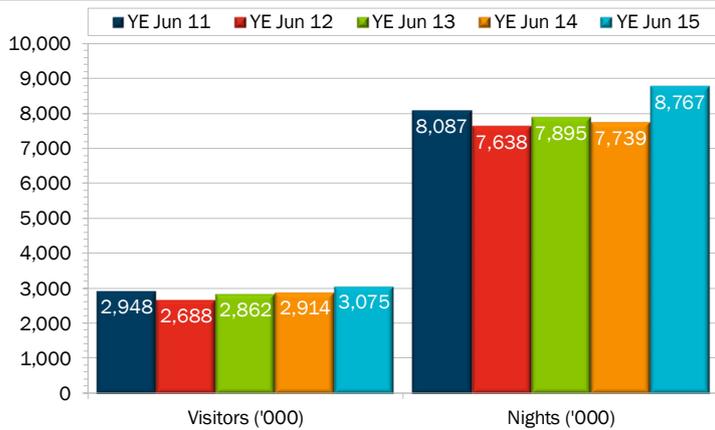


## Domestic Overnight Travel (1)

### Visitors and nights



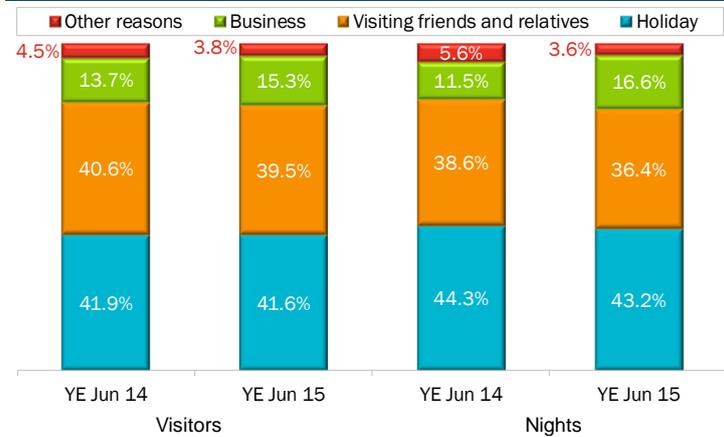
The Hunter received nearly 3.1 million domestic overnight visitors - up by 5.5% on YE Jun 14. Visitors spent nearly 8.8 million nights in the region - up by 13.3% on YE Jun 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.0 percent on last year and by 9.9 percent\* compared to four years ago.

### Market share

The region received 16.1% of visitors and 13.5% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was up by 0.4% pts and the share of nights was up by 1.3% pts.

### Purpose of visit to the region



'Holiday' (41.6%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (39.5%) and 'business' (15.3%). Compared to YE Jun 14, visitors who travelled for 'holiday' grew by 4.8% and 'VFR' increased by 2.6% while 'business' grew by 18.6%.

'Holiday' (43.2%) was the largest purpose in terms of nights in the region, followed by 'VFR' (36.4%) and 'business' (16.6%). Compared to YE Jun 14, nights spent for 'holiday' grew by 10.4% and 'VFR' increased by 6.9% while 'business' grew by 63.7%\*.

### Accommodation

'Friends or relatives property' (40.6%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (12.6%) and 'rented house, apartment, flat or unit' (12.2%).

The Hunter includes Barrington Tops, Cessnock, Gloucester, Hunter Valley, Lake Macquarie, Muswellbrook, Newcastle, Pokolbin, Port Stephens and Singleton.

\* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Jun 15, Tourism Research Australia (TRA)

### Origin

Origin	Share of visitors		Share of nights	
	YE Jun 14	YE Jun 15	YE Jun 14	YE Jun 15
Regional NSW	46.2%	40.3%	43.6%	38.8%
Sydney	39.3%	42.3%	36.8%	37.9%
Total intrastate	85.5%	82.6%	80.4%	76.7%
Queensland	6.3%	7.3%	7.7%	9.4%
Victoria	4.1%	5.2%	5.5%	7.4%
ACT	1.6%	2.2%	1.7%	2.6%
Other interstate	2.5%	2.7%	4.7%	3.9%
Total interstate	14.5%	17.4%	19.6%	23.3%

Sydney (42.3%) was the largest source of visitors to the region, followed by regional NSW (40.3%) and Queensland (7.3%). Compared to YE Jun 14, the Sydney source market grew by 13.5%\* while regional NSW declined by 8.0%. Over the same period, Queensland grew by 22.6% and Victoria increased by 34.4% while the ACT grew by 46.1%.

Regional NSW (38.8%) was the largest source market in terms of nights in the region, followed by Sydney (37.9%) and Queensland (9.4%). Compared to YE Jun 14, nights spent by visitors from regional NSW grew by 0.8% and nights from Sydney increased by 16.7%. Over the same period, nights by Queenslanders grew by 38.8% and Victorian nights increased by 51.9% while nights by visitors from the ACT grew by 73.0%.

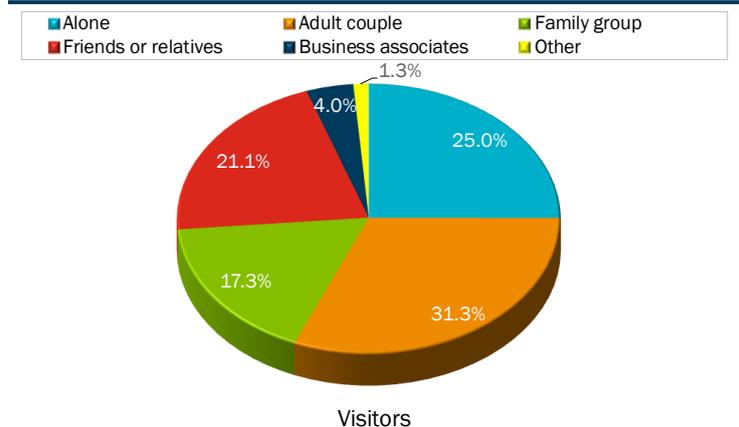
### Activities

'Eat out, dine at a restaurant or cafe' (59.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (47.3%) and 'sightseeing or looking around' (23.0%).

### Age

'15 to 29 years' (23.5%) was the largest age group of visitors to the region, followed by '50 to 59 years' (19.5%) and '40 to 49 years' (16.5%).

### Travel party



'Adult couple' (31.3%) was the most common travel party amongst visitors to the region, followed by 'alone' (25.0%).

### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent nearly \$1.5 billion in the region - up by 13.1% on YE Jun 14. On average, they spent \$167 per night - down by 0.1% on YE Jun 14.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 15, TRA

np = Not published due to insufficient sample.

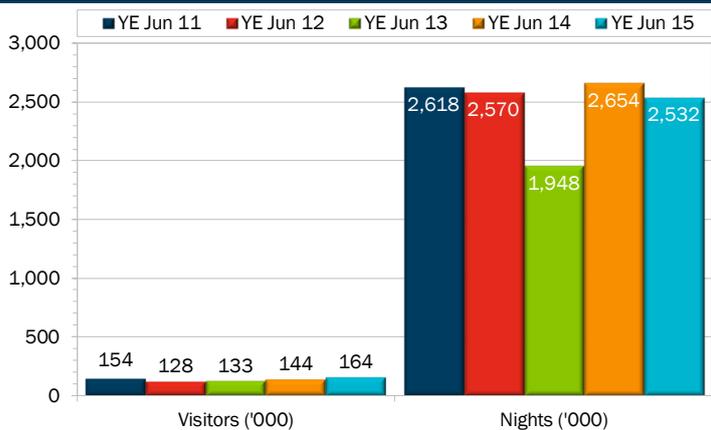
# Travel to The Hunter

Year ended June 2015

	YE Jun 15	YE Jun 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	9.0	8.7	3.8%	16.7%	3
Total nights (million)	11.3	10.4	8.7%	14.6%	3
Total expenditure (billion)	\$2.3	\$2.1	8.9%	15.9%	3

## International Overnight Travel (3)

### Visitors and nights



The Hunter received 164,300 international overnight visitors - up by 14.5%\* on YE Jun 14. Visitors spent over 2.5 million nights in the region - down by 4.6% on YE Jun 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 9.6 percent\* on last year and by 9.9 percent\* compared to four years ago.

### Market share

The region received 24.4% of visitors and 20.4% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was up by 1.0% pt and the share of nights was down by 0.9% pts.

### Purpose of visit to the region

'Holiday' (57.2%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (26.7%) and 'business' (9.3%). Compared to YE Jun 14, visitors who travelled for 'holiday' grew by 6.4% and 'VFR' increased by 16.5% while 'business' grew by 56.5%\*.

### Origin - share of visitors to the region

Rank	Individual market	Share of international visitors to The Hunter		Origin region	YE Jun 14	YE Jun 15
		YE Jun 14	YE Jun 15			
1	United Kingdom	15.5%	16.8%	Europe	40.8%	40.8%
2	New Zealand	11.1%	12.7%	North America	17.8%	14.4%
3	USA	12.5%	9.5%	Asia	23.4%	25.4%
4	Germany	7.7%	6.7%	New Zealand & Oceania	12.8%	14.6%
5	Mainland China	5.4%	5.0%	Other Countries	5.3%	4.7%

The United Kingdom (16.8%) was the region's largest individual source market of visitors, followed by New Zealand (12.7%) and the USA (9.5%).

### Accommodation

'Rented house, apartment, flat or unit' (42.6%) was the most popular form of accommodation used for nights in the region, followed by 'friends or relatives property' (30.1%).

### Age

'15 to 29 years' (38.1%) was the largest age group of visitors to the region, followed by '30 to 39 years' (15.6%) and '60 to 69 years' (15.1%).

### Expenditure (incl pre-paid package expenditure) (4)

International overnight visitors spent \$177 million in the region - up by 5.9% on YE Jun 14. On average, they spent \$70 per night - up by 11.0% on YE Jun 14.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 15, TRA.

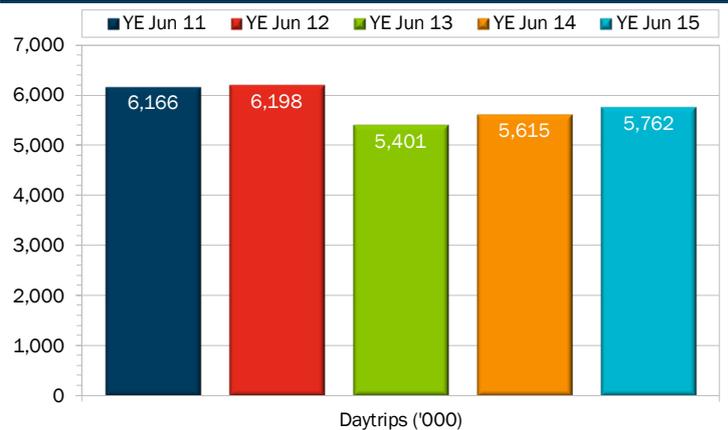
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Jun 15, TRA

## Domestic Daytrip Travel (5)

### Daytrips



The Hunter received nearly 5.8 million domestic daytrip visitors - up by 2.6% on YE Jun 14.

Note: The number of domestic daytrips to regional New South Wales increased by 7.0 percent\* on last year and by 7.2 percent\* compared to four years ago.

### Market share

The region received 16.9% of daytrips to regional NSW. Compared to YE Jun 14, the share was down by 0.7% pts.

### Main purpose of trip

'Holiday' (48.0%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (28.1%) and 'business' (9.2%).

Compared to YE Jun 14, visitors who travelled for 'holiday' grew by 22.2%\* while 'VFR' declined by 16.7% and 'business' decreased by 16.2%.

### Activities

'Eat out, dine at a restaurant or cafe' (44.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (34.1%) and 'go shopping for pleasure' (17.7%).

### Expenditure (6)

Domestic daytrip visitors spent \$633 million in the region - up by 1.1% on YE Jun 14. On average, they spent \$110 per trip - down by 1.5% on YE Jun 14.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 15, TRA

### Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending June 2015 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see [www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS](http://www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS).

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

(5) Source: NVS, YE Jun 15, TRA

np = Not published due to insufficient sample.