

# Travel to Country and Outback Destination Network

Year ended December 2023

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



## OVERVIEW

	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
<b>GRAND TOTAL (overnight &amp; daytrip)</b>											
Visitors ('000)	4,816	5,094	5,178	6,022	5,888	6,860	n/p	n/p	n/p	6,648	-
Nights ('000)	8,487	8,946	8,882	10,489	10,365	10,392	n/p	n/p	n/p	11,074	-
Expenditure (\$ million)	\$1,325	\$1,377	\$1,500	\$1,769	\$1,791	\$2,179	n/p	n/p	n/p	\$2,915	-
<b>OVERNIGHT (international &amp; domestic)</b>											
Visitors ('000)	2,315	2,405	2,592	2,948	3,069	3,250	n/p	n/p	n/p	3,317	-
Nights ('000)	8,487	8,946	8,882	10,489	10,365	10,392	n/p	n/p	n/p	11,074	-
Expenditure (\$ million)	\$970	\$1,043	\$1,167	\$1,316	\$1,346	\$1,615	n/p	n/p	n/p	\$2,140	-
<b>DOMESTIC (overnight &amp; daytrip)</b>											
Visitors ('000)	4,765	5,045	5,123	5,960	5,829	6,804	4,777	4,687	5,363	6,596	23.0%
Nights ('000)	7,039	7,349	7,492	8,958	8,885	8,899	7,334	7,531	8,793	9,543	8.5%
Expenditure (\$ million)	\$1,251	\$1,306	\$1,424	\$1,693	\$1,695	\$2,114	\$1,480	\$1,398	\$2,289	\$2,867	25.3%

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)	2,263	2,356	2,536	2,886	3,010	3,194	2,135	2,345	2,785	3,265	17.2%
Nights (000)	7,039	7,349	7,492	8,958	8,885	8,899	7,334	7,531	8,793	9,543	8.5%
Average Length of Stay	3.1	3.1	3.0	3.1	3.0	2.8	3.4	3.2	3.2	2.9	-7.4%
Expenditure (\$ million)	\$897	\$972	\$1,091	\$1,240	\$1,250	\$1,551	\$1,065	\$1,052	\$1,707	\$2,093	22.6%
Spend per visitor per night (\$)	\$127	\$132	\$146	\$138	\$141	\$174	\$145	\$140	\$194	\$219	13.0%
Intrastate visitors (000)	1,571	1,676	1,722	2,019	2,138	2,248	1,602	1,802	2,003	2,307	15.2%
Interstate visitors (000)	692	680	815	867	872	945	533	543	782	958	22.5%
Intrastate nights (000)	4,661	4,824	4,750	5,951	6,253	6,103	5,285	5,566	6,211	6,400	3.0%
Interstate nights (000)	2,377	2,525	2,742	3,006	2,632	2,796	2,049	1,965	2,582	3,143	21.8%
Intrastate expenditure (\$ million)	\$625	\$668	\$665	\$811	\$873	\$1,027	\$784	\$816	\$1,269	\$1,500	18.2%
Interstate expenditure (\$ million)	\$272	\$304	\$426	\$429	\$377	\$524	\$280	\$236	\$438	\$593	35.2%

### Main Purpose of Visit

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	809	837	882	907	961	1,051	603	672	998	1,111	11.4%
Visiting Friends & Relatives	719	733	759	881	1,035	909	645	734	769	973	26.5%
Business	510	592	598	787	710	919	686	670	688	930	35.1%
Other	261	238	333	347	357	372	235	294	369	306	-17.2%
Total	2,263	2,356	2,536	2,886	3,010	3,194	2,135	2,345	2,785	3,265	17.2%
Nights (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	2,732	2,830	2,866	3,118	3,388	3,213	2,154	1,988	3,550	3,587	1.0%
Visiting Friends & Relatives	2,421	2,380	2,164	2,883	3,216	2,363	2,139	2,348	2,430	2,657	9.3%
Business	1,345	1,559	1,649	2,204	1,573	2,395	2,298	2,387	2,009	2,640	31.4%
Other	541	580	813	753	709	928	744	809	803	659	-17.9%
Total	7,039	7,349	7,492	8,958	8,885	8,899	7,334	7,531	8,793	9,543	8.5%

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

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Year ended December 2023

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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	385	398	451	597	543	555	442	463	535	619	15.6%
Regional NSW	1,186	1,278	1,270	1,422	1,594	1,694	1,160	1,339	1,468	1,688	15.0%
<b>Total Intrastate</b>	<b>1,571</b>	<b>1,676</b>	<b>1,722</b>	<b>2,019</b>	<b>2,138</b>	<b>2,248</b>	<b>1,602</b>	<b>1,802</b>	<b>2,003</b>	<b>2,307</b>	<b>15.2%</b>
Victoria	156	164	223	243	209	290	143	126	210	230	9.7%
Queensland	405	383	455	473	493	504	297	320	404	558	38.0%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	96	93	98	123	119	122	n/p	n/p	131	n/p	-
<b>Total Interstate</b>	<b>692</b>	<b>680</b>	<b>815</b>	<b>867</b>	<b>872</b>	<b>945</b>	<b>533</b>	<b>543</b>	<b>782</b>	<b>958</b>	<b>22.5%</b>
<b>Grand Total</b>	<b>2,263</b>	<b>2,356</b>	<b>2,536</b>	<b>2,886</b>	<b>3,010</b>	<b>3,194</b>	<b>2,135</b>	<b>2,345</b>	<b>2,785</b>	<b>3,265</b>	<b>17.2%</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	545	637	650	694	869	837	548	733	749	812	8.4%
35-54	824	791	869	1,112	1,005	1,019	732	751	958	1,079	12.6%
55+	894	928	1,017	1,080	1,136	1,338	855	862	1,078	1,374	27.5%
<b>Total</b>	<b>2,263</b>	<b>2,356</b>	<b>2,536</b>	<b>2,886</b>	<b>3,010</b>	<b>3,194</b>	<b>2,135</b>	<b>2,345</b>	<b>2,785</b>	<b>3,265</b>	<b>17.2%</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	683	743	788	969	1,052	1,070	809	925	892	1,177	31.9%
Adult couple	618	623	745	757	717	775	540	551	761	834	9.6%
Family group - parents and children	358	374	372	447	449	450	295	313	438	400	-8.6%
Friends/relatives travelling together	425	408	506	478	569	564	353	413	460	547	18.9%
Other travel party	179	207	125	236	222	335	138	144	234	306	30.9%
<b>Total</b>	<b>2,263</b>	<b>2,356</b>	<b>2,536</b>	<b>2,886</b>	<b>3,010</b>	<b>3,194</b>	<b>2,135</b>	<b>2,345</b>	<b>2,785</b>	<b>3,265</b>	<b>17.2%</b>

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



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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)	51	49	56	62	59	56	n/p	n/p	n/p	52	-
Nights (000)	1,449	1,597	1,390	1,532	1,480	1,492	n/p	n/p	n/p	1,530	-
Average Length of Stay	28.1	32.4	25.0	24.8	25.1	26.4	n/p	n/p	n/p	29.5	-
Expenditure (\$ million)	\$73	\$71	\$76	\$76	\$96	\$65	n/p	n/p	n/p	\$48	-
Spend per visitor per night (\$)	\$51	\$45	\$55	\$49	\$65	\$43	n/p	n/p	n/p	\$31	-

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
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	9	-
United Kingdom	8	7	7	n/p	n/p	11	n/p	n/p	n/p	n/p	-
United States of America	n/p	n/p	n/p	9	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	22	23	21	25	22	22	n/p	n/p	n/p	20	-
35-54	12	13	17	14	17	17	n/p	n/p	n/p	13	-
55+	17	13	17	23	19	18	n/p	n/p	n/p	18	-
Total	51	49	56	62	59	56	n/p	n/p	n/p	52	-

### 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	33	27	33	32	38	30	n/p	n/p	n/p	33	-
Adult couple	10	12	14	16	10	15	n/p	n/p	n/p	12	-
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	5	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	51	49	56	62	59	56	n/p	n/p	n/p	52	-

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)	2,501	2,689	2,586	3,074	2,819	3,610	2,642	2,342	2,577	3,331	29.2%
Expenditure (\$ million)	\$354	\$334	\$333	\$453	\$445	\$564	\$415	\$346	\$582	\$775	33.1%
Spend per visitor (\$)	\$142	\$124	\$129	\$147	\$158	\$156	\$157	\$148	\$226	\$233	3.0%

### 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	1,061	1,068	1,128	1,112	1,123	1,457	1,079	913	955	1,090	14.1%
Visiting Friends & Relatives	506	645	557	691	540	725	414	455	n/p	572	-
Business	n/p	388	n/p	457	555	665	603	398	n/p	508	-
Other	704	588	570	815	601	763	546	577	510	1,162	127.9%
Total	2,501	2,689	2,586	3,074	2,819	3,610	2,642	2,342	2,577	3,331	29.2%

### 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	2,317	2,556	2,394	2,821	2,533	3,249	2,436	2,266	2,492	3,125	25.4%
<b>Total Intrastate</b>	2,391	2,646	2,485	2,931	2,649	3,443	2,573	2,307	2,517	3,235	28.5%
<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	2,501	2,689	2,586	3,074	2,819	3,610	2,642	2,342	2,577	3,331	29.2%

### 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	666	742	706	801	832	924	646	n/p	901	788	-12.6%
35-54	849	801	724	933	939	1,270	921	674	757	817	8.1%
55+	987	1,147	1,157	1,341	1,047	1,416	1,076	1,200	920	1,726	87.6%
Total	2,501	2,689	2,586	3,074	2,819	3,610	2,642	2,342	2,577	3,331	29.2%

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