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

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 4.5 million domestic overnight visitors (up 15.9% on the previous year) who stayed 12.1 million nights (up 20.4%) in Hunter and spent $1.9 billion (up 5.3%).
- The average length of stay in the region was 2.7 nights and average spend per night was $155.
- 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 Visiting Friends and Relatives (40%), followed by Holiday (40%) 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 (17%) and 60-69 years old (16%).
- ‘Unaccompanied traveller’ (30%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (27%) and ‘friends and relatives travelling together’ (23%).
- Sydney was the largest source market for visitors to the region (46%), followed by Regional NSW (38%). Visitors from interstate accounted for 16% of the region’s visitors.

**TREND**

- From YE June 2014 to YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 57.7%, up 59.1% and up 45.8%, 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 8.2 million domestic day trip visitors to the Hunter (up 20.3% on the previous year) who spent $853 million (up 12.5%). The average spend per visitor was $104.
- The region accounted for 19% of visitors and 18% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (45%), followed by Visiting Friends and Relatives (32%) and Business (14%).
- Visitors aged 15-29 years accounted for 21% of all day trippers to the region, followed by the 60-69 years old (18%), 30-39 years old (18%) and 50-59 years old (16%).

**TREND**

- From YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 42.9% and up 32.2%, 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 208,400 international visitors (up 3.9% on the previous year) who stayed 2.9 million nights (up 2.5%) in Hunter and spent $244 million (up 36.4%).
- The average length of stay in the region was 14.1 nights and average spend per night was $83.
- The region accounted for 24% of visitors, 20% of visitor nights and 23% of expenditure in regional NSW for YE June 2019.
- Holiday was the largest purpose of visit to the region (64%), followed by Visiting Friends and Relatives (25%) and Education (4%).
- 35% of the visitors were aged 15-29 years, followed by 50-59 years old (17%) and 30-39 years old (16%).
- ‘Unaccompanied traveller’ (47%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (27%) and ‘family groups with children’ (12%).
- United Kingdom was the region’s largest source market for visitors (16%), followed by United States of America (11%) and New Zealand (8%).

TREND

- From YE June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 45.4%, up 10.4% and up 47.2%, respectively.

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