



Travellers' Pulse

Our Outback NSW research insights

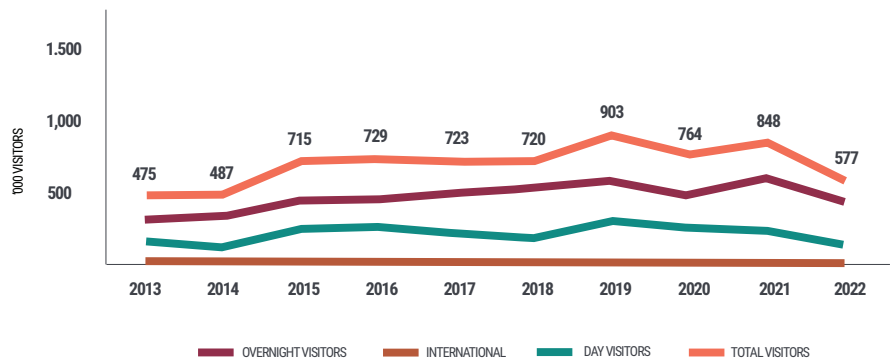
OVERNIGHT VISITORS are the priority market and come from
 63% NSW 11% SA
 14% VIC 9% QLD

Broken Hill
 IS THE MAIN DESTINATION ATTRACTING
37% OF OVERNIGHT VISITORS IN THE DATA HUB

OVERNIGHT MARKETS are seeking experiences of...
 63% DINING 42% PUB/CLUBS 25% ARTS/HERITAGE

Sydney
 IS A KEY SEGMENT
15% FOR OVERNIGHT VISITORS IN THE DATA HUB ALONG WITH INTRA-REGION (E.G. DUBBO)

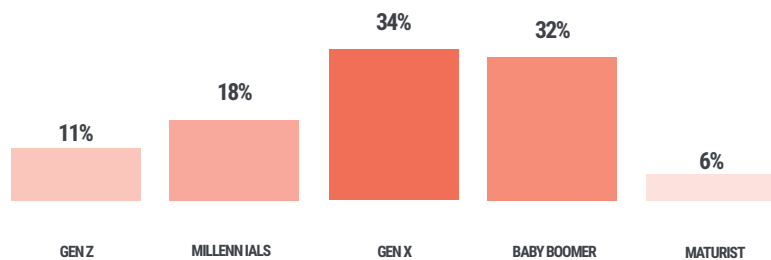
Trend data (2013-2022) shows visitation to Outback NSW had been steadily increasing to 0.9 million visitors in the 2018/9 financial year before the impact from COVID-19 saw visitation decrease 36% from that time. The chart to the right highlights the strength of overnight market providing 69% of visitors and 84% of economic contribution.



TRA data for Day Visitors has a very small sample size and therefore has not been reported by TRA or DNSW as they are statistically too small. As an **indicator**, it is possible to assess the average number of **day trippers over the past 10 years as being approx. 200,000 per year**, with most of these **visitors coming from within the DNCO network area (60%)** often for the purpose of business (30%)¹.

AVERAGE 2018-2022	# VISITORS	% OF TOTAL	\$ CONTRIBUTION	DOMESTIC \$ PER NIGHT	AV NIGHT STAY
Domestic overnight	530	69%	\$274 m	\$135	3.8
Domestic day	226	30%	\$28 m	\$123	
International	7	1%	\$7 m	\$47	
Total	763	100%	\$308 m		

Visitors in both day and overnight markets comprise Gen X (working families and couples) along with Baby Boomers (60+ couples). Outback receives more Baby Boomers than other parts of the network.



SCAN FOR MORE DETAILS AND THE FULL REPORTS



¹All stats are an average over the past 5 years (2018-2022) sourced from Tourism Research Australia data. ¹Low sample sizes mean this information should be considered trends rather than statistics.