

# Travel to Outback NSW Tourism Region

Year ended December 2023



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

## OVERVIEW

<b>GRAND TOTAL (overnight &amp; daytrip)</b>	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Nights ('000)	1,879	1,881	1,888	1,917	2,544	2,257	n/p	n/p	n/p	2,436	-
Expenditure (\$ million)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>OVERNIGHT (international &amp; domestic)</b>	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	433	443	483	530	546	673	n/p	n/p	n/p	616	-
Nights ('000)	1,879	1,881	1,888	1,917	2,544	2,257	n/p	n/p	n/p	2,436	-
Expenditure (\$ million)	n/p	n/p	\$335	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>DOMESTIC (overnight &amp; daytrip)</b>	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Nights ('000)	1,630	1,539	1,805	1,703	2,240	2,067	2,351	1,640	2,311	2,214	-4.2%
Expenditure (\$ million)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	422	432	473	519	532	662	432	453	616	604	-1.9%
Nights (000)	1,630	1,539	1,805	1,703	2,240	2,067	2,351	1,640	2,311	2,214	-4.2%
Average Length of Stay	3.9	3.6	3.8	3.3	4.2	3.1	5.4	3.6	3.8	3.7	-2.4%
Expenditure (\$ million)	\$179	\$176	\$331	\$277	\$192	\$390	\$257	\$193	\$448	\$508	13.3%
Spend per visitor per night (\$)	\$110	\$115	\$183	\$162	\$86	\$188	\$109	\$117	\$194	\$230	18.3%
Intrastate visitors (000)	250	256	279	310	336	405	309	309	359	389	8.3%
Interstate visitors (000)	172	176	194	209	196	257	123	144	257	216	-16.1%
Intrastate nights (000)	982	943	1,006	1,023	1,493	1,211	1,470	1,179	1,460	1,409	-3.5%
Interstate nights (000)	648	596	799	680	746	856	881	461	850	804	-5.4%
Intrastate expenditure (\$ million)	\$115	\$117	\$161	\$173	\$113	\$211	\$168	\$146	\$278	\$331	18.9%
Interstate expenditure (\$ million)	\$64	\$59	\$170	\$104	\$80	\$178	\$89	\$47	\$170	\$177	4.1%

### Main Purpose of Visit

<b>Visitors (000)</b>	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	203	196	209	209	215	274	131	172	294	251	-14.5%
Visiting Friends & Relatives	n/p	n/p	n/p	101	88	n/p	n/p	108	n/p	n/p	-
Business	n/p	n/p	155	169	176	217	178	n/p	177	209	17.8%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	422	432	473	519	532	662	432	453	616	604	-1.9%
<b>Nights (000)</b>	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	732	763	760	754	1,285	859	600	522	1,294	948	-26.8%
Visiting Friends & Relatives	n/p	n/p	n/p	355	343	n/p	n/p	342	n/p	n/p	-
Business	n/p	n/p	715	505	459	716	1,105	n/p	640	775	21.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,630	1,539	1,805	1,703	2,240	2,067	2,351	1,640	2,311	2,214	-4.2%

n/p = not publishable (sample < 40); '-' = not calculable

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## DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 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	182	209	195	205	266	319	238	232	278	296	6.2%
<b>Total Intrastate</b>	<b>250</b>	<b>256</b>	<b>279</b>	<b>310</b>	<b>336</b>	<b>405</b>	<b>309</b>	<b>309</b>	<b>359</b>	<b>389</b>	<b>8.3%</b>
Victoria	n/p	n/p	n/p	n/p	n/p	124	n/p	n/p	n/p	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	51	60	n/p	79	76	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	<b>172</b>	<b>176</b>	<b>194</b>	<b>209</b>	<b>196</b>	<b>257</b>	<b>123</b>	<b>144</b>	<b>257</b>	<b>216</b>	<b>-16.1%</b>
<b>Grand Total</b>	<b>422</b>	<b>432</b>	<b>473</b>	<b>519</b>	<b>532</b>	<b>662</b>	<b>432</b>	<b>453</b>	<b>616</b>	<b>604</b>	<b>-1.9%</b>

Age											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	n/p	n/p	n/p	n/p	n/p	149	n/p	154	n/p	n/p	-
35-54	173	149	189	137	179	180	131	110	160	236	48.0%
55+	177	188	191	230	233	333	208	189	323	248	-23.3%
<b>Total</b>	<b>422</b>	<b>432</b>	<b>473</b>	<b>519</b>	<b>532</b>	<b>662</b>	<b>432</b>	<b>453</b>	<b>616</b>	<b>604</b>	<b>-1.9%</b>

Travel Party											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	n/p	140	147	155	169	197	200	147	177	180	1.7%
Adult couple	112	123	134	169	134	161	91	139	196	n/p	-
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	91	n/p	128	102	110	148	n/p	112	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>422</b>	<b>432</b>	<b>473</b>	<b>519</b>	<b>532</b>	<b>662</b>	<b>432</b>	<b>453</b>	<b>616</b>	<b>604</b>	<b>-1.9%</b>

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## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	11	11	10	11	14	11	n/p	n/p	n/p	11	-
Nights (000)	249	342	83	214	305	190	n/p	n/p	n/p	222	-
Average Length of Stay	21.8	31.2	8.2	20.2	21.8	16.6	n/p	n/p	n/p	19.7	-
Expenditure (\$ million)	n/p	n/p	\$4	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	n/p	n/p	\$46	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

### Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United Kingdom	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Germany	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

### Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	6	4	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	11	11	10	11	14	11	n/p	n/p	n/p	11	-

### Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	7	n/p	n/p	n/p	10	n/p	n/p	n/p	n/p	n/p	-
Adult couple	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	11	11	10	11	14	11	n/p	n/p	n/p	11	-

n/p = not publishable (sample < 40); '-' = not calculable

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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Expenditure (\$ million)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor (\$)	-	-	-	-	-	-	-	-	-	-	-

### Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

### Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 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	-
<b>Total Intrastate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

### Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	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 < 40); '-' = not calculable

North Coast NSW Tourism Region LGAs: Ballina, Belligen, Byron, Clarence Valley, Coffs Harbour, Kempsey, Kyogle, Lismore, Mid-Coast (Partial), Nambucca Valley, Port Macquarie-Hastings, Richmond Valley and Tweed