

Outback NSW Visitor Profile

Year ended September 2023



Source: National Visitor Survey, Tourism Research Australia.

Note: This report does not include international visitation statistics as YE September 2023 International Visitor Survey data are not available.

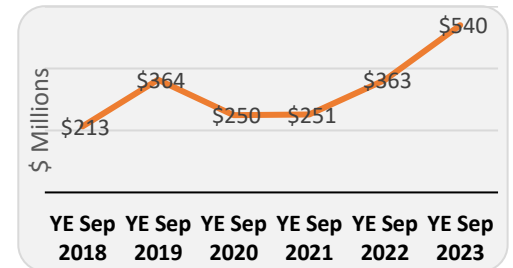
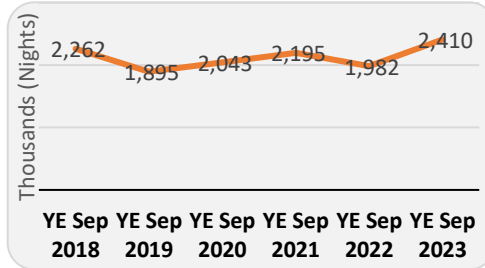
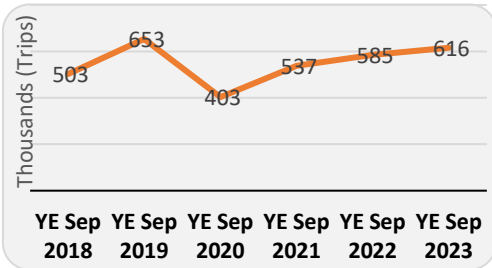
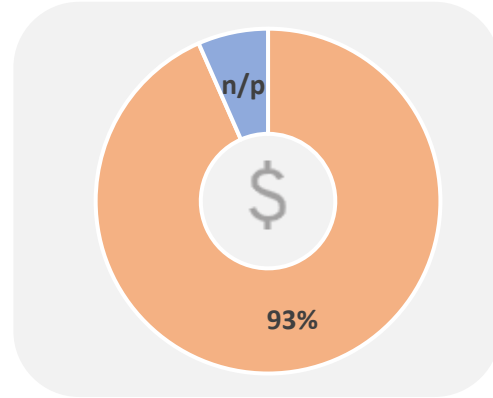
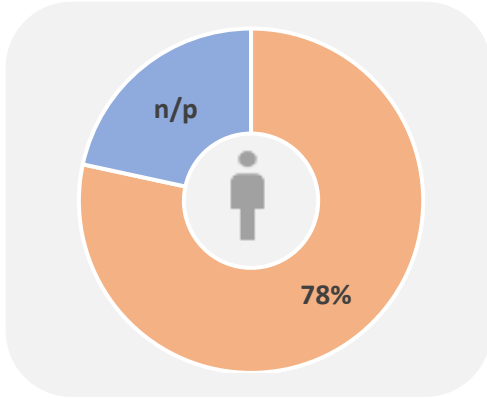
TOTAL DOMESTIC

Visitors
785,300
+8.1% YoY

Nights
2.4m
+21.6% YoY

Expenditure
\$578.4m
+52.7% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 615,600 (+5.3% YoY)
Nights: 2.4m (+21.6% YoY)
Expenditure: \$540.3m (+48.9% YoY)

Average spend
\$224 per night
\$878 per visitor



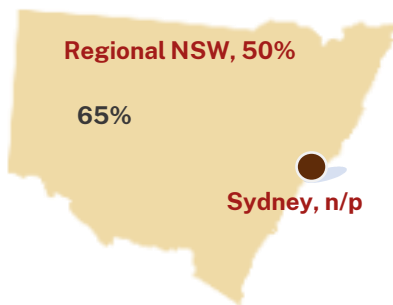
Average length of stay:
3.9 nights



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

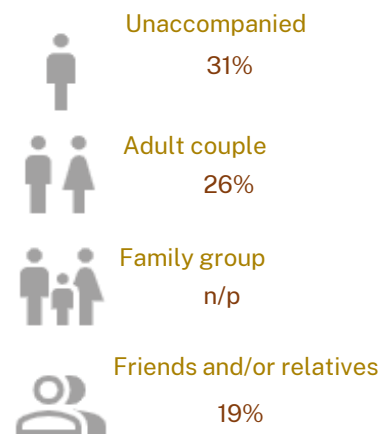
Origin

65% of the visitors came from within New South Wales

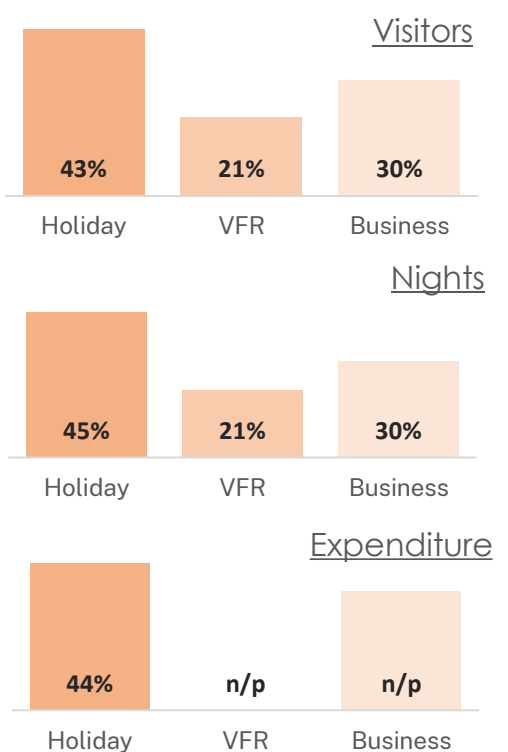


Travel party

31% of the visitors were travelling alone



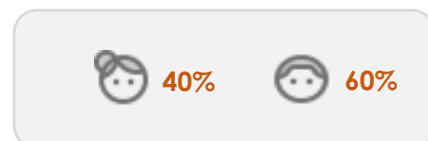
Purpose of visit



Transport

Self-drive Land Vehicle, 86%
Aircraft, n/p
Other Land Transport (Bus, Train, etc.), n/p
Other or Mixed Transport, n/p

Gender



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

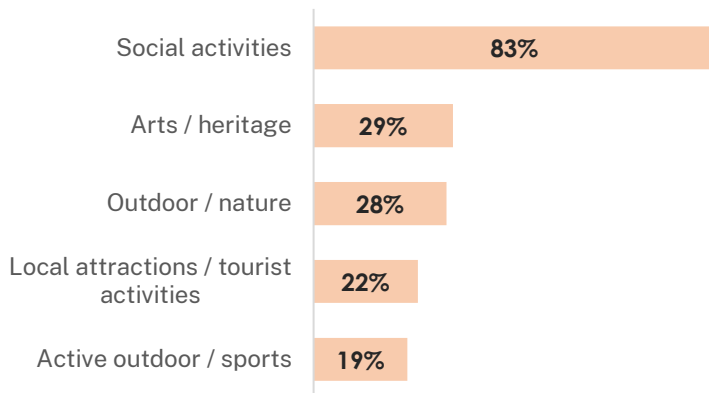
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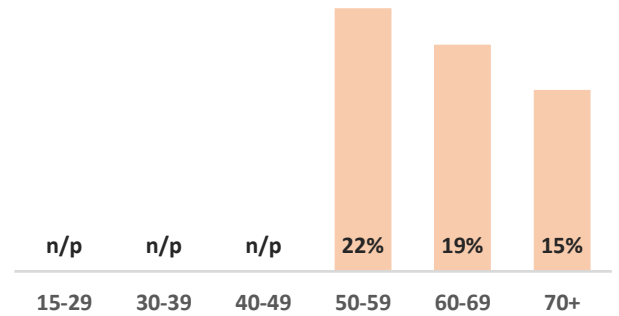
Source: National Visitor Survey, Tourism Research Australia.

Top 5 activities

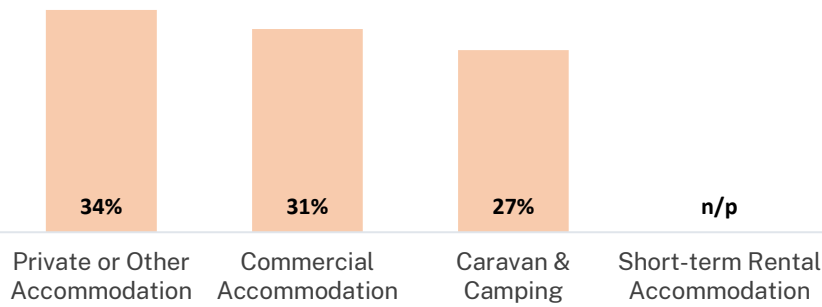


Age

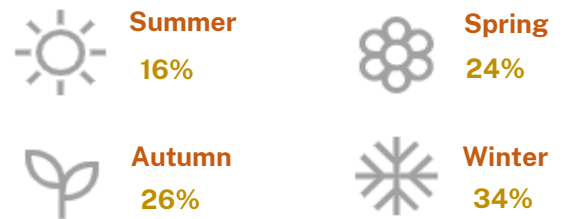
50-59 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip data is not included due to small sample size for the year ended June 2023.