

## FACT SHEET

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

 **SPEND**  
\$1.1 b  
up 16.9% YoY

 **VISITORS**  
4.1 m  
up 21.9% YoY

 **NIGHTS**  
5.8 m  
up 11.6% YoY

New England North West received 4.4% of international visitors, 6.4% of domestic overnight visitors and 4.9% 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 1.7 million domestic overnight visitors (up 7.8% on the previous year) who stayed 4.7 million nights (up 11.5%) in New England North West and spent \$719 million (up 13.9%).
- The average length of stay in the region was 2.7 nights and average spend per night was \$152.
- The region accounted for 6.4% of visitors, 5.4% of nights and 5.0% 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 (31%) and Business (27%).
- 38% of the domestic overnight visitors were aged 15-39 years, followed by 60-69 years old (19%), and 50-59 years old (15%).
- 'Unaccompanied traveller' (33%) was the most common travel party among visitors to the region, followed by 'adult couple' (27%) and 'friends and relatives travelling together' (16%).
- Regional NSW was the largest source market for visitors to the region (56%), followed by Queensland (21%). Visitors from interstate accounted for 30% 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 30.0%, up 24.8% and up 51.4%, respectively.

### DOMESTIC DAY TRIP VISITATION

- New England North West is Regional NSW's number 8 region for domestic day trip visitors and 6 for expenditure.
- There were 2.3 million domestic day trip visitors to the New England North West (up 35.9% on the previous year) who spent \$336 million (up 33.8%). The average spend per visitor was \$147.
- The region accounted for 4.9% of visitors and 6.5% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (41%), followed by Visiting Friends and Relatives\* and Business\*.
- Visitors aged 15-29 years\* accounted for most of all day trippers to the region.

### TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 43.8% and up 51.9%, respectively.

### FACT SHEET – Cont'd

#### INTERNATIONAL VISITATION

- New England North West is Regional NSW's number 7 region for international visitors, 4 for nights, and 6 for expenditure.
- There were 37,500 international visitors (up 5.6% on the previous year) who stayed 1.0 million nights (up 12.2%) in New England North West and spent \$49.4 million (down 20.8%).
- The average length of stay in the region was 27.0 nights and average spend per night was \$49.
- The region accounted for 4.4% of visitors, 7.0% of visitor nights and 4.8% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (59%), followed by Visiting Friends and Relatives\* and Business\*.
- 36% of the visitors were aged 15-29 years, followed by 50-59 years old\*.
- 'Unaccompanied traveller' (54%) was the most common travel party amongst visitors to the region, followed by 'adult couple\*' and 'friends and relatives travelling together\*'.
- The United Kingdom\* was the region's largest source market for visitors.

#### TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 21.7%, up 35.8% and up 0.8%, respectively.

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

