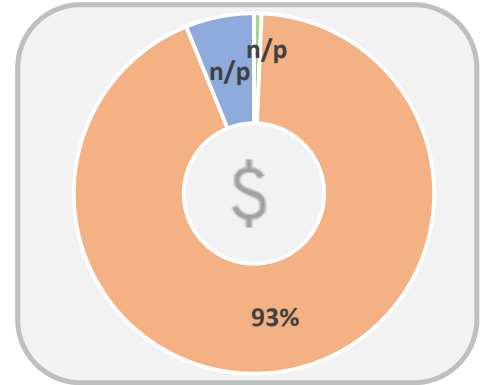
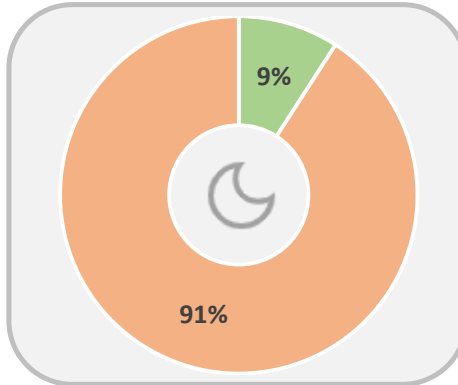
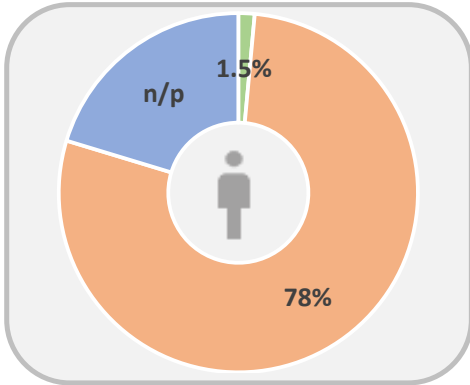


Nights  
n/p



Expenditure  
n/p

International Domestic Overnight Domestic Daytrip



## Domestic overnight travel

Visitors: 604,400 (-1.9% YoY)  
Nights: 2.2m (-4.2% YoY)  
Expenditure: \$508.0m (+13.3% YoY)

Average spend  
\$230 per night  
\$841 per visitor



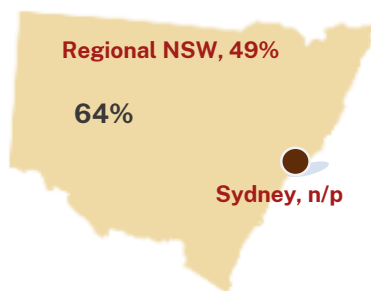
Average length of stay:  
3.7 nights



#12 for visitors  
#12 for nights  
#12 for expenditure  
**In Regional NSW**

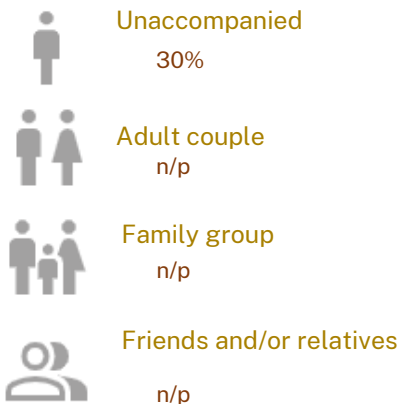
### Origin

64% of the visitors came from within New South Wales

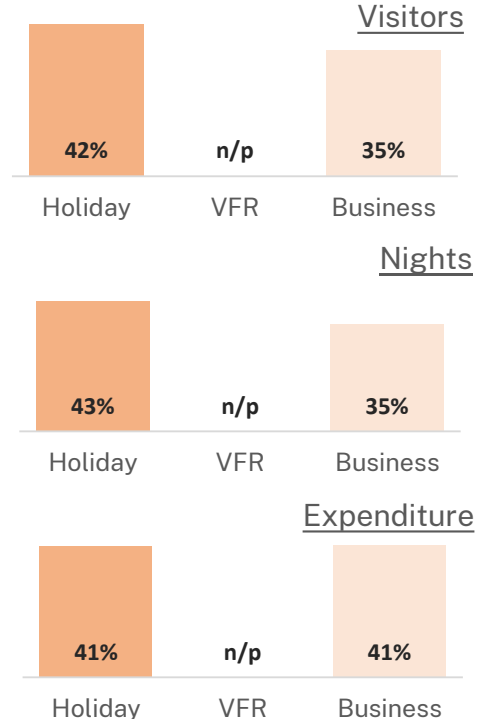


### Travel party

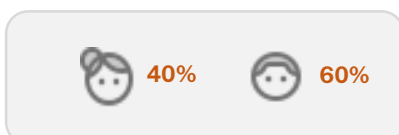
30% of the visitors were travelling alone



### Purpose of visit



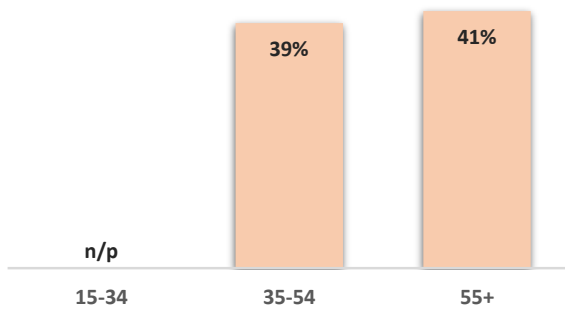
### Gender



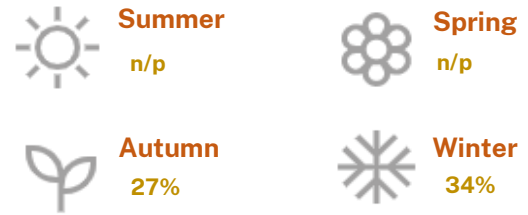
\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

### Age

55+ years' was the largest age group of the visitors to the region



### Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

**Domestic daytrip data is not publishable due to sample size issues.**

## International travel

% of recovery on YE  
Dec 19

Visitors: 11,300

99%

Nights: 222,000

117%

Expenditure: n/p

110%



Average spend per night n/p per visitor n/p



Average length of stay: 19.7 nights



#12 for visitors  
#12 for nights

In Regional NSW

### Top 3 origin markets

United Kingdom was the largest individual source market of visitors to the region



**All other International data is not publishable due to sample size issues.**

Outback NSW Tourism Region LGAs: Bogan, Bourke, Brewarrina, Broken Hill, Central Darling, Cobar, Walgett and Warren (Partial).