Total Domestic and International visitation to New England North West (spend, visitors and nights)

New England North West received 4% of international visitors, 6% of domestic overnight visitors and 5% of domestic daytrip visitors to Regional NSW.

**DOMESTIC OVERNIGHT VISITATION**

- New England North West is Regional NSW’s number 6 region for domestic overnight visitors, number 6 for nights and number 6 for expenditure.
- There were 1.6 million domestic overnight visitors (down 1.1% on the previous year) who stayed 4.2 million nights (down 9.9%) in New England North West and spent $631 million (down 6.4%).
- The average length of stay in the region was 2.6 nights and average spend per night was $150.
- The region accounted for 6% of visitors, 5% of nights and 5% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives (39%), followed by Holiday (31%) and Business (21%).
- Around 18% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (18%), 30-39 years old (18%) and 50-59 years old (17%).
- ‘Unaccompanied traveller’ (31%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (27%) and ‘friends and relatives travelling together’ (19%) and ‘family groups with children’ (14%).
- Regional NSW was the largest source market for visitors to the region (54%), followed by Queensland (21%). Visitors from interstate accounted for 29% 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 28.0%, up 18.6% and up 32.8%, respectively.

**DOMESTIC DAY TRIP VISITATION**

- New England North West is Regional NSW’s number 8 region for domestic day trip visitors and number 9 for expenditure.
- There were 2.0 million domestic day trip visitors to the New England North West (up 7.0% on the previous year) who spent $257 million (down 9.0%). The average spend per visitor was $132.
- The region accounted for 5% of visitors and 6% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (37%).
- Visitors aged 70+ years accounted for 18% of all day trippers to the region.

**TREND**

- From YE March 2014 to YE March 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 24.4% and up 21.9%, respectively.
INTERNATIONAL VISITATION

- New England North West is Regional NSW’s number 7 region for international visitors, number 6 for nights, and number 5 for expenditure.
- There were 34,600 international visitors (down 18.4% on the previous year) who stayed 812,200 nights (down 29.0%) in New England North West and spent $50.2 million (down 21.3%).
- The average length of stay in the region was 23.5 nights and average spend per night was $62.
- The region accounted for 4% of visitors, 5% of visitor nights and 5% of expenditure in regional NSW for YE March 2019.
- Holiday was the largest purpose of visit to the region (58%).
- 35% of the visitors were aged 15-29 years.
- ‘Unaccompanied traveller’ (62%) was the most common travel party amongst visitors to the region.

TREND

- From YE March 2014 to YE March 2019, international visitors, nights and expenditure in the region recorded the following changes: up 5.3%, down 4.8% and up 23.5%, respectively.

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