

FACT SHEET

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

 **SPEND**
\$3.2 b
up 16.5% YoY

 **VISITORS**
13.3 m
up 19.5% YoY

 **NIGHTS**
14.9 m
up 8.4% YoY

Hunter received 22.8% of international visitors, 17.0% of domestic overnight visitors and 18.0% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Hunter is Regional NSW's number 2 region for domestic overnight visitors, and number 3 for nights and expenditure.
- There were 4.6 million domestic overnight visitors (up 18.1% on the previous year) who stayed 12.3 million nights (up 16.5%) in Hunter and spent \$2.1 billion (up 19.9%).
- The average length of stay in the region was 2.7 nights and average spend per night was \$171.
- The region accounted for 17.0% of visitors, 14.1% of nights and 14.7% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives (41%), followed by Holiday (38%) and Business (16%).
- 25% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (18%), 30-39 years old (17%) and 50-59 years old (16%).
- 'Unaccompanied traveller' (30%) was the most common travel party among visitors to the region, followed by 'adult couple' (27%) and 'friends and relatives travelling together' (22%).
- Sydney was the largest source market for visitors to the region (44%), followed by Regional NSW (39%). Visitors from interstate accounted for 17% of the region's visitors.

TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 55.3%, up 49.0% and up 57.7%, respectively.

DOMESTIC DAY TRIP VISITATION

- Hunter is Regional NSW's number 2 region for domestic day trip visitors and expenditure.
- There were 8.4 million domestic day trip visitors to the Hunter (up 21.1% on the previous year) who spent \$859 million (up 12.6%). The average spend per visitor was \$102.
- The region accounted for 18.0% of visitors and 16.6% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (43%), followed by Visiting Friends and Relatives (33%) and Business (14%).
- Visitors aged 60-69 years accounted for 21% of all day trippers to the region, followed by the 15-29 years old (19%), 30-39 years old (18%) and 50-59 years old (16%).

TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 41.3% and up 29.1%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- Hunter is Regional NSW's number 2 region for international visitors, number 3 for nights and expenditure.
- There were 195,000 international visitors (down 6.1% on the previous year) who stayed 2.5 million nights (down 18.9%) in Hunter and spent \$215 million (up 1.7%).
- The average length of stay in the region was 13.0 nights and average spend per night was \$84.
- The region accounted for 22.8% of visitors, 17.6% of visitor nights and 20.9% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (62%), followed by Visiting Friends and Relatives (27%), Business* and Education (4%).
- 35% of the visitors were aged 15-29 years, followed by 30-39 years old (16%) and 50-59 years old (16%).
- 'Unaccompanied traveller' (49%) was the most common travel party among visitors to the region, followed by 'adult couple' (24%) and 'family groups with children' (13%).
- United Kingdom was the region's largest source market for visitors (15%), followed by United States of America (10%) and New Zealand (8%).

TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 29.8%, down 6.6% and up 26.4%, respectively.

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

