New England North West received over 1.6 million domestic overnight visitors - up by 4.2% on YE Jun 17. Visitors spent nearly 4.6 million nights in the region - up by 8.9% 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 6.9% of visitors and 6.0% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was down by 0.3% pts and the share of nights was up by 0.1% pt.

Purpose of visit to New England North West

‘Visiting friends and relatives (VFR)’ (33.8%) was the largest purpose of visit for visitors to the region, followed by ‘holiday’ (31.3%) and ‘business’ (23.8%). Compared to YE Jun 17, visitors who travelled for ‘VFR’ grew by 0.8% while ‘holiday’ declined by 0.4% and ‘business’ increased by 11.6%.

‘VFR’ (36.1%) was the largest purpose in terms of nights in the region, followed by ‘holiday’ (33.1%) and ‘business’ (21.6%). Compared to YE Jun 17, nights spent for ‘VFR’ declined by 1.6% while ‘holiday’ grew by 15.9% and ‘business’ increased by 15.6%.

Accommodation in New England North West

‘Friends or relatives property’ (36.7%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (18.6%) was the 2nd most popular accommodation used, followed by ‘caravan park or commercial camping ground’ (17.7%).

Regional NSW (51.1%) was the largest source of visitors to the region, followed by Queensland (20.4%) and Sydney (19.8%). Compared to YE Jun 17, the regional NSW source market declined by 2.1% while Sydney grew by 28.0%*. Over the same period, Queensland grew by 7.9% while Victoria declined by 18.8% and South Australia increased by 73.5%.

Regional NSW (47.0%) was the largest source market in terms of nights in the region, followed by Queensland (23.3%) and Sydney (22.7%). Compared to YE Jun 17, nights spent by visitors from regional NSW grew by 7.0% and nights from Sydney increased by 44.8%*. Over the same period, nights by Queenslanders grew by 11.1% while Victorian nights declined by 53.5% and nights by South Australians decreased by 41.1%.

Top activities in New England North West
‘Eat out, dine at a restaurant or cafe’ (52.1%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (36.6%) was the 2nd most popular, followed by ‘pubs, clubs, discos etc’ (23.7%).

Age groups
‘40 to 49 years’ (21.6%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (19.5%) and ‘60 to 69 years’ (18.5%).

Expenditure (incl airfares and transport costs)
Domestic overnight visitors spent $636 million in the region - up by 19.5% on YE Jun 17. On average, they spent $139 per night – up by 9.7% 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.
New England North West received 37,000 international overnight visitors - down by 9.3% on YE Jun 17. Visitors spent nearly 1.1 million nights in the region - up by 0.8% 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 4.3% of visitors and 7.5% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was down by 0.7% pts and the share of nights was up by 0.3% pts.

Origin – share of visitors to New England North West

New Zealand (15.4%) was the region’s largest individual source market of visitors, followed by the United Kingdom (11.4%) and the USA (11.3%).

Accommodation in New England North West

‘Rented house, apartment, flat or unit’ (50.4%) was the most popular form of accommodation used for nights in the region, followed by ‘friends or relatives property’ (16.4%).

Age groups

‘15 to 29 years’ (36.8%) was the largest age group of visitors to the region, followed by ‘30 to 39 years’ (19.4%) and ‘60 to 69 years’ (14.7%).

Expenditure (incl. 30% prepaid package expenditure)*

International overnight visitors spent $59 million in the region. On average, they spent $55 per night region.

(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.

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

* The percentage change is statistically significant.

np = Not published due to insufficient sample.