Travel to The Hunter
Year ended June 2018
For the period of July 2017 to June 2018

Sources: (1) National Visitor Survey (NVS) & (2) International Visitor Survey (VIS), YE Jun 18, Tourism Research Australia (TRA) - unless otherwise specified.

Domestic Overnight Travel¹

Visitors and nights

<table>
<thead>
<tr>
<th>YE Jun 14</th>
<th>YE Jun 15</th>
<th>YE Jun 16</th>
<th>YE Jun 17</th>
<th>YE Jun 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors ('000)</td>
<td>Nights ('000)</td>
<td>Visitors ('000)</td>
<td>Nights ('000)</td>
<td>Visitors ('000)</td>
</tr>
<tr>
<td>2,847</td>
<td>7,588</td>
<td>3,091</td>
<td>8,347</td>
<td>3,346</td>
</tr>
</tbody>
</table>

The Hunter received nearly 3.8 million domestic overnight visitors - up by 12.8%* on YE Jun 17. Visitors spent nearly 9.9 million nights in the region - up by 14.3%* on YE Jun 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 9.4 percent* on last year and by 26.4 percent* compared to four years ago.

Market share

The region received 16.2% of visitors and 13.1% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was up by 0.5% pts and the share of nights was up by 0.8% pts.

Purpose of visit to The Hunter

<table>
<thead>
<tr>
<th>YE Jun 17</th>
<th>YE Jun 18</th>
<th>YE Jun 17</th>
<th>YE Jun 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other reasons</td>
<td>Business</td>
<td>Visiting friends and relatives</td>
<td>Holiday</td>
</tr>
<tr>
<td>6.5%</td>
<td>6.6%</td>
<td>4.6%</td>
<td>4.6%</td>
</tr>
<tr>
<td>14.7%</td>
<td>16.9%</td>
<td>37.1%</td>
<td>37.3%</td>
</tr>
<tr>
<td>37.8%</td>
<td>37.3%</td>
<td>37.9%</td>
<td>38.5%</td>
</tr>
<tr>
<td>42.1%</td>
<td>41.9%</td>
<td>43.0%</td>
<td>40.4%</td>
</tr>
</tbody>
</table>

‘Holiday’ (41.9%) was the largest purpose of visit for regional NSW. ‘Holiday’ followed by ‘visiting friends and relatives’ (37.3%) and ‘business’ (16.9%). Compared to YE Jun 17, visitors who travelled for ‘holiday’ grew by 12.4%* and ‘VFR’ increased by 11.4%* while ‘business’ grew by 30.0%*.

‘Holiday’ (40.4%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (38.5%) and ‘business’ (16.1%). Compared to YE Jun 17, nights spent for holiday grew by 7.3% and ‘VFR’ increased by 16.2% while ‘business’ grew by 28.6%.

Accommodation in The Hunter

‘Friends or relatives property’ (42.0%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (12.2%) was the 2nd most popular accommodation used, followed by ‘luxury hotel or resort, 4 or 5 star’ (11.4%).

<table>
<thead>
<tr>
<th>YE Jun 17</th>
<th>YE Jun 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>Nights</td>
</tr>
<tr>
<td>22.1%</td>
<td>26.7%</td>
</tr>
<tr>
<td>15.1%</td>
<td>11.1%</td>
</tr>
<tr>
<td>29.5%</td>
<td>26.7%</td>
</tr>
<tr>
<td>11.1%</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

Sydney (45.4%) was the largest source of visitors to the region, followed by regional NSW (38.1%) and Queensland (8.0%). Compared to YE Jun 17, the Sydney source market grew by 13.0%* and regional NSW increased by 14.1%*. The same period, Queensland grew by 13.7% while Victoria declined by 14.1% and the ACT increased by 99.9%*.

Sydney (40.6%) was the largest source market in terms of nights in the region, followed by regional NSW (35.6%) and Queensland (11.2%). Compared to YE Jun 17, nights spent by visitors from Sydney grew by 18.7% and nights from regional NSW increased by 18.4%. Over the same period, nights by Queenslanders grew by 12.3% while Victorian nights declined by 42.0% and nights by visitors from the ACT increased by 97.8%*.

Top activities in The Hunter

‘Eat out, dine at a restaurant or cafe’ (63.1%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (43.3%) was the 2nd most popular, followed by ‘sightseeing or looking around’ (24.9%).

Age groups

‘15 to 29 years’ (22.7%) was the largest age group of visitors to the region, followed by ‘40 to 49 years’ (18.2%) and ‘50 to 59 years’ (17.4%).

Travel party

‘Adult couple’ (29.5%) was the most common travel party amongst visitors to the region, followed by ‘alone’ (26.7%) and ‘friends or relatives’ (22.1%).

Expenditure (incl airfares and transport costs)³

Domestic overnight visitors spent over $1.7 billion in the region - up by 12.0% on YE Jun 17. On average, they spent $177 per night - down by 2.1% on YE Jun 17.

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

* The percentage change is statistically significant.
np = Not published due to insufficient sample.

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Travel to The Hunter
Year ended June 2018
For the period of July 2017 to June 2018

The Hunter received 200,300 international overnight visitors - up by 7.5% on YE Jun 17. Visitors spent nearly 2.9 million nights in the region - down by 5.4% on YE Jun 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.2 percent* on last year and by 40.4 percent* compared to four years ago.

Market share
The region received 23.2% of visitors and 20.2% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was up by 0.3% pts and the share of nights was down by 0.3% pts.

Origin – share of visitors to The Hunter

The United Kingdom (15.6%) was the region's largest individual source market of visitors, followed by the USA (10.6%) and New Zealand (10.3%).

Accommodation in The Hunter
‘Friends or relatives property’ (50.1%) was the most popular form of accommodation used for nights in the region, followed by ‘rented house, apartment, flat or unit’ (25.1%).

Age groups
‘15 to 29 years’ (32.3%) was the largest age group to nights to the region, followed by ‘50 to 59 years’ (16.8%) and ‘30 to 39 years’ (16.7%).

Expenditure (incl 30% prepaid package expenditure)
International overnight visitors spent $179 million in the region – down by 18.8% on YE Jun 17. On average, they spent $62 per night – down by 14.2% on YE Jun 17.

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

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

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.