Domestic Overnight Travel

The Hunter received nearly 3.8 million domestic overnight visitors - up by 14.5%* on YE Mar 17. Visitors spent over 9.5 million nights in the region - up by 11.4% 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 16.3% of visitors and 12.8% of nights in regional NSW. Compared to YE Mar 17, the share of visitors was up by 0.5% pts and the share of nights was up by 0.6% pts.

Purpose of visit to The Hunter

‘Holiday’ (41.7%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives’ (VFR)’ (37.9%) and ‘business’ (15.9%). Compared to YE Mar 17, visitors who travelled for ‘holiday’ grew by 17.8%* and ‘VFR’ increased by 14.5%* while ‘business’ grew by 18.7%*.

‘Holiday’ (40.8%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (38.5%) and ‘business’ (14.9%). Compared to YE Mar 17, nights spent for ‘holiday’ grew by 7.4% and ‘VFR’ increased by 15.0% while ‘business’ grew by 9.0%.

Accommodation in The Hunter

‘Friends or relatives property’ (41.5%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (12.3%) was the 2nd most popular accommodation used, followed by ‘luxury hotel or resort, 4 or 5 star’ (11.0%).

Sydney (44.7%) was the largest source of visitors to the region, followed by regional NSW (38.9%) and Queensland (8.4%). Compared to YE Mar 17, the Sydney source market grew by 12.3%* and regional NSW increased by 15.5%*. Over the same period, Queensland grew by 31.9%* while Victoria declined by 13.4% and the ACT increased by 98.6%*.

Sydney (40.8%) was the largest source market in terms of nights in the region, followed by regional NSW (35.1%) and Queensland (11.6%). Compared to YE Mar 17, nights spent by visitors from Sydney grew by 14.7% and nights from regional NSW increased by 10.0%. Over the same period, nights by Queenslanders grew by 21.6% while Victorian nights declined by 37.6% and nights by visitors from the ACT increased by 89.3%.

Top activities in The Hunter

‘Eat out, dine at a restaurant or cafe’ (63.8%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (43.8%) was the 2nd most popular, followed by ‘go to the beach’ (24.9%).

Age groups

‘15 to 29 years’ (21.5%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (18.3%) and ‘40 to 49 years’ (18.0%).

Travel party

‘Adult couple’ (31.6%) was the most common travel party amongst visitors to the region, followed by ‘alone’ (25.9%) and ‘friends or relatives’ (21.6%).

Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent almost $1.8 billion in the region - up by 27.5%* on YE Mar 17. On average, they spent $189 per night - up by 14.4% on YE Mar 17.

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

* The percentage change is statistically significant.

np = Not published due to insufficient sample.
## International Overnight Travel² - preliminary

### Visitors and nights

<table>
<thead>
<tr>
<th>Rank</th>
<th>Individual market</th>
<th>YE Mar 17</th>
<th>YE Mar 18</th>
<th>YE Mar 17</th>
<th>YE Mar 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>15.6%</td>
<td>15.9%</td>
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<td>40.0%</td>
</tr>
<tr>
<td>2</td>
<td>New Zealand</td>
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<td>10.7%</td>
<td>28.5%</td>
<td>26.0%</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>11.6%</td>
<td>10.7%</td>
<td>28.5%</td>
<td>26.0%</td>
</tr>
<tr>
<td>4</td>
<td>Mainland China</td>
<td>7.3%</td>
<td>7.2%</td>
<td>10.3%</td>
<td>12.7%</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>8.5%</td>
<td>6.5%</td>
<td>3.7%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

The Hunter received 202,100 international overnight visitors - up by 16.0% on YE Mar 17. Visitors spent over 2.6 million nights in the region - down by 10.7% 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 23.3% of visitors and 18.2% of nights in regional NSW. Compared to YE Mar 17, the share of visitors was up by 1.0% pt and the share of nights was down by 2.7% pts.

### Origin – share of visitors to The Hunter

<table>
<thead>
<tr>
<th>Rank</th>
<th>Individual market</th>
<th>YE Mar 17</th>
<th>YE Mar 18</th>
<th>YE Mar 17</th>
<th>YE Mar 18</th>
<th>Origin region</th>
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<tbody>
<tr>
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<td>15.9%</td>
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<tr>
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<td>10.7%</td>
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<td>26.0%</td>
<td>Europe</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>11.6%</td>
<td>10.7%</td>
<td>28.5%</td>
<td>26.0%</td>
<td>Asia</td>
</tr>
<tr>
<td>4</td>
<td>Mainland China</td>
<td>7.3%</td>
<td>7.2%</td>
<td>10.3%</td>
<td>12.7%</td>
<td>New Zealand/Oceania</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>8.5%</td>
<td>6.5%</td>
<td>3.7%</td>
<td>5.3%</td>
<td>Other Countries</td>
</tr>
</tbody>
</table>

The United Kingdom (15.9%) was the region’s largest individual market of visitors, followed by New Zealand (10.7%) and the USA (10.3%).

### Accommodation in The Hunter

‘Friends or relatives property’ (40.9%) was the most popular form of accommodation used for nights in the region, followed by ‘rented house, apartment, flat or unit’ (27.4%).

### Age groups

‘15 to 29 years’ (33.7%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (17.3%) and ‘30 to 39 years’ (16.7%).

### Expenditure (incl. 30% prepaid package expenditure)³

International overnight visitors spent $208 million in the region – up by 6.9% on YE Mar 17. On average, they spent $79 per night – up by 19.7% on YE Mar 17.

(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

The Hunter received nearly 6.4 million domestic daytrip visitors – down 4.5% 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 16.7% of daytrips to regional NSW. Compared to YE Mar 17, the share was down by 1.6% pts.

### Main purpose of trip

‘Holiday’ (47.9%) was the largest purpose of trip for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (30.3%) and ‘business’ (8.7%). Compared to YE Mar 17, visitors who travelled for ‘holiday’ declined by 1.5% while ‘VFR’ grew by 1.0% and ‘business’ decreased by 28.5%.

### Top activities in The Hunter

- ‘Eat out, dine at a restaurant or cafe’ (45.1%) was the most popular activity undertaken by visitors to the region.
- ‘Visit friends and relatives’ (34.3%) was the second most popular activity.
- ‘Go shopping for pleasure’ (16.0%) was the third most popular activity.
- ‘Sightseeing or looking around’ (14.1%) was the fourth most popular activity.
- ‘Go to the beach’ (12.6%) was the fifth most popular activity.

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

Further information

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.