Total Domestic and International visitation to Hunter (spend, visitors and nights)

<table>
<thead>
<tr>
<th></th>
<th>$</th>
<th>Visitors</th>
<th>Nights</th>
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</thead>
<tbody>
<tr>
<td><strong>Spend</strong></td>
<td>$2.9 b</td>
<td>12.4 m</td>
<td>14.6 m</td>
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<tr>
<td><strong>up</strong></td>
<td>3.3% YoY</td>
<td>16.9% YoY</td>
<td>19.1% YoY</td>
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Hunter received 24% of international visitors, 17% of domestic overnight visitors and 19% of domestic daytrip visitors to Regional NSW.

**DOMESTIC OVERNIGHT VISITATION**

- Hunter is Regional NSW’s number 2 region for domestic overnight visitors, number 3 for nights and number 3 for expenditure.
- There were 4.2 million domestic overnight visitors (up 10.0% on the previous year) who stayed 11.6 million nights (up 20.1%) in Hunter and spent $1.8 billion (down 2.5%).
- The average length of stay in the region was 2.7 nights and average spend per night was $153.
- The region accounted for 17% of visitors, 14% of nights and 14% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (42%), followed by Visiting Friends and Relatives (38%) and Business (16%).
- Around 26% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (18%), 50-59 years old (16%), 40-49 years old (16%) and 60-69 years old (15%).
- ‘Unaccompanied traveller’ (28%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (25%), ‘friends and relatives travelling together’ (24%), ‘family groups with children’ (17%) and ‘business associates’ (5%).
- Sydney was the largest source market for visitors to the region (47%), followed by Regional NSW (37%). Visitors from interstate accounted for 16% of the region’s visitors.

**TREND**

- From **YE March 2014** to **YE March 2019**, domestic visitors, nights and expenditure in the region recorded the following changes: up 49.4%, up 53.1% and up 33.2%, respectively.

**DOMESTIC DAY TRIP VISITATION**

- Hunter is Regional NSW’s number 1 region for domestic day trip visitors and number 1 for expenditure.
- There were 7.9 million domestic day trip visitors to the Hunter (up 21.5% on the previous year) who spent $857 million (up 17.0%). The average spend per visitor was $108.
- The region accounted for 19% of visitors and 19% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (47%), followed by Visiting Friends and Relatives (31%) and Business (11%).
- Visitors aged 15-29 years accounted for 21% of all day trippers to the region, followed by the 50-59 years old (18%), 60-69 years old (18%), 30-39 years old (17%), 40-49 years old (14%) and 70+ years old (12%).

**TREND**

- From **YE March 2014** to **YE March 2019**, domestic day trip visitors and expenditure in the region recorded the following changes: up 52.1% and up 42.8%, respectively.
INTERNATIONAL VISITATION

- Hunter is Regional NSW’s number 2 region for international visitors, number 2 for nights, and number 3 for expenditure.
- There were 205,800 international visitors (up 1.6% on the previous year) who stayed 3.0 million nights (up 15.6%) in Hunter and spent $221 million (up 6.3%).
- The average length of stay in the region was 14.8 nights and average spend per night was $73.
- The region accounted for 24% of visitors, 20% of visitor nights and 21% of expenditure in regional NSW for YE March 2019.
- Holiday was the largest purpose of visit to the region (65%), followed by Visiting Friends and Relatives (25%) and Education (3%).
- 34% of the visitors were aged 15-29 years, followed by 60-69 years old (17%), 50-59 years old (16%), 30-39 years old (15%) and 40-49 years old (11%).
- 'Unaccompanied traveller' (45%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (25%), 'family groups with children' (13%) and 'friends and relatives travelling together' (12%).
- United Kingdom was the region’s largest source market for visitors (17%), followed by United States of America (10%) and New Zealand (9%).

TREND

- From YE March 2014 to YE March 2019, international visitors, nights and expenditure in the region recorded the following changes: up 47.2%, up 23.3% and up 45.9%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Hunter for YE March 2019.