New England North West visitor profile
Year ending September 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>
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<th>$1 m up 8.0% YoY</th>
<th>4.0 m up 17.0% YoY</th>
<th>5.6 m up 2.2% YoY</th>
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<tbody>
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<td>SPEND</td>
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<td>VISITORS</td>
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<td>NIGHTS</td>
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New England North West received 4% of international visitors, 7% 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 and nights and number 5 for expenditure.
- There were 1.8 million domestic overnight visitors (up 6.9% on the previous year) who stayed 4.7 million nights (up 4.5%) in New England North West and spent $699 million (up 6.2%).
- The average length of stay in the region was 2.7 nights and average spend per night was $148.
- The region accounted for 7% of visitors, 6% 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 (33%), followed by Holiday (32%) and Business (26%).
- Around 19% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (19%), 30-39 years old (16%) and 40-49 years old (15%).
- ‘Unaccompanied traveller’ (33%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (26%) and ‘friends or relatives travelling together’ (17%).
- Regional NSW was the largest source market for visitors to the region (56%), followed by Queensland (21%). Visitors from interstate accounted for 29% 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 35.2%, up 29.0% and up 40.6%, 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 26.9% on the previous year) who spent $316 million (up 15.5%). The average spend per visitor was $144.
- 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 (42%).

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 51.8%, respectively.
INTERNATIONAL VISITATION

- New England North West is Regional NSW’s number 7 region for international visitors, number 4 for nights, and number 6 for expenditure.
- There were 34,900 international visitors (up 1.2% on the previous year) who stayed 917,700 nights (down 8.4%) in New England North West and spent $52.5 million (down 7.5%).
- The average length of stay in the region was 26.3 nights and average spend per night was $57.
- The region accounted for 4% of visitors, 6% of visitor nights and 5% of expenditure in regional NSW for YE September 2019.
- Holiday was the largest purpose of visit to the region (58%).
- 35% of the visitors were aged 15-29 years.
- ‘Unaccompanied traveller’ (58%) was the most common travel party amongst visitors to the region.

TREND

- From YE September 2014 to YE September 2019, international visitors, nights and expenditure in the region recorded the following changes: up 17.5%, up 19.4% and up 45.2%, respectively.

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