New England North West received over 1.6 million domestic overnight visitors - up by 4.3% on YE Mar 17. Visitors spent over 4.6 million nights in the region - up by 10.0% on YE Mar 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 11.0 percent* on last year and by 26.9 percent* compared to four years ago.

Market share
The region received 7.0% of visitors and 6.2% of nights in regional NSW. Compared to YE Mar 17, the share of visitors was down by 0.4 pts and the share of nights was up by 0.2 pts.

Purpose of visit to New England North West

‘Visiting friends and relatives (VFR)’ (33.3%) was the largest purpose of visit for visitors to the region, followed by ‘holiday’ (30.8%) and ‘business’ (25.8%). Compared to YE Mar 17, visitors who travelled for ‘VFR’ grew by 4.7% while ‘holiday’ declined by 3.1% and ‘business’ increased by 17.6%.

‘VFR’ (34.3%) was the largest purpose in terms of nights in the region, followed by ‘holiday’ (30.9%) and ‘business’ (25.7%). Compared to YE Mar 17, nights spent for ‘VFR’ grew by 0.4% and ‘holiday’ increased by 0.9% while ‘business’ grew by 50.0%.*

Accommodation in New England North West

‘Friends or relatives property’ (35.3%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motel inn, below 4 star’ (18.1%) was the 2nd most popular accommodation used, followed by ‘caravan park or commercial camping ground’ (15.7%).
Travel to New England North West
Year ended March 2018
For the period of April 2017 to March 2018

Sources: (1) NVS & (2) IVS, YE Mar 18, TRA - unless otherwise specified.

International Overnight Travel2 - preliminary

New England North West received 42,100 international overnight visitors - up by 11.8% on YE Mar 17. Visitors spent nearly 1.2 million nights in the region - up by 4.1% on YE Mar 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 11.2 percent* on last year and by 41.6 percent* compared to four years ago.

Market share
The region received 4.8% of visitors and 8.0% of nights in regional NSW. Compared to YE Mar 17, the share of visitors was unchanged and the share of nights was up by 0.1% pt.

Origin – share of visitors to New England North West
The USA (13.9%) was the region’s largest individual source market of visitors, followed by New Zealand (13.8%) and the United Kingdom (10.8%).

Accommodation in New England North West
‘Rented house, apartment, flat or unit’ (53.9%) was the most popular form of accommodation used for nights in the region, followed by ‘friends or relatives property’ (19.8%).

Age groups
‘15 to 29 years’ (31.9%) was the largest age group of visitors to the region, followed by ‘30 to 39 years’ (19.8%) and ‘60 to 69 years’ (18.6%).

Expenditure (incl 30% prepaid package expenditure)4
International overnight visitors spent $64 million in the region. On average, they spent $55 per night region.

(4) Source: TRA’s expenditure allocation method applied to IVS data, YE Mar 18.

Preliminary IVS results
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

Domestic Daytrip Travel1
New England North West received nearly 1.8 million domestic daytrip visitors - down by 0.8% on YE Mar 17.

Note: The number of domestic daytrips to regional New South Wales increased by 4.8 percent* on last year and by 20.1 percent* compared to four years ago.

Market share
The region received 4.6% of daytrips to regional NSW. Compared to YE Mar 17, the share was down by 0.3% pts.

Main purpose of trip
‘Holiday’ (45.1%) was the largest purpose of trip for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (21.0%) and ‘medical reasons’ (14.6%). Compared to YE Mar 17, visitors who travelled for ‘holiday’ grew by 23.5% while ‘VFR’ declined by 21.7% and ‘medical reasons’ increased by 50.7%.

Top activities in New England North West
‘Eat out, dine at a restaurant or cafe’ (51.6%) was the most popular activity undertaken by visitors to the region.

Expenditure3
Domestic daytrip visitors spent $273 million in the region - up by 27.2% on YE Mar 17. On average, they spent $155 per trip - up by 28.3% on YE Mar 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Mar 18.

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.

Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Mar 18 are preliminary.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.