The Hunter received over 3.8 million domestic overnight visitors - up by 10.2%* on YE Sep 17. Visitors spent over 10.0 million nights in the region – up by 13.6%* 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 by 28.1 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 Sep 17, the share of visitors was up by 0.4% pts and the share of nights was up by 0.9% pts.

Purpose of visit to The Hunter

‘Holiday’ (41.5%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (38.4%) and ‘business’ (16.3%). Compared to YE Sep 17, visitors who travelled for ‘holiday’ grew by 8.2% and ‘VFR’ increased by 14.6%* while ‘business’ grew by 20.8%*.

‘Holiday’ (40.8%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (39.0%) and ‘business’ (15.3%). Compared to YE Sep 17, nights spent for ‘holiday’ grew by 6.6% and ‘VFR’ increased by 16.3% while ‘business’ grew by 36.5%*.

Accommodation in The Hunter

‘Friends or relatives property’ (43.3%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (12.3%) was the 2nd most popular accommodation used, followed by ‘luxury hotel or resort, 4 or 5 star’ (10.3%).

Sydney (46.1%) was the largest source of visitors to the region, followed by regional NSW (37.0%) and Queensland (8.0%). Compared to YE Sep 17, the Sydney source market grew by 12.9%* and regional NSW increased by 5.5%. Over the same period, Queensland grew by 12.0% while Victoria declined by 5.9% and the ACT increased by 84.9%*.

Sydney (41.0%) was the largest source market in terms of nights in the region, followed by regional NSW (34.9%) and Queensland (10.4%). Compared to YE Sep 17, nights spent by visitors from Sydney grew by 15.0% and nights from regional NSW increased by 13.4%. Over the same period, nights by Queenslanders declined by 0.8% and Victorian nights decreased by 21.0% while nights by visitors from the ACT grew by 54.6%.

Top activities in The Hunter

‘Eat out, dine at a restaurant or cafe’ (63.9%) was the most popular activity undertaken by visitors to the region. ‘Visit friends and relatives’ (45.2%) was the 2nd most popular, followed by ‘sightseeing or looking around’ (25.5%).

Age groups

‘15 to 29 years’ (23.7%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (18.0%) and ‘40 to 49 years’ (17.5%).

Travel party

‘Adult couple’ (29.2%) was the most common travel party amongst visitors to the region, followed by ‘alone’ (26.6%) and ‘friends or relatives’ (22.6%).

Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent over $1.7 billion in the region - up by 7.9% on YE Sep 17. On average, they spent $174 per night down by 5.0% on YE Sep 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Sep 18.
Travel to The Hunter
Year ended September 2018
For the period of October 2017 to September 2018

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

The Hunter received 197,500 international overnight visitors - up by 0.9% on YE Sep 17. Visitors spent over 2.9 million nights in the region - down by 5.3% 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 22.7% of visitors and 20.1% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was down by 0.8% pts and the share of nights was down by 0.1% pt.

Origin – share of visitors to The Hunter

<table>
<thead>
<tr>
<th>Rank</th>
<th>Individual market</th>
<th>Share of international visitors to The Hunter</th>
<th>Share of nights in region</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>15.8%</td>
<td>44.6%</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>11.6%</td>
<td>15.7%</td>
</tr>
<tr>
<td>3</td>
<td>New Zealand</td>
<td>10.0%</td>
<td>13.5%</td>
</tr>
<tr>
<td>4</td>
<td>Mainland China</td>
<td>7.9%</td>
<td>11.3%</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>7.1%</td>
<td>6.6%</td>
</tr>
</tbody>
</table>

The United Kingdom (15.8%) was the region’s largest individual source market of visitors, followed by the USA (10.2%) and New Zealand (10.0%).

Accommodation in The Hunter
‘Friends or relatives property’ (44.6%) was the most popular form of accommodation used for nights in the region, followed by ‘rented house, apartment, flat or unit’ (32.0%).

Age groups
‘15 to 29 years’ (34.1%) was the largest age group of visitors to the region, followed by ‘30 to 39 years’ (16.7%) and ‘50 to 59 years’ (16.7%).

Expenditure (incl 30% prepaid package expenditure)
International overnight visitors spent $195 million in the region – down by 12.0% on YE Sep 17. On average, they spent $67 per night – down by 7.1% on YE Sep 17.

(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.