

Hunter Visitor Profile

Year ended March 2020

Source: National and International Visitor Surveys, Tourism Research Australia.



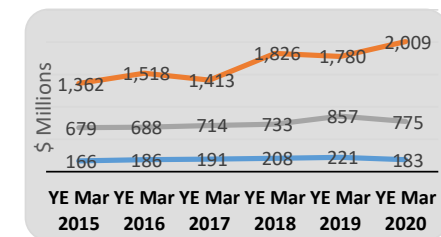
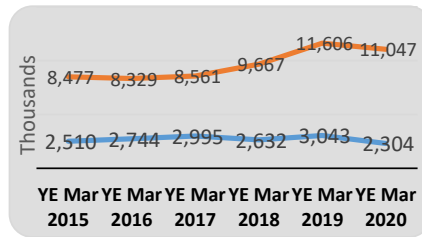
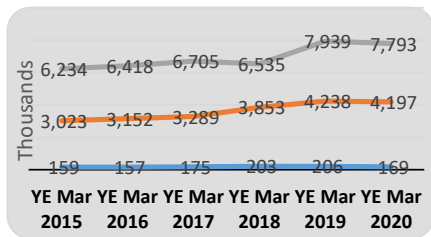
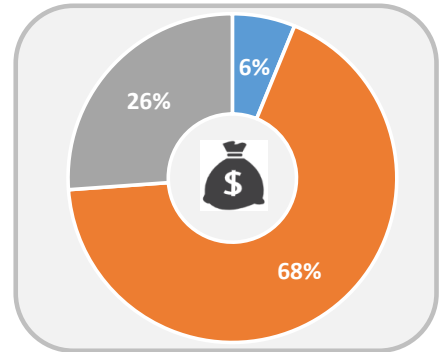
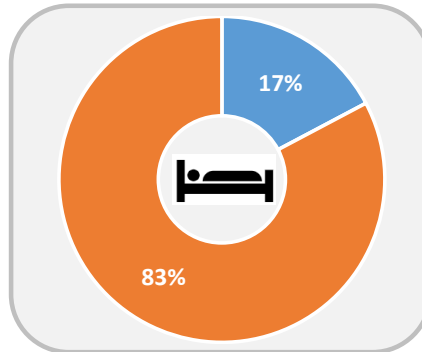
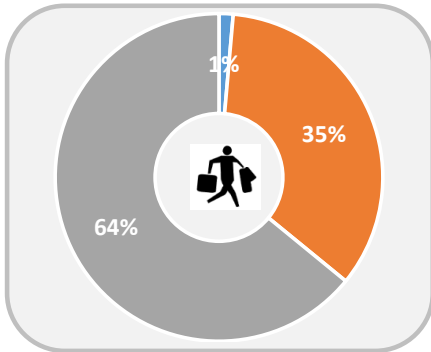
TOTAL DOMESTIC & INTERNATIONAL

Visitors
12.2m
-1.8% YoY

Nights
13.4m
-8.9% YoY

Expenditure
\$3.0bn
+3.8% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 4.2m (-1.0% YoY)
Nights: 11.0m (-4.8% YoY)
Expenditure: \$2.0bn (+12.9% YoY)

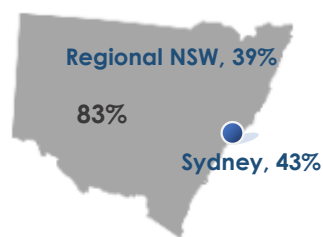
Average spend
\$182 per night
\$479 per visitor

Average length of stay:
2.6 nights

#3 for visitors
#3 for nights
#2 for expenditure
In Regional NSW

Origin

83% of the visitors came from within NSW



Travel party

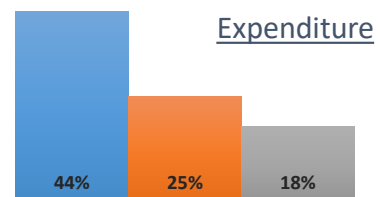
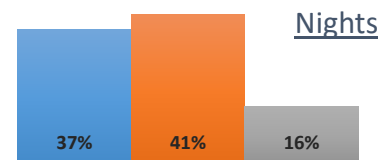
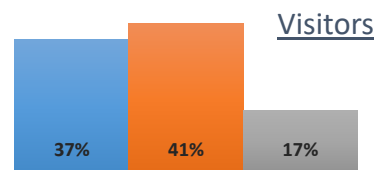
31% of the visitors were travelling alone

- Unaccompanied: 31%
- Adult couple: 29%
- Family group: 14%
- Friends and/or relatives: 20%

Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



Transport

Private vehicle or company car - 83%
Aircraft - 9%

Gender

Female: 46% Male: 54%

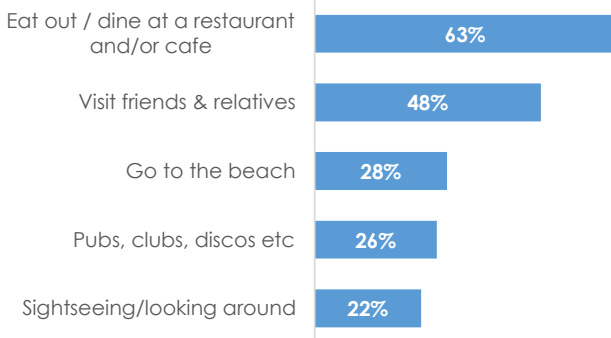
Hunter Visitor Profile

Year ended March 2020

Source: National and International Visitor Surveys, Tourism Research Australia.

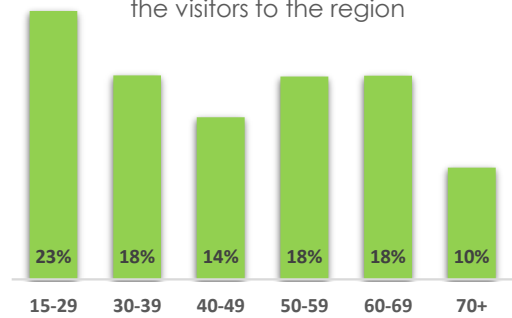


Top 5 activities

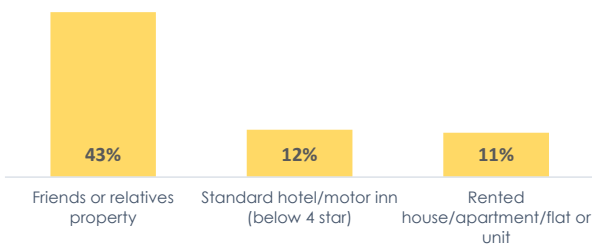


Age

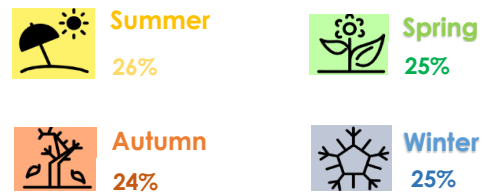
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 7.8m (-1.8% YoY)
Expenditure: \$775.4m (-9.6% YoY)



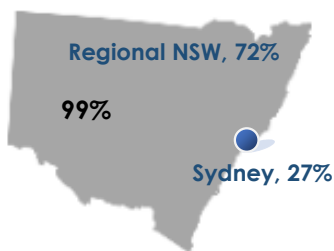
Average spend \$100 per visitor



#3 for visitors
#3 for expenditure
In Regional NSW

Origin

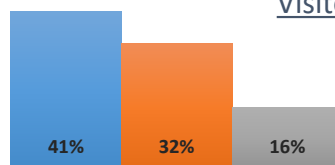
99% of the visitors to the region came from NSW



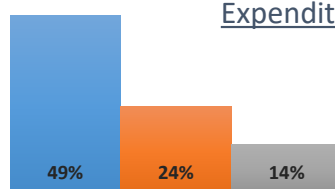
Purpose of visit

■ Holiday ■ VFR ■ Business

Visitors

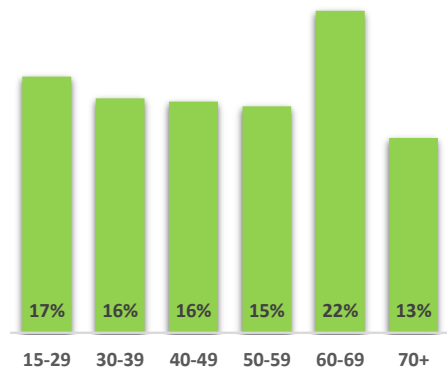


Expenditure

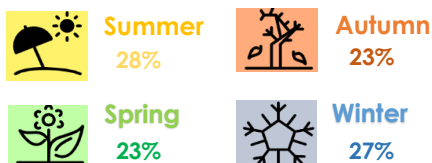


Age

'60-69 years' was the largest age group of the visitors to the region



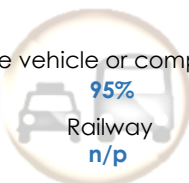
Travel season*



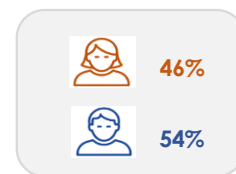
*by month returned from the trip

Transport

Private vehicle or company car



Gender



International travel

Visitors: 169,400 (-17.7% YoY)
 Nights: 2.3m (-24.3% YoY)
 Expenditure: \$183.3m (-17.1% YoY)



Average spend
 \$80 per night
 \$1,082 per visitor



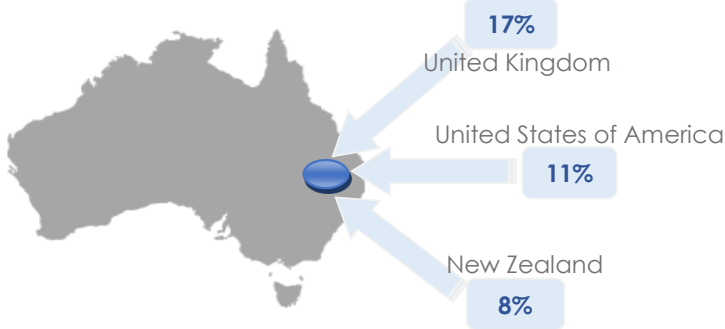
Average length of stay:
 13.6 nights



#2 for visitors
 #3 for nights
 #3 for expenditure
In Regional NSW

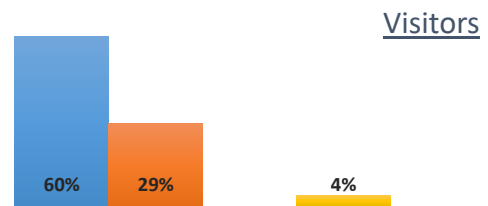
Top 3 origin markets

United Kingdom was the largest individual source market of visitors to the region

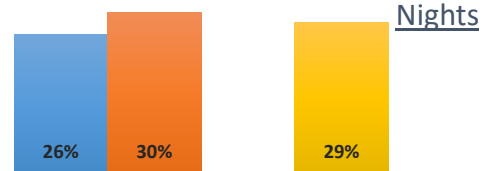


Purpose of visit

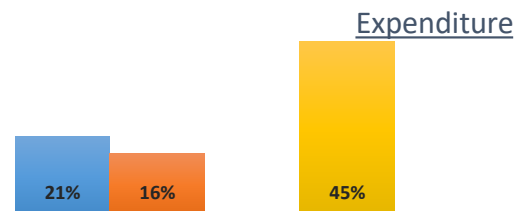
■ Holiday
■ VFR
■ Business (n/p)
■ Education



Visitors

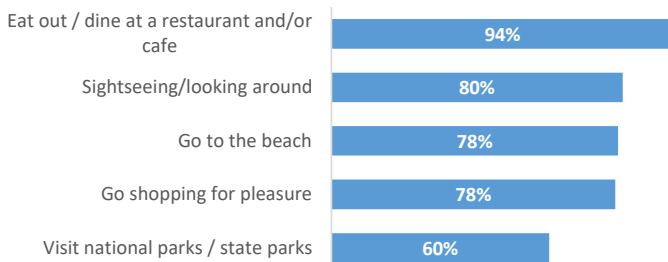


Nights

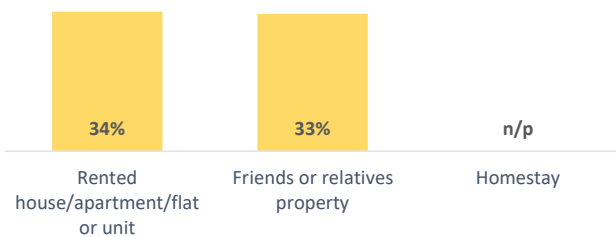


Expenditure

Top 5 activities

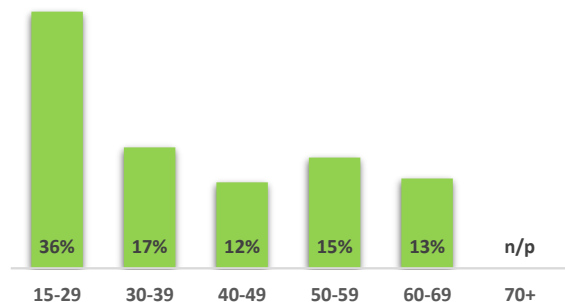


Top 3 accommodation types (nights)



Age

'15-29 years' was the largest age group of the visitors to the region



First vs return visitor



Transport

Private vehicle or company car: 30%
 Rental car: 25%

FIT visitor#

72%
 28%

N/P - data not publishable

free and independent traveller

Travel party

