

# Travel to New England North West 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
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	3,266	2,968	3,163	2,794	2,962	2,934	3,140	3,708	3,335	4,067	21.9%
Nights ('000)	4,414	4,020	4,975	4,536	4,544	4,722	5,136	5,740	5,156	5,754	11.6%
Expenditure (\$ million)*	\$680	\$721	\$785	\$706	\$745	\$743	\$764	\$975	\$944	\$1,104	16.9%

### Overnight - Int'l & domestic

Visitors ('000)	1,345	1,267	1,444	1,263	1,372	1,374	1,529	1,704	1,653	1,781	7.7%
Nights ('000)	4,414	4,020	4,975	4,536	4,544	4,722	5,136	5,740	5,156	5,754	11.6%
Expenditure (\$ million)*	\$473	\$499	\$509	\$527	\$524	\$543	\$543	\$704	\$693	\$768	10.8%

### Domestic - overnight & daytrip

Visitors ('000)	3,227	2,932	3,129	2,758	2,931	2,904	3,104	3,665	3,300	4,029	22.1%
Nights ('000)	3,820	3,456	4,168	3,554	3,797	3,898	4,011	4,734	4,252	4,740	11.5%
Expenditure (\$ million)*	\$652	\$688	\$742	\$661	\$696	\$705	\$699	\$919	\$882	\$1,055	19.6%

### 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)	1,307	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	7.8%
Nights (000)	3,820	3,456	4,168	3,554	3,797	3,898	4,011	4,734	4,252	4,740	11.5%
Average Length of Stay	2.9	2.8	3.0	2.9	2.8	2.9	2.7	2.8	2.6	2.7	3.4%
Expenditure (\$ million)*	\$445	\$466	\$467	\$483	\$475	\$505	\$478	\$648	\$631	\$719	13.9%
Spend per visitor per night (\$)	\$116	\$135	\$112	\$136	\$125	\$129	\$119	\$137	\$148	\$152	2.2%
Intrastate visitors (000)	964	872	964	858	916	939	1,005	1,134	1,168	1,222	4.6%
Interstate visitors (000)	343	358	446	370	425	405	488	527	450	522	15.9%
Intrastate nights (000)	2,937	2,341	2,858	2,230	2,527	2,444	2,604	2,978	3,125	3,330	6.6%
Interstate nights (000)	883	1,115	1,310	1,324	1,269	1,454	1,407	1,756	1,127	1,410	25.1%
Intrastate expenditure (\$million)	\$328	\$330	\$344	\$311	\$323	\$341	\$325	\$401	\$477	\$502	5.3%
Interstate expenditure (\$ million)	\$117	\$136	\$123	\$171	\$152	\$163	\$153	\$247	\$154	\$217	40.6%

#### 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	466	423	503	450	471	480	532	536	469	546	16.4%
Visiting Friends & Relatives	422	454	491	429	468	477	511	506	653	573	-12.3%
Business	284	250	262	252	264	278	300	432	344	472	37.3%
Other	145	118	164	120	n/p	129	160	204	174	170	-2.2%
<b>Total</b>	<b>1,307</b>	<b>1,230</b>	<b>1,410</b>	<b>1,227</b>	<b>1,341</b>	<b>1,344</b>	<b>1,493</b>	<b>1,661</b>	<b>1,618</b>	<b>1,744</b>	<b>7.8%</b>
	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	1,373	1,228	1,643	1,438	1,424	1,424	1,508	1,429	1,352	1,662	22.9%
Visiting Friends & Relatives	1,299	1,448	1,500	1,339	1,475	1,444	1,422	1,560	1,967	1,502	-23.7%
Business	761	536	692	523	626	703	656	1,279	624	1,136	81.9%
Other	387	244	335	254	n/p	326	424	466	308	441	43.2%
<b>Total</b>	<b>3,820</b>	<b>3,456</b>	<b>4,168</b>	<b>3,554</b>	<b>3,797</b>	<b>3,898</b>	<b>4,011</b>	<b>4,734</b>	<b>4,252</b>	<b>4,740</b>	<b>11.5%</b>

#### 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	716	664	735	666	689	716	776	838	868	973	12.0%
Sydney	248	208	229	192	227	223	229	297	299	249	-16.9%
<b>Total Intrastate</b>	<b>964</b>	<b>872</b>	<b>964</b>	<b>858</b>	<b>916</b>	<b>939</b>	<b>1,005</b>	<b>1,134</b>	<b>1,168</b>	<b>1,222</b>	<b>4.6%</b>
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	112	-
Queensland	220	254	314	239	298	267	321	375	329	358	8.7%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	<b>343</b>	<b>358</b>	<b>446</b>	<b>370</b>	<b>425</b>	<b>405</b>	<b>488</b>	<b>527</b>	<b>450</b>	<b>522</b>	<b>15.9%</b>
<b>Grand Total</b>	<b>1,307</b>	<b>1,230</b>	<b>1,410</b>	<b>1,227</b>	<b>1,341</b>	<b>1,344</b>	<b>1,493</b>	<b>1,661</b>	<b>1,618</b>	<b>1,744</b>	<b>7.8%</b>

# Travel to New England North West 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	267	n/p	339	n/p	235	251	283	297	306	324	324	6.1%
30-39	223	244	203	253	181	187	223	n/p	223	330	330	48.2%
40-49	258	188	172	229	217	225	243	381	260	243	243	-6.4%
50-59	239	271	243	215	275	247	250	309	306	263	263	-14.0%
60-69	181	236	307	255	292	275	282	281	307	329	329	7.0%
70+	140	89	147	165	142	159	213	204	216	254	254	17.2%
Total	1,307	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	1,744	7.8%

### 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	336	304	410	288	361	390	443	565	531	569	569	7.2%
Adult couple	397	362	405	355	390	391	472	444	441	473	473	7.4%
Family group - parents and children	264	291	303	258	215	230	209	232	235	263	263	12.3%
Friends or relatives travelling together with(out) children	235	175	235	224	267	243	308	282	299	276	276	-7.6%
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	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,307	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	1,744	7.8%

### 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	577	500	691	623	734	668	780	889	897	889	889	-0.9%
Visit friends & relatives	534	500	589	502	588	548	629	612	735	709	709	-3.5%
Pubs, clubs, discos etc	269	199	269	305	311	347	300	376	427	482	482	12.9%
Sightseeing/looking around	238	208	303	233	224	264	281	294	321	307	307	-4.4%
Go shopping for pleasure	236	196	230	234	222	201	194	191	206	173	173	-16.0%

### 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	1,413	1,494	1,791	1,551	1,442	1,643	1,539	1,715	1,818	1,708	1,708	-6.1%
Standard hotel/motor inn (below 4 star)	961	727	695	756	831	647	777	833	887	934	934	5.3%
Caravan or camping - non commercial	n/p	n/p	621	n/p	n/p	n/p	617	652	416	636	636	52.9%

### 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	1,142	1,085	1,282	1,046	1,183	1,180	1,295	1,416	1,407	1,536	1,536	9.1%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

## 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)	38	36	34	36	31	31	36	43	36	38	5.6%
Nights (000)	593	564	807	982	747	824	1,124	1,006	904	1,014	12.2%
Average Length of Stay	15.4	15.5	23.7	27.5	24.2	27.0	31.5	23.4	25.4	27.0	6.3%
Expenditure (\$ million)*	\$28	\$33	\$42	\$45	\$49	\$38	\$65	\$56	\$62	\$49	-20.8%
Spend per visitor per night (\$)	\$47	\$58	\$52	\$45	\$66	\$46	\$58	\$56	\$69	\$49	-29.4%

### 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	23	23	16	19	17	19	20	23	18	22	22	25.0%
Visiting Friends & Relatives	n/p	n/p	12	11	n/p	n/p	11	16	9	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	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	n/p	-
Education	n/p	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	n/p	-
Total	38	36	34	36	31	31	36	43	36	38	38	5.6%



# Travel to New England North West 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)	1,920	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	35.9%
Expenditure (\$ million)*	\$207	\$223	\$275	\$179	\$221	\$201	\$221	\$271	\$251	\$336	33.8%
Spend per visitor (\$)	\$108	\$131	\$160	\$117	\$139	\$129	\$137	\$135	\$149	\$147	-1.5%

#### 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	1,047	939	713	576	681	697	687	807	664	930	40.1%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Business	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	487	n/p	n/p	n/p	n/p	n/p	386	n/p	-
Total	1,920	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	35.9%

#### 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,623	1,420	1,587	1,408	1,455	1,450	1,481	1,871	1,515	2,007	32.5%
<b>Total Intrastate</b>	1,790	1,558	1,630	1,451	1,488	1,516	1,526	1,880	1,587	2,142	34.9%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,920	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	35.9%

#### 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	395	n/p	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	320	277	n/p	-
Total	1,920	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	35.9%

#### 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	813	612	687	559	526	550	728	962	843	1037	23.1%
Visit friends & relatives	439	n/p	n/p	432	n/p	n/p	540	582	376	577	53.5%
Go shopping for pleasure	654	445	587	n/p	n/p	n/p	n/p	485	n/p	477	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Pubs, clubs, discos etc	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	1,842	1,661	1,682	1,471	1,550	1,527	1,602	1,977	1,564	2,237	43.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	n/p	-	-	-	-	n/p	-	-	-	n/p	-

n/p = not publishable

Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. New England North West includes: Armidale, Inverell, Moree, Tamworth and Tenterfield.

\*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.