

Travel to Hunter Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	8,838	9,472	8,651	8,196	9,416	9,727	10,168	10,591	12,383	12,160	-1.8%
Nights ('000)	10,509	10,142	10,074	10,048	10,987	11,073	11,556	12,299	14,649	13,351	-8.9%
Expenditure (\$ million)*	\$1,989	\$2,068	\$1,900	\$2,088	\$2,208	\$2,392	\$2,319	\$2,767	\$2,859	\$2,968	3.8%

Overnight - Int'l & domestic

Visitors ('000)	2,930	2,996	2,925	2,977	3,182	3,308	3,463	4,056	4,444	4,367	-1.7%
Nights ('000)	10,509	10,142	10,074	10,048	10,987	11,073	11,556	12,299	14,649	13,351	-8.9%
Expenditure (\$ million)*	\$1,453	\$1,434	\$1,374	\$1,488	\$1,529	\$1,705	\$1,605	\$2,034	\$2,001	\$2,192	9.5%

Domestic - overnight & daytrip

Visitors ('000)	8,681	9,341	8,518	8,056	9,257	9,570	9,994	10,388	12,178	11,990	-1.5%
Nights ('000)	7,849	7,865	7,770	7,581	8,477	8,329	8,561	9,667	11,606	11,047	-4.8%
Expenditure (\$ million)*	\$1,816	\$1,911	\$1,731	\$1,937	\$2,042	\$2,206	\$2,128	\$2,559	\$2,637	\$2,784	5.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	2,773	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	-1.0%
Nights (000)	7,849	7,865	7,770	7,581	8,477	8,329	8,561	9,667	11,606	11,047	-4.8%
Average Length of Stay	2.8	2.7	2.8	2.7	2.8	2.6	2.6	2.5	2.7	2.6	-3.9%
Expenditure (\$ million)*	\$1,280	\$1,277	\$1,205	\$1,336	\$1,362	\$1,518	\$1,413	\$1,826	\$1,780	\$2,009	12.9%
Spend per visitor per night (\$)	\$163	\$162	\$155	\$176	\$161	\$182	\$165	\$189	\$153	\$182	18.6%
Intrastate visitors (000)	2,358	2,412	2,358	2,415	2,546	2,632	2,768	3,239	3,562	3,472	-2.5%
Interstate visitors (000)	415	453	433	422	477	519	520	614	676	725	7.3%
Intrastate nights (000)	6,283	5,886	6,170	6,059	6,616	6,574	6,448	7,395	8,898	8,237	-7.4%
Interstate nights (000)	1,565	1,979	1,600	1,522	1,861	1,754	2,114	2,272	2,708	2,810	3.8%
Intrastate expenditure (\$million)	\$1,072	\$1,023	\$974	\$1,109	\$1,094	\$1,246	\$1,142	\$1,480	\$1,406	\$1,540	9.5%
Interstate expenditure (\$ million)	\$208	\$254	\$232	\$227	\$268	\$273	\$272	\$346	\$374	\$469	25.7%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	1,279	1,282	1,156	1,175	1,361	1,355	1,335	1,605	1,762	1,536	-12.8%
Visiting Friends & Relatives	973	1,028	1,078	1,112	1,118	1,186	1,246	1,460	1,626	1,727	6.2%
Business	411	445	416	416	428	458	504	621	668	714	6.9%
Other	120	126	146	151	128	173	224	203	211	246	16.5%
Total	2,773	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	-1.0%

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	3,870	3,480	3,287	3,575	4,031	3,502	3,628	3,960	4,712	4,093	-13.1%
Visiting Friends & Relatives	2,505	2,726	2,741	2,653	2,986	3,093	3,195	3,723	4,846	4,546	-6.2%
Business	1,215	1,361	1,212	836	1,196	1,362	1,310	1,442	1,514	1,773	17.1%
Other	258	299	530	518	264	372	429	542	534	635	19.1%
Total	7,849	7,865	7,770	7,581	8,477	8,329	8,561	9,667	11,606	11,047	-4.8%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Regional NSW	1,204	1,219	1,277	1,374	1,215	1,257	1,266	1,509	1,588	1,647	3.7%
Sydney	1,154	1,193	1,081	1,040	1,331	1,376	1,503	1,730	1,975	1,826	-7.6%
Total Intrastate	2,358	2,412	2,358	2,415	2,546	2,632	2,768	3,239	3,562	3,472	-2.5%
Victoria	n/p	127	161	141	134	145	168	149	212	250	17.9%
Queensland	n/p	210	181	180	199	221	239	312	300	327	9.1%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	85	69	61	65	82	n/p	69	66	78	n/p	-
Total Interstate	415	453	433	422	477	519	520	614	676	725	7.3%
Grand Total	2,773	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	-1.0%

Travel to Hunter Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	647	579	554	586	701	758	739	882	1,103	977	-11.4%
30-39	498	508	454	473	492	536	591	679	753	743	-1.4%
40-49	513	565	551	630	523	490	557	676	670	590	-11.9%
50-59	513	574	542	518	543	633	617	683	678	739	8.9%
60-69	406	477	462	420	464	510	470	568	632	741	17.3%
70+	194	162	228	210	300	225	315	365	401	407	1.4%
Total	2,773	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	-1.0%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	535	575	666	754	736	812	934	1,002	1,197	1,305	9.0%
Adult couple	793	976	843	760	924	911	973	1,212	1,077	1,206	11.9%
Family group - parents and children	693	650	563	508	571	577	485	582	702	585	-16.8%
Friends or relatives travelling together with(out) children	547	493	591	658	640	664	719	834	1,004	835	-16.8%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	220	241	9.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,773	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	-1.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	1,520	1,586	1,447	1,655	1,826	1,847	1,983	2,442	2,714	2,656	-2.1%
Visit friends & relatives	1,266	1,298	1,300	1,402	1,428	1,339	1,488	1,692	2,067	1,995	-3.5%
Go to the beach	591	618	603	679	702	800	731	956	1,169	1,168	0.0%
Pubs, clubs, discos etc	541	643	580	571	625	754	678	839	983	1,079	9.8%
Sightseeing/looking around	734	763	661	699	704	775	785	898	1,049	940	-10.3%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Friends or relatives property	2,742	3,084	3,169	2,946	3,411	3,098	3,474	4,010	5,400	4,706	-12.8%
Standard hotel/motor inn (below 4 star)	1,232	1,128	943	1,146	893	1,213	1,013	1,196	1,238	1,350	9.1%
Rented house/apartment/flat or unit	935	1,046	1,117	880	1,125	1,009	821	1,070	1,121	1,268	13.1%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	2,374	2,447	2,466	2,390	2,632	2,685	2,840	3,343	3,697	3,504	-5.2%
Aircraft	195	220	200	183	200	208	222	270	276	368	33.3%
Railway	120	n/p	n/p	117	101	143	135	144	170	200	18.0%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Visitors (000)	157	131	134	140	159	157	175	203	206	169	-17.7%
Nights (000)	2,660	2,276	2,304	2,467	2,510	2,744	2,995	2,632	3,043	2,304	-24.3%
Average Length of Stay	16.9	17.3	17.2	17.7	15.8	17.5	17.2	13.0	14.8	13.6	-8.0%
Expenditure (\$ million)*	\$173	\$157	\$169	\$152	\$166	\$186	\$191	\$208	\$221	\$183	-17.1%
Spend per visitor per night (\$)	\$65	\$69	\$73	\$61	\$66	\$68	\$64	\$79	\$73	\$80	9.4%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	96	72	75	82	91	84	100	118	134	102	-23.7%
Visiting Friends & Relatives	40	40	41	41	47	47	52	63	51	50	-3.4%
Business	13	10	10	10	13	12	12	14	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	5	6	9	7	8	6	7	6.3%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	157	131	134	140	159	157	175	203	206	169	-17.7%

Travel to Hunter Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	690	508	640	757	615	523	536	563	650	605	-6.8%
Visiting Friends & Relatives	541	578	579	708	738	857	1,077	1,042	1,120	701	-37.4%
Business	77	94	88	96	81	102	95	93	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	659	769	648	645	628	878	802	879	884	661	-25.3%
Other ^A	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,660	2,276	2,304	2,467	2,510	2,744	2,995	2,632	3,043	2,304	-24.3%

Top 3 Int'l source markets to The Hunter

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
United Kingdom	33	23	23	21	26	33	26	32	34	28	-18.3%
United States of America	17	13	15	19	16	18	20	20	21	18	-12.8%
New Zealand	20	17	18	15	21	18	17	22	18	14	-24.3%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	59	56	52	55	60	59	64	67	70	61	-13.5%
30-39	29	20	18	20	25	24	30	34	31	29	-8.1%
40-49	21	16	18	17	19	20	15	25	23	20	-12.2%
50-59	24	17	21	21	22	20	28	36	33	26	-20.7%
60-69	19	17	18	19	25	25	30	27	36	21	-40.5%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	157	131	134	140	159	157	175	203	206	169	-17.7%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	91	73	74	76	86	84	95	108	94	89	-4.5%
Adult couple	39	32	31	32	39	41	42	48	52	39	-24.0%
Family group - parent(s) and children	9	11	11	14	14	10	17	23	27	20	-26.0%
Friends and/ or relatives travelling together	15	11	14	16	16	19	17	21	25	14	-43.0%
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	157	131	134	140	159	157	175	203	206	169	-17.7%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	138	114	120	124	148	142	165	186	196	159	-19.2%
Sightseeing/looking around	122	101	106	107	127	120	142	161	170	135	-20.7%
Go to the beach	119	97	100	112	128	126	142	166	167	133	-20.7%
Go shopping for pleasure	117	96	103	105	123	122	142	153	166	131	-20.7%
Visit national parks / state parks	87	71	72	80	96	94	105	130	134	101	-24.6%

First or Return Visitor to Australia

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
First visit	76	59	61	66	70	67	70	89	86	73	-15.2%
Return visit	81	72	73	74	89	90	105	114	120	96	-19.5%
Total	157	131	134	140	159	157	175	203	206	169	-17.7%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Rented house/apartment/flat or unit	1,255	820	928	913	1,104	941	889	735	1,029	776	-24.5%
Friends or relatives property	769	726	727	984	819	937	1,177	1,078	1,208	764	-36.7%
Homestay	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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	56	43	48	44	53	53	61	66	64	51	-20.0%
Rental car	36	33	29	32	39	35	36	47	55	42	-23.0%
Long distance train (non-suburban)	19	20	18	17	19	14	22	18	19	18	-5.9%

Travel to Hunter Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	5,908	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	-1.8%
Expenditure (\$ million)*	\$536	\$634	\$526	\$600	\$679	\$688	\$714	\$733	\$857	\$775	-9.6%
Spend per visitor (\$)	\$91	\$98	\$92	\$115	\$109	\$107	\$107	\$112	\$108	\$100	-7.9%

Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	2,546	2,662	2,258	2,247	3,026	2,861	3,113	3,153	3,710	3,177	-14.4%
Visiting Friends & Relatives	1,894	1,892	1,976	1,760	1,634	1,862	1,918	1,963	2,490	2,527	1.5%
Business	806	1,004	742	591	732	810	775	n/p	901	1,239	37.6%
Other	662	918	751	621	842	885	899	857	838	850	1.4%
Total	5,908	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	-1.8%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Sydney	1,722	1,619	1,682	1,748	1,830	1,904	1,758	2,139	2,451	2,109	-14.0%
Regional NSW	4,134	4,757	4,032	3,471	4,373	4,501	4,938	4,382	5,471	5,628	2.9%
Total Intrastate	5,856	6,376	5,714	5,219	6,203	6,404	6,696	6,521	7,922	7,737	-2.3%
Total Interstate	n/p	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	5,908	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	-1.8%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	1,342	1,118	n/p	n/p	1,328	1,354	1,170	1,392	1,630	1,363	-16.4%
30-39	1,042	1,223	720	911	1,138	1,039	1,031	1,132	1,378	1,248	-9.4%
40-49	1,100	1,074	942	920	1,235	1,098	1,312	1,019	1,127	1,229	9.0%
50-59	992	1,347	1,250	951	1,096	1,196	1,263	1,128	1,437	1,204	-16.2%
60-69	888	1,064	1,096	1,020	923	1,166	1,143	893	1,411	1,713	21.3%
70+	544	650	676	644	514	567	786	972	956	1,036	8.4%
Total	5,908	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	-1.8%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	2,287	2,649	2,403	2,663	2,556	3,192	3,338	2,955	4,227	4,034	-4.6%
Visit friends & relatives	2,103	2,276	2,019	2,181	2,275	2,215	2,172	2,218	2,951	2,706	-8.3%
Sightseeing/looking around	810	928	786	970	897	936	923	930	1,389	1,167	-16.0%
Go to the beach	527	602	538	610	728	805	688	842	998	1,128	13.0%
Go shopping for pleasure	915	1,257	957	1,065	1,077	1,117	1,280	1,066	1,498	1,083	-27.7%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	5,551	6,135	5,389	4,915	5,924	6,158	6,452	6,156	7,623	7,400	-2.9%
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

Hunter includes: Barrington Tops, Hunter Valley, Lake Macquarie, Newcastle, Port Stephens 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.