

Travel to New England North West 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)	3,272	3,265	2,847	2,862	3,079	2,785	3,350	3,497	3,599	3,887	8.0%
Nights ('000)	4,103	4,431	5,194	4,396	4,478	4,623	5,314	5,810	5,016	5,711	13.8%
Expenditure (\$ million)*	\$675	\$796	\$751	\$727	\$747	\$747	\$757	\$1,021	\$939	\$1,079	15.0%

Overnight - Int'l & domestic

Visitors ('000)	1,272	1,396	1,427	1,291	1,347	1,375	1,577	1,671	1,646	1,711	4.0%
Nights ('000)	4,103	4,431	5,194	4,396	4,478	4,623	5,314	5,810	5,016	5,711	13.8%
Expenditure (\$ million)*	\$448	\$532	\$537	\$516	\$531	\$541	\$543	\$739	\$681	\$747	9.5%

Domestic - overnight & daytrip

Visitors ('000)	3,238	3,224	2,814	2,829	3,048	2,754	3,312	3,454	3,564	3,852	8.1%
Nights ('000)	3,561	3,784	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	7.8%
Expenditure (\$ million)*	\$648	\$763	\$703	\$686	\$696	\$709	\$695	\$957	\$888	\$1,018	14.6%

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)	1,237	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	4.0%
Nights (000)	3,561	3,784	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	7.8%
Average Length of Stay	2.9	2.8	3.1	2.8	2.8	2.8	2.7	2.9	2.6	2.7	3.6%
Expenditure (\$ million)*	\$421	\$499	\$490	\$475	\$480	\$503	\$480	\$675	\$631	\$685	8.5%
Spend per visitor per night (\$)	\$118	\$132	\$115	\$134	\$128	\$134	\$114	\$145	\$150	\$151	0.7%
Intrastate visitors (000)	918	917	987	868	889	919	1,073	1,121	1,137	1,162	2.2%
Interstate visitors (000)	319	438	408	391	426	426	466	508	474	515	8.5%
Intrastate nights (000)	2,806	2,481	2,810	2,322	2,463	2,330	2,786	3,070	2,924	3,138	7.3%
Interstate nights (000)	756	1,303	1,448	1,222	1,282	1,433	1,434	1,595	1,280	1,392	8.8%
Intrastate expenditure (\$million)	\$320	\$343	\$354	\$318	\$329	\$333	\$334	\$433	\$458	\$470	2.6%
Interstate expenditure (\$ million)	\$101	\$155	\$136	\$158	\$151	\$170	\$147	\$242	\$173	\$215	24.2%

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	443	467	480	475	470	490	511	493	498	537	7.8%
Visiting Friends & Relatives	392	504	478	424	478	463	511	538	634	539	-15.1%
Business	266	259	303	257	228	277	352	425	344	438	27.3%
Other	147	141	143	n/p	158	126	175	189	153	180	17.8%
Total	1,237	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	4.0%
	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	1,314	1,361	1,637	1,492	1,420	1,374	1,420	1,423	1,475	1,579	7.1%
Visiting Friends & Relatives	1,186	1,589	1,516	1,339	1,385	1,389	1,585	1,596	1,785	1,441	-19.3%
Business	689	545	799	475	600	695	793	1,196	673	1,064	57.9%
Other	372	289	307	n/p	340	305	421	450	271	447	64.9%
Total	3,561	3,784	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	7.8%

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	690	712	735	676	667	701	829	830	866	916	5.8%
Sydney	228	205	251	191	222	218	244	291	271	246	-9.5%
Total Intrastate	918	917	987	868	889	919	1,073	1,121	1,137	1,162	2.2%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	113	-
Queensland	198	323	260	267	303	287	306	363	346	340	-1.8%
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	-
Total Interstate	319	438	408	391	426	426	466	508	474	515	8.5%
Grand Total	1,237	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	4.0%

Travel to New England North West 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	234	256	297	n/p	260	235	289	291	296	328	10.9%	
30-39	222	243	260	n/p	n/p	210	211	n/p	282	280	-0.8%	
40-49	249	206	149	246	217	215	298	336	253	229	-9.3%	
50-59	231	264	267	227	263	240	258	323	268	282	5.2%	
60-69	186	282	274	281	297	266	272	292	295	319	8.1%	
70+	115	104	147	161	135	178	212	209	217	238	9.6%	
Total	1,237	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	4.0%	

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	335	333	410	333	320	381	508	553	507	539	6.4%	
Adult couple	340	395	408	331	427	411	423	465	438	463	5.8%	
Family group - parents and children	267	326	267	252	208	223	246	211	231	244	5.7%	
Friends or relatives travelling together with(out) children	221	205	239	239	266	245	285	270	308	271	-12.0%	
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	n/p	-	
Total	1,237	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	4.0%	

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	559	588	672	664	713	689	783	860	904	846	-6.4%	
Visit friends & relatives	479	572	591	499	576	556	623	605	748	657	-12.2%	
Pubs, clubs, discos etc	236	253	255	316	330	303	299	409	431	478	10.9%	
Sightseeing/looking around	214	239	267	259	244	260	255	280	345	284	-17.5%	
Go shopping for pleasure	209	228	237	208	234	200	167	193	210	186	-11.2%	

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	1,280	1,657	1,834	1,472	1,373	1,536	1,755	1,660	1,707	1,606	-5.9%	
Standard hotel/motor inn (below 4 star)	953	743	732	747	796	745	704	845	877	909	3.7%	
Caravan park or commercial camping ground	536	548	489	566	662	591	517	717	547	621	13.4%	

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	1,079	1,183	1,253	1,066	1,194	1,171	1,321	1,387	1,430	1,463	2.3%	
Aircraft	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	-	

INTERNATIONAL 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)	34	41	32	33	31	31	38	42	35	35	0.5%
Nights (000)	542	647	936	853	733	860	1,094	1,145	812	1,180	45.3%
Average Length of Stay	15.8	15.7	28.8	26.0	23.3	27.9	28.7	27.0	23.5	34.0	44.6%
Expenditure (\$ million)*	\$27	\$33	\$47	\$41	\$51	\$39	n/p	\$64	\$50	\$61	22.3%
Spend per visitor per night (\$)	\$49	\$51	\$50	\$48	\$70	\$45	-	\$56	\$62	\$52	-15.9%

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	20	25	14	19	17	19	21	21	20	20	-3.0%	
Visiting Friends & Relatives	n/p	8	11	10	10	n/p	13	14	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	-	
Employment	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	-	
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	34	41	32	33	31	31	38	42	35	35	0.5%	

Travel to New England North West 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)	2,001	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	11.4%
Expenditure (\$ million)*	\$227	\$264	\$213	\$211	\$216	\$206	\$215	\$283	\$257	\$333	29.4%
Spend per visitor (\$)	\$113	\$141	\$150	\$134	\$125	\$146	\$121	\$155	\$132	\$153	16.1%

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	1,242	915	536	641	707	709	642	817	729	899	23.4%
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	412	412	n/p	n/p	n/p	n/p	n/p	412	n/p	-
Total	2,001	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	11.4%

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	-
Regional NSW	1,628	1,610	1,351	1,422	1,611	1,277	1,621	1,737	1,690	1,986	17.5%
Total Intrastate	1,818	1,768	1,359	1,458	1,649	1,337	1,675	1,737	1,797	2,091	16.3%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,001	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	11.4%

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	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	346	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	433	-
60-69	n/p	298	n/p	n/p	n/p	n/p	n/p	337	n/p	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	350	344	n/p	-
Total	2,001	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	11.4%

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	839	708	504	607	541	585	774	918	899	948	5.5%
Visit friends & relatives	431	464	n/p	n/p	n/p	n/p	628	526	499	537	7.7%
Go shopping for pleasure	704	488	483	n/p	471	n/p	384	516	n/p	n/p	-
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 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	1,920	1,840	1,378	1,503	1,689	1,396	1,743	1,820	1,838	2,112	15.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Railway	n/p	-	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.