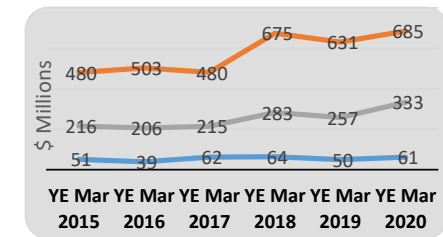
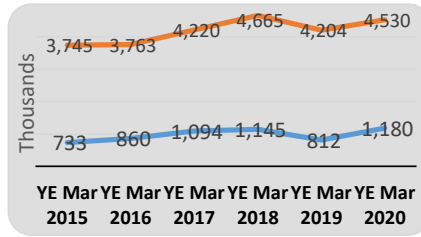
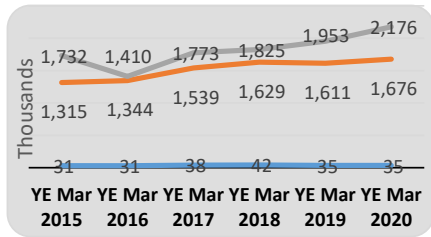
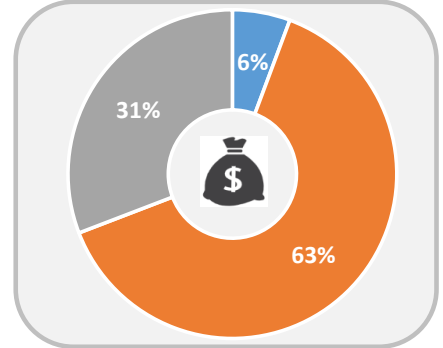
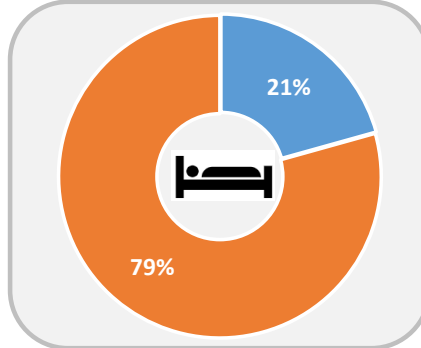
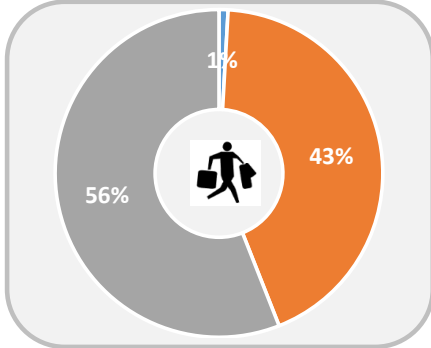


### TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



### Domestic overnight travel

Visitors: 1.7m (+4.0% YoY)  
Nights: 4.5m (+7.8% YoY)  
Expenditure: \$685.1m (+8.5% YoY)

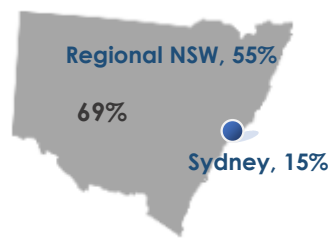
Average spend  
\$151 per night  
\$409 per visitor

Average length of stay:  
2.7 nights

#6 for visitors  
#6 for nights  
#6 for expenditure  
**In Regional NSW**

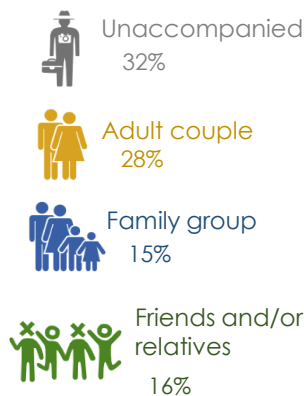
#### Origin

69% of the visitors came from within NSW



#### Travel party

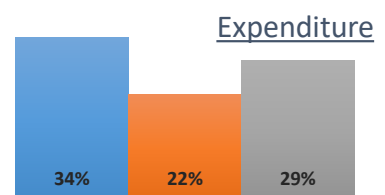
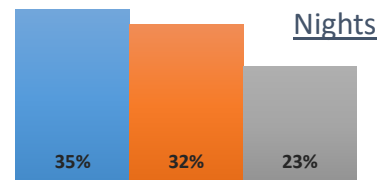
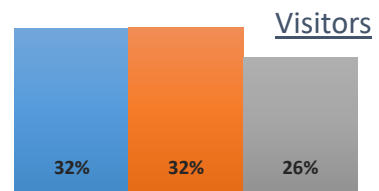
32% of the visitors were travelling alone



#### Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



#### Transport

Private vehicle or company car - 87%  
Aircraft - n/p

#### Gender



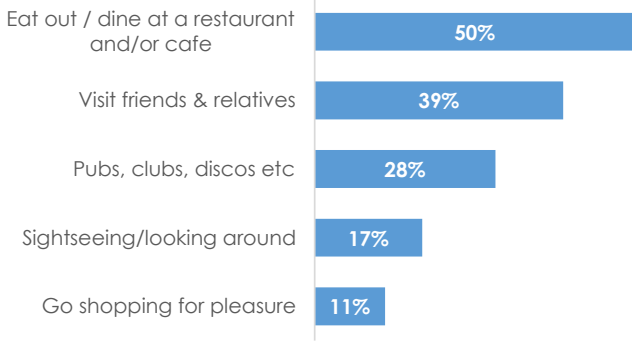
# New England North West Visitor Profile

Year ended March 2020

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

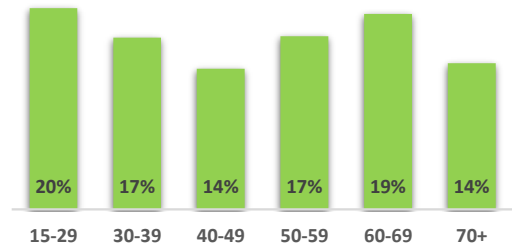


## Top 5 activities



## Age

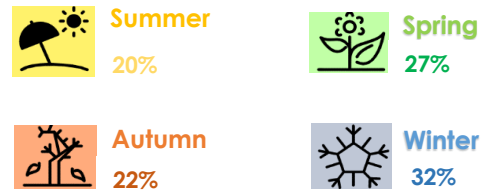
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 2.2m (+11.4% YoY)  
Expenditure: \$332.7m (+29.4% YoY)



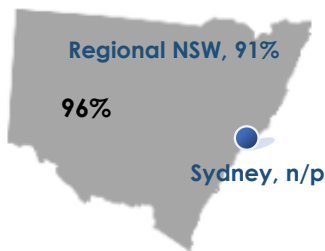
Average spend \$153 per visitor



#8 for visitors  
#6 for expenditure  
**In Regional NSW**

## Origin

96% of the visitors to the region came from NSW



## Purpose of visit

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

### Visitors

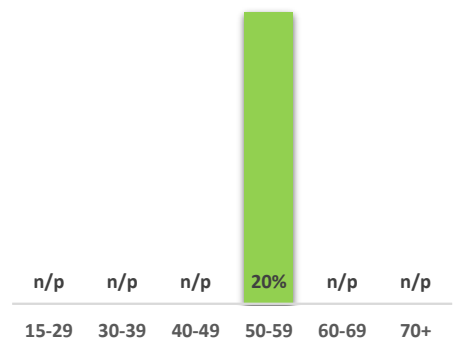


### Expenditure

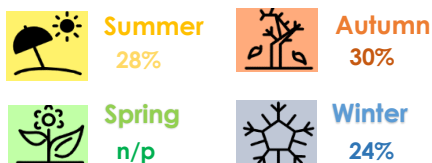


## Age

'50-59 years' was the largest age group of the visitors to the region

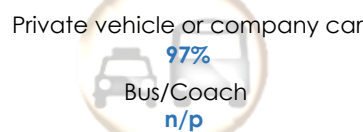


## Travel season\*

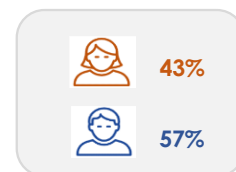


\*by month returned from the trip

## Transport



## Gender



### International travel

Visitors: 34,700 (+0.5% YoY)  
 Nights: 1.2m (+45.3% YoY)  
 Expenditure: \$61.4m (+22.3% YoY)



Average spend  
 \$52 per night  
 \$1,769 per visitor



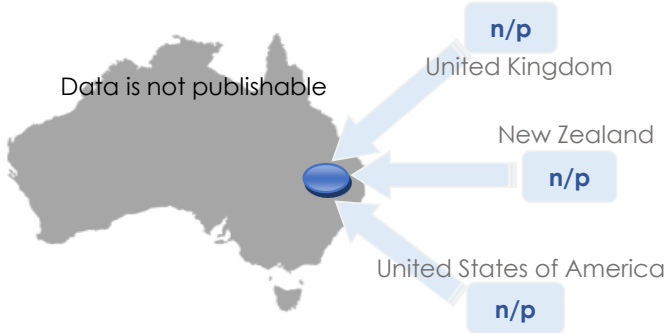
Average length of stay:  
 34.0 nights



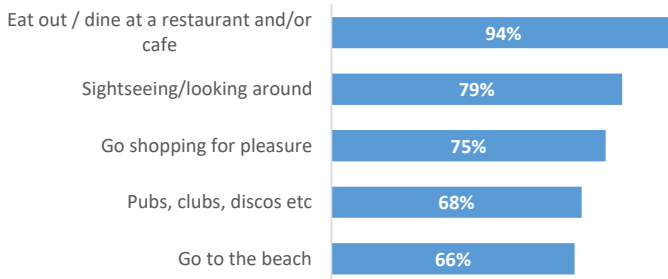
#7 for visitors  
 #4 for nights  
 #4 for expenditure  
**In Regional NSW**

#### Top 3 origin markets

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



#### Top 5 activities

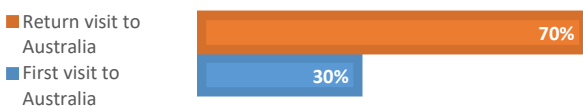


#### Top 3 accommodation types (nights)

Data is not publishable

n/p	n/p	n/p
Rented house/apartment/flat or unit	Friends or relatives property	Homestay

#### First vs return visitor



#### Transport

Private vehicle or company car: 40%  
 Aircraft: n/p

#### FIT visitor#

68%   
 32%

N/P - data not publishable

# free and independent traveller

#### Purpose of visit

- Holiday
- Business (n/p)
- Employment (n/p)
- VFR (n/p)
- Education (n/p)



Visitors



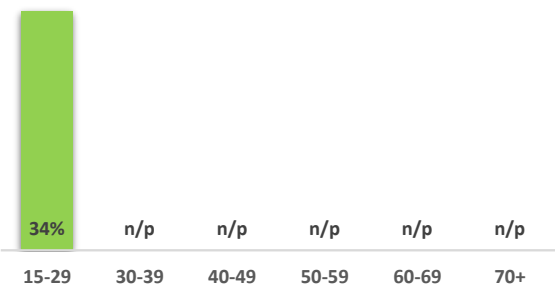
Nights



Expenditure

#### Age

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



#### Travel party

