New England North West visitor profile
Year ending June 2019

Source: National and International Visitor Survey, Tourism Research Australia.

FACT SHEET

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

<table>
<thead>
<tr>
<th></th>
<th>$</th>
<th>VISITORS</th>
<th>NIGHTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend</td>
<td>$1 m</td>
<td>3.9 m</td>
<td>5.3 m</td>
</tr>
<tr>
<td>up 4.9% YoY</td>
<td>up 8.8% YoY</td>
<td>down 5.4% YoY</td>
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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 0.4% on the previous year) who stayed 4.5 million nights (down 2.9%) in New England North West and spent $673 million (up 4.0%).
- The average length of stay in the region was 2.7 nights and average spend per night was $151.
- 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 (37%), followed by Holiday (31%) and Business (23%).
- Around 19% of the domestic overnight visitors were aged 60-69 years, followed by 15-29 years old (19%), 30-39 years old (19%) and 50-59 years old (16%).
- ‘Unaccompanied traveller’ (33%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (27%) and ‘friends and relatives travelling together’ (18%).
- Regional NSW was the largest source market for visitors to the region (54%), followed by Queensland (24%). Visitors from interstate accounted for 31% 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 27.1%, up 21.5% and up 35.9%, respectively.

DOMESTIC DAY TRIP VISITATION

- New England North West is Regional NSW’s number 8 region for domestic day trip visitors and number 8 for expenditure.
- There were 2.2 million domestic day trip visitors to the New England North West (up 17.0% on the previous year) who spent $317 million (up 10.4%). The average spend per visitor was $144.
- The region accounted for 5% of visitors and 7% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (41%).
- Visitors aged 50-59 years accounted for 19% of all day trippers to the region.

TREND

- From YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 36.7% and up 45.7%, 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 35,300 international visitors (down 5.8% on the previous year) who stayed 891,200 nights (down 16.3%) in New England North West and spent $52.7 million (down 12.2%).

- The average length of stay in the region was 25.2 nights and average spend per night was $59.

- The region accounted for 4% of visitors, 6% of visitor nights and 5% of expenditure in regional NSW for YE June 2019.

- Holiday was the largest purpose of visit to the region (59%).

- 35% of the visitors were aged 15-29 years.

- ‘Unaccompanied traveller’ (55%) was the most common travel party amongst visitors to the region.

TREND

- From YE June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 10.6%, up 9.7% and up 23.0%, respectively.

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

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