New England North West received over 1.6 million domestic overnight visitors - up by 2.6% on YE Sep 17. Visitors spent over 4.5 million nights in the region - up by 6.9% on YE Sep 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 7.7 percent* on last year and and 28.1 percent* compared to four years ago.

Market share
The region received 6.9% of visitors and 5.9% of nights in regional NSW. Compared to YE Sep 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)’ (38.2%) was the largest purpose of visit for visitors to the region, followed by ‘holiday’ (29.5%) and ‘business’ (22.6%). Compared to YE Sep 17, visitors who travelled for ‘VFR’ grew by 26.8%* while ‘holiday’ declined by 12.4% and ‘business’ decreased by 0.6%.

‘VFR’ (39.6%) was the largest purpose in terms of nights in the region, followed by ‘holiday’ (31.8%) and ‘business’ (21.4%). Compared to YE Sep 17, nights spent for ‘VFR’ grew by 18.5% and ‘holiday’ increased by 2.9% while ‘business’ grew by 9.2%.

Accommodation in New England North West
‘Friends or relatives property’ (37.6%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (20.2%) was the 2nd most popular accommodation used, followed by ‘caravan park or commercial camping ground’ (18.2%).

Regional NSW (50.7%) was the largest source of visitors to the region, followed by Queensland (21.8%) and Sydney (18.6%). Compared to YE Sep 17, the regional NSW source market declined by 1.5% while Sydney grew by 14.1%. Over the same period, Queensland increased by 8.7% while Victoria declined by 3.9%.

Regional NSW (46.9%) was the largest source market in terms of nights in the region, followed by Queensland (24.1%) and Sydney (20.0%). Compared to YE Sep 17, nights spent by visitors from regional NSW grew by 9.9% and nights from Sydney increased by 14.3%. Over the same period, nights by Queenslanders increased by 9.8% while Victorian nights declined by 30.0%.

Top activities in New England North West
‘Eat out, dine at a restaurant or cafe’ (54.8%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (41.4%) was the 2nd most popular, followed by ‘pubs, clubs, discos etc’ (26.6%) and ‘sightseeing or looking around’ (20.0%).

Age groups
‘40 to 49 years’ (19.5%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (19.2%) and ‘50 to 59 years’ (18.5%).

Travel party
‘Alone’ (31.7%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (28.1%) and ‘friends or relatives’ (16.9%).

Expenditure (incl airfares and transport costs)
Domestic overnight visitors spent $645 million in the region - up by 14.2% on YE Sep 17. On average, they spent $143 per night - up by 6.9% on YE Sep 17.

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

* The percentage change is statistically significant.
np = Not published due to insufficient sample.
New England North West received 34,200 international overnight visitors - down by 21.2%* on YE Sep 17. Visitors spent over 1.0 million nights in the region - down by 4.7% on YE Sep 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 4.6 percent* on last year and by 40.3 percent* compared to four years ago.

Market share

The region received 3.9% of visitors and 6.9% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was down by 1.3% pts and the share of nights was unchanged.

Origin – share of visitors to New England North West

New Zealand (15.6%) was the region’s largest individual source market of visitors, followed by the United Kingdom (12.0%) and the USA (10.3%).

Accommodation in New England North West

‘Rented house, apartment, flat or unit’ (49.6%) was the most popular form of accommodation used for nights in the region, followed by ‘friends or relatives property’ (16.3%).

Age groups

‘15 to 29 years’ (38.4%) was the largest age group of visitors to the region, followed by ‘30 to 39 years’ (18.9%) and ‘60 to 69 years’ (16.6%).

Expenditure (inc 30% prepaid package expenditure)†

International overnight visitors spent $56 million in the region. On average, they spent $55 per night region.

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

Preliminary IVS results

Due to quality issues with the incoming passenger data, IVS results for the YE Sep 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 Sep 18 are preliminary.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.

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

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New England North West received over 1.7 million domestic daytrips to regional New South Wales increased by 3.7 percent on last year and by 20.3 percent* compared to four years ago.

Main purpose of trip

‘Holiday’ (40.9%) was the largest purpose of trip for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (21.7%) and ‘business’ (16.4%). Compared to YE Sep 17, visitors who travelled for ‘holiday’ grew by 2.1% while ‘VFR’ declined by 24.0% and ‘business’ increased by 15.6%.

Top activities in New England North West

‘Eat out, dine at a restaurant or cafe’ (48.9%) was the most popular activity undertaken by visitors to the region.

Expenditure‡

Domestic daytrips visitors spent $272 million in the region - up by 19.1% on YE Sep 17. On average, they spent $159 per trip - up by 32.1% on YE Sep 17.

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