FACT SHEET

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

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<th></th>
<th>$</th>
<th>VISITORS</th>
<th>NIGHTS</th>
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<tbody>
<tr>
<td>SPEND</td>
<td>$3.0 b</td>
<td>12.9 m</td>
<td>14.7 m</td>
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<tr>
<td>up</td>
<td>9.2% YoY</td>
<td>up 15.9%</td>
<td>up 12.8%</td>
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Hunter received 24% of international visitors, 17% of domestic overnight visitors and 18% 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 expenditure.
- There were 4.5 million domestic overnight visitors (up 16.4% on the previous year) who stayed 12.0 million nights (up 17.9%) in Hunter and spent $2.0 billion (up 10.6%).
- The average length of stay in the region was 2.6 nights and average spend per night was $164.
- 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 (39%) and Business (16%).
- Around 24% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (18%), 60-69 years old (17%) and 50-59 years old (17%).
- ‘Unaccompanied traveller’ (31%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (28%) and ‘friends or relatives travelling together’ (21%).
- Sydney was the largest source market for visitors to the region (45%), followed by Regional NSW (39%). Visitors from interstate accounted for 16% of the region’s visitors.

TREND

- From YE September 2014 to YE September 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 59.5%, up 53.2% and up 50.9%, respectively.

DOMESTIC DAY TRIP VISITATION

- Hunter is Regional NSW’s number 2 region for domestic day trip visitors and number 2 for expenditure.
- There were 8.1 million domestic day trip visitors to the Hunter (up 15.8% on the previous year) who spent $855 million (up 5.6%). The average spend per visitor was $105.
- The region accounted for 18% of visitors and 17% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (44%), followed by Visiting Friends and Relatives (33%) and Business (13%).
- Visitors aged 15-29 years accounted for 20% of all day trippers to the region, followed by the 60-69 years old (19%), 30-39 years old (18%) and 50-59 years old (16%).

TREND

- From YE September 2014 to YE September 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 37.1% and up 23.9%, respectively.
INTERNATIONAL VISITATION

- Hunter is Regional NSW’s number 2 region for international visitors and nights, and number 3 for expenditure.
- There were 208,300 international visitors (up 5.5% on the previous year) who stayed 2.8 million nights (down 5.0%) in Hunter and spent $219 million (up 12.3%).
- The average length of stay in the region was 13.3 nights and average spend per night was $79.
- The region accounted for 24% of visitors, 19% of visitor nights and 21% of expenditure in regional NSW for YE September 2019.
- Holiday was the largest purpose of visit to the region (63%), followed by Visiting Friends and Relatives (26%) and Education (3%).
- 35% of the visitors were aged 15-29 years, followed by 50-59 years old (18%) and 30-39 years old (16%).
- ‘Unaccompanied traveller’ (48%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (25%) and ‘family groups with children’ (13%).
- United Kingdom was the region’s largest source market for visitors (16%), followed by United States of America (11%) and Germany (8%).

TREND

- From YE September 2014 to YE September 2019, international visitors, nights and expenditure in the region recorded the following changes: up 47.1%, up 13.3% and up 36.3%, respectively.

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