



Travellers' Pulse 2024

Our Outback NSW research insights

OVERNIGHT VISITORS are the priority market and come from
64% NSW 11% SA
14% VIC 9% QLD

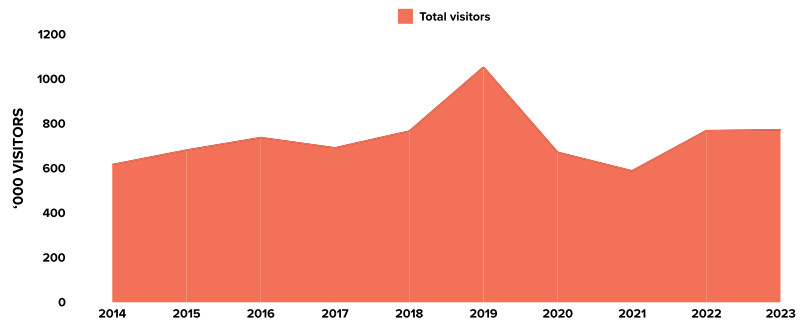
Broken Hill
IS THE MAIN DESTINATION ATTRACTING
38% OF OVERNIGHT VISITORS
IN THE DATA HUB

OVERNIGHT MARKETS are seeking experiences of..
48% DINING 32% PUBS/CLUBS 22% NATURE

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

Trend data (2014-2023) shows visitation to Outback NSW has been steadily increasing back toward the high of 2019.

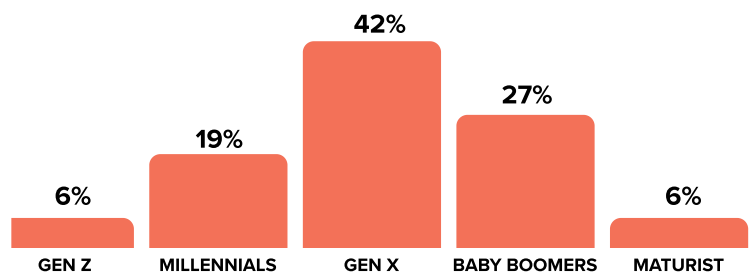
The Outback has a strong overnight market providing **72%** of visitors and **84%** of economic contribution.



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	553	72%	\$327m	\$148	4.0
Domestic day	213	28%	\$25m	\$123	-
International	6	<1%	\$5m	\$46	16.5
Total	771	100%	\$358m	-	-

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



^{*}All stats are an average over the past 5 years (2019-2023) sourced from Tourism Research Data.
¹Low sample sizes mean this information should be considered trends rather than statistics.