New England North West received over 1.6 million domestic overnight visitors - down by 1.3% on YE Dec 17. Visitors spent over 4.2 million nights in the region - down by 9.8% on YE Dec 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 8.5 percent* on last year and by 28.2 percent* compared to four years ago.

Market share
The region received 6.7% of visitors and 5.5% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was down by 0.7 pts and the share of nights was down by 1.0 pt.

Purpose of visit to New England North West

‘Visiting friends and relatives (VFR)’ (40.2%) was the largest purpose of visit for visitors to the region, followed by ‘holiday’ (29.1%) and ‘business’ (21.3%). Compared to YE Dec 17, visitors who travelled for ‘VFR’ grew by 29.5%* while ‘holiday’ declined by 12.5% and ‘business’ decreased by 18.1%.

‘VFR’ (46.2%) was the largest purpose in terms of nights in the region, followed by ‘holiday’ (31.9%) and ‘business’ (14.7%). Compared to YE Dec 17, nights spent for ‘VFR’ grew by 26.5% while ‘holiday’ declined by 5.7% while ‘business’ decreased by 51.1%.*

Accommodation in New England North West
‘Friends or relatives property’ (42.8%) was the most popular accommodation used for nights in the region, followed by ‘standard hotel or motor inn, below 4 star’ (20.9%) and ‘caravan park or commercial camping ground’ (14.1%).

Regional NSW (53.4%) was the largest source of visitors to the region, followed by Queensland (20.9%) and Sydney (18.2%). Compared to YE Dec 17, the regional NSW source market grew by 5.3% and Sydney increased by 1.7%. Over the same period, Queensland declined by 10.5% and Victoria decreased by 28.0%.

Regional NSW (53.3%) was the largest source market in terms of nights in the region, followed by Sydney (19.6%) and Queensland (18.9%). Compared to YE Dec 17, nights spent by visitors from regional NSW grew by 12.9% while nights from Sydney declined by 10.4%. Over the same period, nights by Queenslanders declined by 38.4% and Victorian nights decreased by 29.5%.

Top activities in New England North West
‘Eat out, dine at a restaurant or cafe’ (55.4%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (45.4%) was the 2nd most popular, followed by ‘pubs, clubs, discos etc’ (26.2%).

Age groups
‘60 to 69 years’ (19.1%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (19.1%) and ‘15 to 29 years’ (18.5%).

Expenditure (incl airfares and transport costs)³
Domestic overnight visitors spent $633 million in the region - down by 0.9% on YE Dec 17. On average, they spent $149 per night - up by 9.8% on YE Dec 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Dec 18.
**Travel to New England North West**

**Year ended December 2018**

For the period of January 2018 to December 2018

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

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### International Overnight Travel

<table>
<thead>
<tr>
<th>Visitors and nights</th>
<th>YE Dec 14</th>
<th>YE Dec 15</th>
<th>YE Dec 16</th>
<th>YE Dec 17</th>
<th>YE Dec 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors ('000)</td>
<td>31</td>
<td>31</td>
<td>36</td>
<td>43</td>
<td>36</td>
</tr>
<tr>
<td>Nights ('000)</td>
<td>747</td>
<td>824</td>
<td>1,005</td>
<td>904</td>
<td></td>
</tr>
</tbody>
</table>

New England North West received 35,500 international overnight visitors - down by 17.4% on YE Dec 17. Visitors spent 903,700 nights in the region - down by 10.2% on YE Dec 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.0 percent on last year and by 36.6 percent* compared to four years ago.

### Market share

The region received 4.1% of visitors and 6.1% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was down by 1.0% pt and the share of nights was down by 0.8 pts.

### Purpose of visit to New England North West

‘Holiday’ (50.0%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (26.6%) and ‘business’ (10.1%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ declined by 21.7% and ‘VFR’ decreased by 39.4%* while ‘business’ grew by 24.9%.

### Origin – share of visitors to New England North West

<table>
<thead>
<tr>
<th>Rank</th>
<th>Individual market</th>
<th>YE Dec 14</th>
<th>YE Dec 15</th>
<th>YE Dec 16</th>
<th>YE Dec 17</th>
<th>YE Dec 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New Zealand</td>
<td>12.1%</td>
<td>15.5%</td>
<td>15.8%</td>
<td>15.1%</td>
<td>14.6%</td>
</tr>
<tr>
<td>2</td>
<td>United Kingdom</td>
<td>13.8%</td>
<td>14.6%</td>
<td>14.8%</td>
<td>13.2%</td>
<td>13.1%</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>15.6%</td>
<td>12.6%</td>
<td>9.1%</td>
<td>20.3%</td>
<td>19.3%</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>4.5%</td>
<td>10.1%</td>
<td>10.5%</td>
<td>13.1%</td>
<td>17.9%</td>
</tr>
<tr>
<td>5</td>
<td>Netherlands</td>
<td>3.4%</td>
<td>5.4%</td>
<td>4.9%</td>
<td>4.3%</td>
<td>np</td>
</tr>
</tbody>
</table>

New Zealand (15.5%) was the region’s largest individual source market of visitors, followed by the United Kingdom (14.8%).

### Accommodation in New England North West

‘Rented house, apartment, flat or unit’ (46.7%) was the most popular form of accommodation used for nights in the region, followed by ‘friends or relatives property’ (20.3%).

### Age groups

‘15 to 29 years’ (33.7%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (18.2%) and ‘30 to 39 years’ (17.0%).

### Expenditure (incl 30% prepaid package expenditure)*

International overnight visitors spent $62 million in the region - up by 11.4% on YE Dec 17. On average, they spent $69 per night - up by 24.0% on YE Dec 17.

Note: The number of domestic daytrips to regional New South Wales increased by 4.5 percent* on last year and by 17.3 percent* compared to four years ago.

### Market share

The region received 4.2% of daytrips to regional NSW. Compared to YE Dec 17, the share was down by 0.9% pts.

### Main purpose of trip

‘Holiday’ (39.9%) was the largest purpose of trip for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (20.2%) and ‘business’ (17.2%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ declined by 15.3% and ‘VFR’ decreased by 25.0% while ‘business’ grew by 8.4%.

### Top activities in New England North West

‘Eat out, dine at a restaurant or cafe’ (50.3%) was the most popular activity undertaken by visitors to the region.

### 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.