The Hunter received nearly 3.9 million domestic overnight visitors - up by 6.5% on YE Dec 17. Visitors spent over 10.5 million nights in the region – by up 16.7%* 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 16.0% of visitors and 13.5% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was down by 0.3% pts and the share of nights was up by 1.2% pts.

Purpose of visit to The Hunter
‘Holiday’ (40.4%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (38.1%) and ‘business’ (17.7%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ grew by 4.0% and ‘VFR’ increased by 6.2% while ‘business’ grew by 29.5%*.

‘VFR’ (40.0%) was the largest purpose in terms of nights in the region, followed by ‘holiday’ (39.1%) and ‘business’ (16.0%). Compared to YE Dec 17, nights spent for ‘VFR’ grew by 17.2% and ‘holiday’ increased by 9.0% while ‘business’ grew by 47.7%*.

Accommodation in The Hunter
‘Friends or relatives property’ (43.9%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (11.7%) was the 2nd most popular accommodation used, followed by ‘rented house, apartment, flat or unit’ (9.4%).

Sydney (45.4%) was the largest source of visitors to the region, followed by regional NSW (36.9%) and Queensland (8.8%). Compared to YE Dec 17, the Sydney source market grew by 5.9% and regional NSW increased by 2.6%. Over the same period, Queensland grew by 22.7% and Victoria increased by 1.4% while the ACT grew by 29.2%.

Sydney (39.5%) was the largest source market in terms of nights in the region, followed by regional NSW (34.4%) and Queensland (12.8%). Compared to YE Dec 17, nights spent by visitors from Sydney grew by 9.9% and nights from regional NSW increased by 17.4%. Over the same period, nights by Queenslanders grew by 30.4% and Victorian nights increased by 12.3% while nights by visitors from the ACT grew by 5.3%.

Top activities in The Hunter
‘Eat out, dine at a restaurant or cafe’ (64.0%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (46.6%) was the 2nd most popular, followed by ‘go to the beach’ (27.4%).

Age groups
‘15 to 29 years’ (24.8%) was the largest age group of visitors to the region, followed by ‘30 to 39 years’ (18.3%) and ‘50 to 59 years’ (17.9%).

Travel party
‘Alone’ (27.8%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (27.2%) and ‘friends or relatives’ (22.0%).

Expenditure (incl airfares and transport costs)
Domestic overnight visitors spent over $1.7 billion in the region - up by 2.7% on YE Dec 17. On average, they spent $166 per night - down by 12.0% on YE Dec 17.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.
Travel to The Hunter
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.

International Overnight Travel\(^2\)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Region</th>
<th>YE Dec 17</th>
<th>YE Dec 18</th>
<th>YE on YE growth %</th>
<th>Share of region overnight (million)</th>
<th>Share of regional NSW overnight (million)</th>
<th>Share of regional overnight (million)</th>
<th>Rank in regional overnight %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>15.3%</td>
<td>16.9%</td>
<td>4.4%</td>
<td>40.6%</td>
<td>36.6%</td>
<td>0.0%</td>
<td>16.3%</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>9.5%</td>
<td>11.4%</td>
<td>9.1%</td>
<td>14.2%</td>
<td>14.3%</td>
<td>0.0%</td>
<td>14.7%</td>
</tr>
<tr>
<td>3</td>
<td>New Zealand</td>
<td>10.3%</td>
<td>10.0%</td>
<td>0.3%</td>
<td>28.5%</td>
<td>28.5%</td>
<td>0.0%</td>
<td>23.0%</td>
</tr>
<tr>
<td>4</td>
<td>New Zealand &amp; Oceania</td>
<td>7.6%</td>
<td>7.8%</td>
<td>1.1%</td>
<td>31.5%</td>
<td>31.5%</td>
<td>0.0%</td>
<td>77.0%</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>6.1%</td>
<td>6.2%</td>
<td>1.6%</td>
<td>4.2%</td>
<td>4.2%</td>
<td>0.0%</td>
<td>64.4%</td>
</tr>
</tbody>
</table>

The Hunter received 207,700 international overnight visitors - up by 6.9% on YE Dec 17. Visitors spent over 3.1 million nights in the region - up by 16.3% 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 23.9% of visitors and 21.0% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was up by 1.1% pts and the share of nights was up by 2.7% pts.

Purpose of visit to The Hunter

‘Holiday’ (64.4%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (26.3%) and ‘business’ (4.8%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ grew by 21.5%* while ‘VFR’ declined by 11.9% and ‘business’ decreased by 36.6%.

Origin – share of visitors to The Hunter

The United Kingdom (16.9%) was the region’s largest individual source market of visitors, followed by the USA (11.4%) and New Zealand (10.0%).

Accommodation in The Hunter

‘Friends or relatives property’ (43.4%) was the most popular form of accommodation used for nights in the region, followed by ‘rented house, apartment, flat or unit’ (31.4%).

Age groups

‘15 to 29 years’ (32.2%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (16.8%) and ‘50 to 59 years’ (16.6%).

Expenditure (incl 30% prepaid package expenditure)\(^4\)

International overnight visitors spent $211 million in the region – down by 1.9% on YE Dec 17. On average, they spent $67 per night – down by 15.7% on YE Dec 17.

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

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

np = Not published due to insufficient sample.