

Travel to The Hunter Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	8,720	9,252	8,978	8,412	9,094	9,614	10,143	10,749	11,087	13,251	19.5%
Nights ('000)	10,058	10,447	10,608	9,327	10,994	11,155	11,706	11,834	13,715	14,869	8.4%
Expenditure (\$ million)*	\$1,856	\$2,110	\$1,977	\$1,974	\$2,169	\$2,351	\$2,357	\$2,719	\$2,728	\$3,177	16.5%

Overnight - Int'l & domestic

Visitors ('000)	2,850	3,129	2,912	2,892	3,126	3,310	3,510	3,912	4,121	4,816	16.9%
Nights ('000)	10,058	10,447	10,608	9,327	10,994	11,155	11,706	11,834	13,715	14,869	8.4%
Expenditure (\$ million)*	\$1,325	\$1,535	\$1,390	\$1,388	\$1,504	\$1,678	\$1,637	\$1,941	\$1,965	\$2,318	18.0%

Domestic - overnight & daytrip

Visitors ('000)	8,561	9,114	8,847	8,278	8,944	9,453	9,972	10,555	10,880	13,056	20.0%
Nights ('000)	7,407	8,076	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	16.5%
Expenditure (\$ million)*	\$1,679	\$1,967	\$1,796	\$1,838	\$1,999	\$2,176	\$2,166	\$2,504	\$2,517	\$2,963	17.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	2,691	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	18.1%
Nights (000)	7,407	8,076	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	16.5%
Average Length of Stay	2.8	2.7	2.9	2.6	2.8	2.7	2.6	2.5	2.7	2.7	-1.3%
Expenditure (\$ million)*	\$1,148	\$1,391	\$1,209	\$1,252	\$1,334	\$1,504	\$1,446	\$1,725	\$1,754	\$2,104	19.9%
Spend per visitor per night (\$)	\$155	\$172	\$148	\$174	\$161	\$176	\$165	\$189	\$166	\$171	2.9%
Intrastate visitors (000)	2,324	2,522	2,344	2,362	2,505	2,639	2,807	3,138	3,237	3,831	18.3%
Interstate visitors (000)	367	468	438	396	470	510	532	580	676	790	16.8%
Intrastate nights (000)	6,045	6,337	6,289	5,737	6,503	6,662	6,701	7,010	7,877	9,333	18.5%
Interstate nights (000)	1,362	1,739	1,887	1,472	1,768	1,895	2,039	2,126	2,701	2,991	10.8%
Intrastate expenditure (\$million)	\$987	\$1,138	\$960	\$1,023	\$1,103	\$1,208	\$1,170	\$1,431	\$1,365	\$1,600	17.3%
Interstate expenditure (\$ million)	\$161	\$254	\$249	\$229	\$231	\$295	\$277	\$294	\$389	\$504	29.3%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	1,233	1,335	1,195	1,171	1,282	1,359	1,413	1,535	1,584	1,768	11.6%
Visiting Friends & Relatives	1,003	1,058	1,072	1,070	1,127	1,178	1,251	1,417	1,491	1,879	26.0%
Business	343	474	390	393	432	468	513	551	687	745	8.5%
Other	125	137	130	138	147	166	180	250	177	255	43.9%
Total	2,691	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	18.1%

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	3,582	3,746	3,471	3,519	3,803	3,635	3,801	3,835	4,152	4,833	16.4%
Visiting Friends & Relatives	2,625	2,716	2,715	2,592	2,870	3,131	3,244	3,630	4,232	5,118	20.9%
Business	926	1,271	1,494	678	1,221	1,430	1,317	1,164	1,677	1,753	4.6%
Other	274	342	496	420	376	361	378	506	517	620	19.9%
Total	7,407	8,076	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	16.5%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	1,149	1,314	1,273	1,302	1,262	1,264	1,334	1,438	1,437	1,790	24.6%
Sydney	1,175	1,208	1,071	1,060	1,243	1,374	1,473	1,700	1,800	2,041	13.4%
Total Intrastate	2,324	2,522	2,344	2,362	2,505	2,639	2,807	3,138	3,237	3,831	18.3%
Victoria	106	118	178	106	136	168	161	170	174	275	57.4%
Queensland	n/p	n/p	168	188	207	207	228	276	332	346	4.3%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	71	81	55	71	67	69	88	n/p	74	106	42.8%
Total Interstate	367	468	438	396	470	510	532	580	676	790	16.8%
Grand Total	2,691	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	18.1%

Travel to The Hunter Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	627	698	567	492	678	778	789	813	995	1,137	14.2%
30-39	502	512	439	467	515	512	553	688	726	804	10.8%
40-49	455	586	542	605	588	441	562	667	636	671	5.4%
50-59	517	569	550	496	531	632	639	642	690	761	10.4%
60-69	394	462	469	467	396	535	487	568	491	809	64.8%
70+	196	164	214	232	267	250	309	341	375	438	16.9%
Total	2,691	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	18.1%

Travel Party

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Travelling alone	505	582	622	693	795	809	946	965	1,088	1,378	26.6%
Adult couple	795	957	890	781	847	897	996	1,183	1,060	1,249	17.8%
Family group - parents and children	719	670	580	546	541	560	499	556	651	707	8.6%
Friends or relatives travelling together with(out) children	490	574	556	593	655	686	723	800	870	1,003	15.3%
Business associates travelling together with(out) spouse	n/p	169	n/p	n/p	n/p	n/p	n/p	n/p	206	260	26.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,691	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	18.1%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	1,410	1,638	1,493	1,536	1,766	1,883	2,020	2,317	2,503	2,980	19.0%
Visit friends & relatives	1,268	1,369	1,286	1,335	1,436	1,376	1,496	1,654	1,825	2,249	23.2%
Go to the beach	533	633	630	663	683	778	749	855	1,078	1,333	23.7%
Pubs, clubs, discos etc	529	651	591	543	643	742	732	742	920	1,144	24.4%
Sightseeing/looking around	668	818	686	702	675	739	853	847	966	1,089	12.8%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Friends or relatives property	2,801	3,195	3,173	2,764	3,171	3,448	3,367	3,938	4,635	5,460	17.8%
Standard hotel/motor inn (below 4 star)	1,000	1,334	965	1,035	951	1,215	1,060	1,096	1,242	1,419	14.3%
Rented house/apartment/flat or unit	834	801	1,401	885	1,034	1,114	996	947	995	1,324	33.1%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	2,317	2,544	2,426	2,405	2,571	2,692	2,868	3,225	3,389	3,878	14.4%
Aircraft	156	252	200	168	182	216	231	248	287	401	40.1%
Railway	122	n/p	n/p	n/p	119	138	132	148	152	215	41.5%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	159	139	130	134	150	161	171	194	208	195	-6.1%
Nights (000)	2,651	2,371	2,432	2,117	2,723	2,598	2,966	2,698	3,137	2,544	-18.9%
Average Length of Stay	16.7	17.1	18.7	15.8	18.1	16.1	17.4	13.9	15.1	13.0	-13.6%
Expenditure (\$ million)*	\$177	\$144	\$181	\$136	\$170	\$175	\$191	\$215	\$211	\$215	1.7%
Spend per visitor per night (\$)	\$67	\$61	\$74	\$64	\$62	\$67	\$64	\$80	\$67	\$84	25.4%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	99	78	73	76	87	89	97	110	134	121	-9.2%
Visiting Friends & Relatives	42	39	41	40	44	47	52	62	55	52	-5.2%
Business	11	12	10	11	11	14	n/p	16	n/p	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	6	5	5	4	6	6	9	7	7	7	-1.4%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	159	139	130	134	150	161	171	194	208	195	-6.1%

Travel to The Hunter Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	671	597	646	580	757	531	593	498	603	714	18.5%
Visiting Friends & Relatives	614	543	604	633	750	833	1,029	975	1,286	714	-44.4%
Business	79	99	96	50	109	126	n/p	104	n/p	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	730	547	811	511	750	696	831	895	932	778	-16.4%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,651	2,371	2,432	2,117	2,723	2,598	2,966	2,698	3,137	2,544	-18.9%

Top 3 Int'l source markets to The Hunter

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
United Kingdom	36	25	25	22	21	30	31	30	35	30	-15.2%
United States of America	17	14	14	18	16	18	20	18	24	20	-14.7%
New Zealand	19	16	18	16	18	19	18	20	21	16	-23.2%

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	61	58	53	51	60	58	64	70	67	69	3.4%
30-39	29	22	18	21	18	28	29	32	34	31	-7.5%
40-49	21	18	16	17	19	19	15	23	25	23	-8.0%
50-59	24	19	20	20	23	22	24	33	35	31	-11.0%
60-69	18	17	17	18	22	26	30	24	35	28	-19.4%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	13	n/p	-
Total	159	139	130	134	150	161	171	194	208	195	-6.1%

Travel Party

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Travelling alone	97	75	75	72	84	84	96	101	102	95	-6.2%
Adult couple	37	35	31	30	35	44	40	48	50	47	-6.5%
Family group - parent(s) and children	n/p	11	10	13	13	10	16	23	23	25	8.7%
Friends and/ or relatives travelling together	15	11	12	14	16	20	16	19	25	19	-21.9%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	159	139	130	134	150	161	171	194	208	195	-6.1%

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	140	120	116	118	139	146	161	179	197	183	-6.6%
Sightseeing/looking around	124	107	104	102	121	124	136	155	172	155	-9.4%
Go shopping for pleasure	122	98	99	103	116	123	139	146	167	155	-7.5%
Go to the beach	122	104	98	104	121	127	140	158	171	154	-10.0%
Visit national parks / state parks	93	72	72	75	90	96	103	121	138	118	-14.7%

First or Return Visitor to Australia

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
First visit	81	64	57	62	69	68	68	84	92	82	-11.1%
Return visit	78	75	73	72	81	93	103	110	116	113	-2.2%
Total	159	139	130	134	150	161	171	194	208	195	-6.1%

Top 3 types of Accommodation (sorted by the latest year)

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Rented house/apartment/flat or unit	945	1,078	902	758	1,180	939	965	748	986	919	-6.8%
Friends or relatives property	825	719	768	808	948	876	1,111	1,025	1,363	824	-39.6%
Education institution (University/school dormitory or college)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	59	45	45	42	49	55	60	63	65	59	-9.7%
Rental car	36	32	30	32	35	38	35	44	55	51	-7.5%
Long distance train (non-suburban)	18	21	20	16	20	15	20	21	16	22	38.0%

Travel to The Hunter Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	5,870	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	21.1%
Expenditure (\$ million)*	\$532	\$576	\$586	\$587	\$665	\$673	\$720	\$779	\$763	\$859	12.6%
Spend per visitor (\$)	\$91	\$94	\$97	\$106	\$111	\$107	\$109	\$114	\$109	\$102	-7.0%

Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	2,556	2,594	2,262	2,365	2,833	2,952	3,111	3,268	3,321	3,601	8.4%
Visiting Friends & Relatives	1,968	1,819	1,919	1,883	1,684	1,819	1,841	2,014	2,046	2,767	35.2%
Business	705	979	889	643	699	714	772	566	866	1,192	37.7%
Other	642	731	996	628	752	819	910	989	733	876	19.5%
Total	5,870	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	21.1%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Sydney	1,794	1,624	1,595	1,828	1,753	1,937	1,816	2,070	2,106	2,509	19.1%
Regional NSW	4,035	4,388	4,462	3,687	4,198	4,349	4,798	4,752	4,843	5,880	21.4%
Total Intrastate	5,829	6,012	6,058	5,515	5,951	6,286	6,614	6,823	6,949	8,388	20.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	5,870	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	21.1%

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	1,376	1,094	n/p	n/p	1,224	1,267	1,271	1,320	1,380	1,612	16.8%
30-39	1,044	1,046	1,047	825	990	1,123	939	1,269	1,096	1,556	41.9%
40-49	1,035	945	1,009	1,100	1,079	1,161	1,306	1,076	1,087	1,072	-1.3%
50-59	1,005	1,384	1,238	910	1,209	1,169	1,207	1,175	1,273	1,349	6.0%
60-69	855	993	1,093	1,073	924	1,052	1,232	959	1,158	1,794	54.9%
70+	555	661	684	674	541	532	678	1,038	973	1,054	8.4%
Total	5,870	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	21.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	2,335	2,612	2,462	2,574	2,524	3,055	3,372	3,224	3,672	4,347	18.4%
Visit friends & relatives	2,248	2,104	2,126	2,115	2,316	2,103	2,246	2,403	2,399	2,948	22.9%
Sightseeing/looking around	828	814	880	907	938	897	992	965	1,162	1,300	11.9%
Go shopping for pleasure	1,038	1,117	1,062	1,074	1,074	1,065	1,237	1,221	1,296	1,278	-1.4%
Go to the beach	462	568	574	680	688	788	735	848	760	1,226	61.3%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	5,509	5,738	5,771	5,156	5,708	5,988	6,349	6,547	6,700	7,984	19.2%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable

The Hunter includes: Barrington Tops, Hunter Valley, Lake Macquarie, Newcastle and Singleton.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.