

Travel to Outback NSW Tourism Region

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)	543	748	731	674	728	973	605	774	727	785	8.1%
Nights ('000)	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	1,982	2,410	21.6%
Expenditure (\$ million)	\$203	\$203	\$264	\$364	\$237	\$414	\$286	\$266	\$379	\$578	52.7%

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)	385	436	465	518	503	653	403	537	585	616	5.3%
Nights (000)	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	1,982	2,410	21.6%
Average Length of Stay	3.4	3.8	3.7	3.5	4.5	2.9	5.1	4.1	3.4	3.9	15.5%
Expenditure (\$ million)	\$189	\$171	\$226	\$346	\$213	\$364	\$250	\$251	\$363	\$540	48.9%
Spend per visitor per night (\$)	\$144	\$102	\$131	\$190	\$94	\$192	\$122	\$115	\$183	\$224	22.5%
Intrastate visitors (000)	228	260	269	318	285	436	271	353	341	400	17.5%
Interstate visitors (000)	158	176	196	200	218	218	132	184	244	215	-11.8%
Intrastate nights (000)	771	1,022	1,036	1,016	1,449	1,161	1,248	1,485	1,231	1,572	27.7%
Interstate nights (000)	544	655	682	802	812	734	795	710	751	838	11.7%
Intrastate expenditure (\$ million)	\$114	\$118	\$145	\$165	\$121	\$203	\$163	\$175	\$227	\$340	50.0%
Interstate expenditure (\$ million)	\$75	\$52	\$81	\$181	\$92	\$161	\$87	\$76	\$136	\$200	47.1%

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	197	174	226	203	193	271	152	176	278	267	-4.0%
Visiting Friends & Relatives	72	69	67	88	107	87	75	121	n/p	126	-
Business	95	139	144	186	156	220	149	145	175	186	6.2%
Other	n/p	n/p	n/p	n/p	n/p	81	n/p	101	n/p	n/p	-
Total	385	436	465	518	503	653	403	537	585	616	5.3%

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	727	634	876	672	1,308	861	618	582	1,066	1,092	2.4%
Visiting Friends & Relatives	281	368	251	288	404	271	424	383	n/p	509	-
Business	254	533	513	775	419	572	831	952	602	721	19.8%
Other	n/p	n/p	n/p	n/p	n/p	192	n/p	279	n/p	n/p	-
Total	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	1,982	2,410	21.6%

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	n/p	n/p	n/p	93	84	80	n/p	92	n/p	n/p	-
Regional NSW	162	205	200	225	201	356	211	261	269	307	14.3%
Total Intrastate	228	260	269	318	285	436	271	353	341	400	17.5%
Victoria	n/p	n/p	79	77	86	91	n/p	n/p	88	n/p	-
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	49	70	39	63	87	63	n/p	n/p	95	n/p	-
Total Interstate	158	176	196	200	218	218	132	184	244	215	-11.8%
Grand Total	385	436	465	518	503	653	403	537	585	616	5.3%

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

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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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	146	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	106	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	115	n/p	84	83	n/p	n/p	-
50-59	80	125	114	119	59	138	83	65	126	137	9.3%
60-69	68	86	113	103	132	163	66	115	151	118	-21.5%
70+	n/p	38	54	68	63	73	n/p	91	91	95	4.3%
Total	385	436	465	518	503	653	403	537	585	616	5.3%

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	81	180	132	156	160	199	141	205	163	189	15.7%
Adult couple	115	98	141	170	134	153	99	151	176	162	-8.0%
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/relatives travelling together	75	79	113	103	112	137	75	126	125	119	-4.3%
Other travel party	n/p	n/p	n/p	n/p	n/p	101	n/p	n/p	n/p	n/p	-
Total	385	436	465	518	503	653	403	537	585	616	5.3%

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	291	303	351	356	369	483	316	384	356	509	42.9%
Arts / heritage	86	91	118	104	132	160	75	141	183	177	-3.5%
Outdoor / nature	n/p	n/p	122	106	90	97	74	132	147	169	14.6%
Local attractions / tourist activities	n/p	n/p	72	71	85	101	59	79	n/p	132	-
Active outdoor / sports	n/p	n/p	n/p	76	n/p	104	75	n/p	85	119	40.2%

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	321	795	455	530	1,205	578	1,131	1,070	628	807	28.6%
Commercial Accommodation	359	421	524	511	353	571	311	497	427	738	72.8%
Caravan & Camping	504	370	654	690	503	569	529	546	812	661	-18.6%

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	318	350	417	419	406	538	355	482	525	523	-0.3%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Land Transport (Bus, Train, etc.)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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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)	n/p	311	n/p	n/p	n/p	319	n/p	n/p	n/p	n/p	-
Expenditure (\$ million)	n/p	\$32	n/p	n/p	n/p	\$50	n/p	n/p	n/p	n/p	-
Spend per visitor (\$)	-	\$102	-	-	-	\$158	-	-	-	-	-

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Business	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	n/p	311	n/p	n/p	n/p	319	n/p	n/p	n/p	n/p	-

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	n/p	309	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	n/p	311	n/p	n/p	n/p	319	n/p	n/p	n/p	n/p	-

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	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	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	n/p	311	n/p	n/p	n/p	319	n/p	n/p	n/p	n/p	-

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Outdoor / nature	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Active outdoor / sports	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	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	n/p	311	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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

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