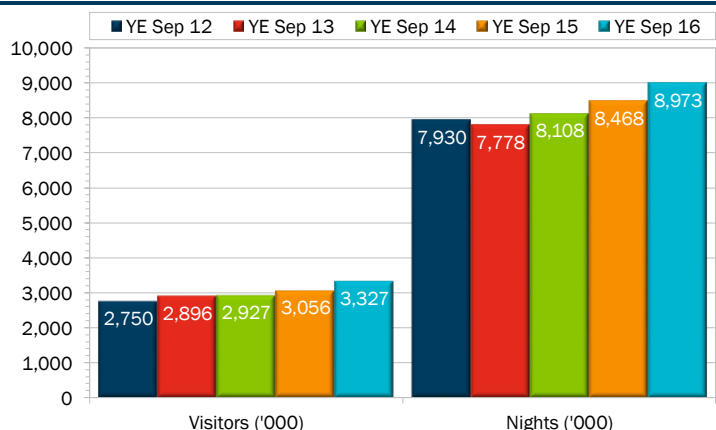


Domestic Overnight Travel (1)

Visitors and nights



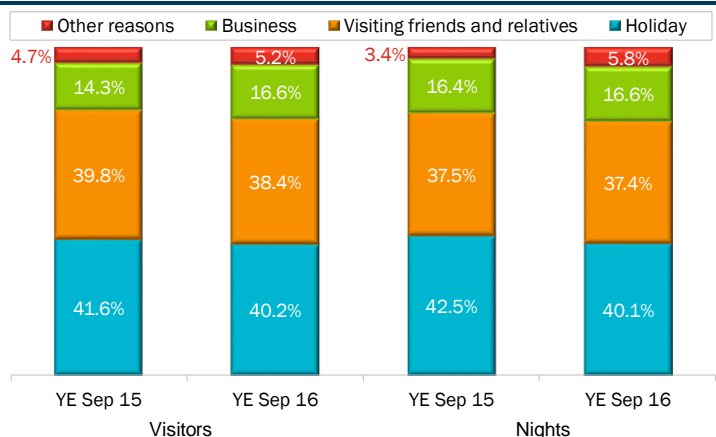
The Hunter received over 3.3 million domestic overnight visitors - up by 8.9%* on YE Sep 15. Visitors spent nearly 9.0 million nights in the region - up by 6.0% on YE Sep 15.

Note: The number of domestic overnight trips to regional New South Wales increased by 6.8 percent* on last year and by 19.9 percent* compared to four years ago.

Market share

The region received 16.1% of visitors and 12.8% of nights in regional NSW. Compared to YE Sep 15, the share of visitors was up by 0.3% pts and the share of nights was down by 0.2% pts.

Purpose of visit to The Hunter



'Holiday' (40.2%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (38.4%) and 'business' (16.6%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 5.2% and 'VFR' increased by 5.2% while 'business' grew by 26.6%*.

'Holiday' (40.1%) was the largest purpose in terms of nights in the region, followed by 'VFR' (37.4%) and 'business' (16.6%). Compared to YE Sep 15, nights spent for 'holiday' grew by 0.1% and 'VFR' increased by 5.4% while 'business' grew by 7.6%.

Accommodation in The Hunter

'Friends or relatives property' (39.2%) was the most popular accommodation used for nights in the region. 'Rented house, apartment, flat or unit' (12.8%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (12.0%).

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 Sep 16, Tourism Research Australia (TRA).

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 15	YE Sep 16	YE Sep 15	YE Sep 16
Regional NSW	40.3%	40.6%	38.9%	38.3%
Sydney	43.4%	44.2%	37.4%	41.0%
Total intrastate	83.6%	84.8%	76.3%	79.3%
Queensland	7.0%	6.6%	10.2%	8.9%
Victoria	5.2%	3.9%	8.1%	6.0%
ACT	1.9%	2.2%	2.2%	2.2%
Other interstate	2.2%	2.5%	3.1%	3.5%
Total interstate	16.4%	15.2%	23.7%	20.7%

Sydney (44.2%) was the largest source of visitors to the region, followed by regional NSW (40.6%) and Queensland (6.6%). Compared to YE Sep 15, the Sydney source market grew by 11.0%* and regional NSW increased by 9.8%. Over the same period, Queensland grew by 3.3% while Victoria declined by 19.7% and the ACT increased by 23.6%.

Sydney (41.0%) was the largest source market in terms of nights in the region, followed by regional NSW (38.3%) and Queensland (8.9%). Compared to YE Sep 15, nights spent by visitors from Sydney grew by 16.2% and nights from regional NSW increased by 4.4%. Over the same period, nights by Queenslanders declined by 7.8% and Victorian nights decreased by 21.4% while nights by visitors from the ACT grew by 7.9%.

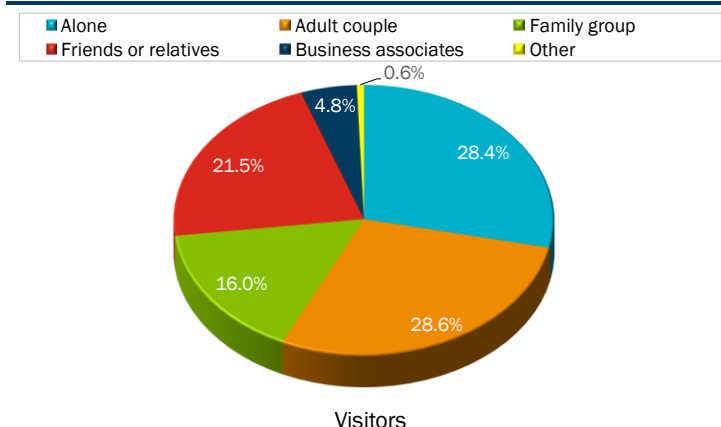
Top activities in The Hunter

'Eat out, dine at a restaurant or cafe' (58.0%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (45.3%) was the 2nd most popular, followed by 'sightseeing or looking around' (23.5%).

Age groups

'15 to 29 years' (25.0%) was the largest age group of visitors to the region, followed by '50 to 59 years' (19.4%) and '30 to 39 years' (16.6%).

Travel party



'Adult couple' (28.6%) was the most common travel party amongst visitors to the region, followed by 'alone' (28.4%) and 'friends or relatives' (21.5%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent nearly \$1.5 billion in the region - up by 2.5% on YE Sep 15. On average, they spent \$163 per night - down by 3.3% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

np = Not published due to insufficient sample.

Travel to The Hunter

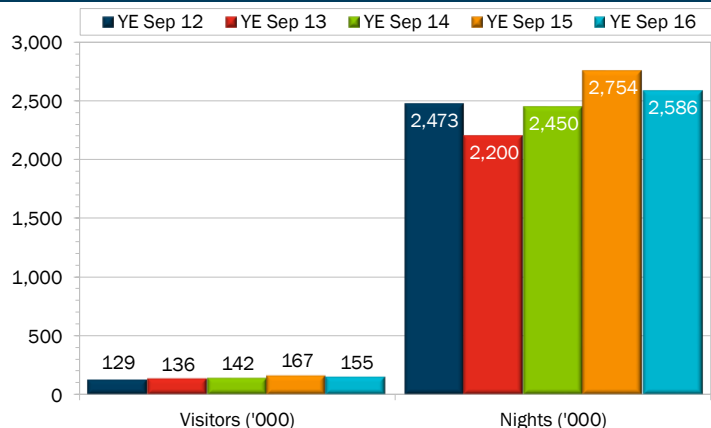
Year ended September 2016

For the period of October 2015 to September 2016

	YE Sep 16	YE Sep 15	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	10.2	8.9	14.0%	17.7%	3
Total nights (million)	11.6	11.2	3.0%	13.9%	3
Total expenditure (billion)	\$2.4	\$2.2	5.5%	16.2%	2

International Overnight Travel (3)

Visitors and nights



The Hunter received 155,500 international overnight visitors - down by 6.6% on YE Sep 15. Visitors spent nearly 2.6 million nights in the region - down by 6.1% on YE Sep 15.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 7.1 percent* on last year and by 25.6 percent* compared to four years ago.

Market share

The region received 21.3% of visitors and 20.1% of nights in regional NSW. Compared to YE Sep 15, the share of visitors was down by 3.1% pts and the share of nights was down by 0.6% pts.

Purpose of visit to The Hunter

'Holiday' (58.1%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (28.2%) and 'education' (5.9%). Compared to YE Sep 15, visitors who travelled for 'holiday' declined by 3.4% and 'VFR' decreased by 4.7% while 'education' grew by 40.8%*.

Origin - share of visitors to The Hunter

Rank	Individual market	Share of international visitors to The Hunter				
		YE Sep 15	YE Sep 16	Origin region	YE Sep 15	YE Sep 16
1	United Kingdom	18.0%	19.2%	Europe	41.7%	45.8%
2	New Zealand	11.8%	11.1%	North America	14.7%	14.4%
3	USA	10.0%	10.4%	Asia	25.0%	23.9%
4	Germany	7.4%	8.5%	New Zealand & Oceania	13.9%	12.5%
5	Mainland China	4.6%	6.3%	Other Countries	4.7%	3.4%

The United Kingdom (19.2%) was the region's largest individual source market of visitors, followed by New Zealand (11.1%) and the USA (10.4%).

Accommodation in The Hunter

'Rented house, apartment, flat or unit' (35.6%) was the most popular form of accommodation used for nights in the region, followed by 'friends or relatives property' (32.2%).

Age groups

'15 to 29 years' (40.5%) was the largest age group of visitors to the region, followed by '60 to 69 years' (17.2%) and '30 to 39 years' (16.9%).

Expenditure (incl 30% prepaid package expenditure) (4)

International overnight visitors spent \$178 million in the region - down by 6.2% on YE Sep 15. On average, they spent \$69 per night - down by 0.1% on YE Sep 15.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 16.

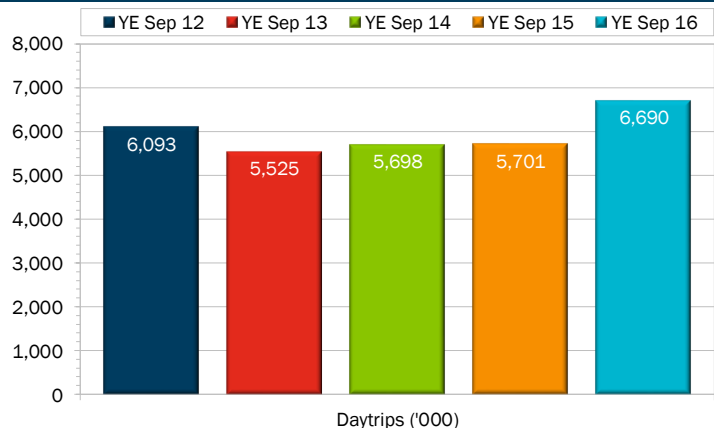
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Sep 16, TRA.

Domestic Daytrip Travel (5)

Daytrips



The Hunter received nearly 6.7 million domestic daytrip visitors - up 17.4%* on YE Sep 15.

Note: The number of domestic daytrips to regional New South Wales increased by 1.8 percent on last year and by 4.6 percent* compared to four years ago.

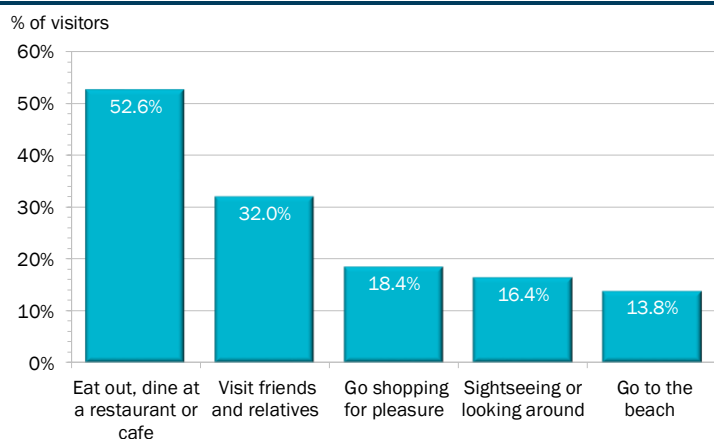
Market share

The region received 18.6% of daytrips to regional NSW. Compared to YE Sep 15, the share was up by 2.5% pts.

Main purpose of trip

'Holiday' (47.0%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (26.7%) and 'business' (11.7%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 17.2%* and 'VFR' increased by 9.2% while 'business' grew by 44.6%*.

Top activities in The Hunter



'Eat out, dine at a restaurant or cafe' (52.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (2)

Domestic daytrip visitors spent \$715 million in the region - up by 16.1% on YE Sep 15. On average, they spent \$107 per trip - down by 1.1% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

Further information

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

np = Not published due to insufficient sample.

(5) Source: NVS, YE Sep 16, TRA.

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