

Travel to Hunter Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	9,269	9,015	8,397	8,728	9,369	9,964	10,205	10,887	12,897	10,030	-22.2%
Nights ('000)	10,687	10,145	9,859	10,253	11,156	11,037	11,716	12,897	15,013	11,179	-25.5%
Expenditure (\$ million)*	\$2,092	\$2,014	\$1,900	\$2,098	\$2,279	\$2,311	\$2,521	\$2,718	\$2,973	\$2,408	-19.0%

Overnight - Int'l & domestic

Visitors ('000)	3,103	2,818	2,996	2,991	3,254	3,382	3,538	4,073	4,698	3,594	-23.5%
Nights ('000)	10,687	10,145	9,859	10,253	11,156	11,037	11,716	12,897	15,013	11,179	-25.5%
Expenditure (\$ million)*	\$1,535	\$1,398	\$1,381	\$1,452	\$1,635	\$1,604	\$1,783	\$1,960	\$2,119	\$1,765	-16.7%

Domestic - overnight & daytrip

Visitors ('000)	9,114	8,886	8,264	8,585	9,206	9,811	10,019	10,686	12,688	9,903	-22.0%
Nights ('000)	8,087	7,638	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	-20.9%
Expenditure (\$ million)*	\$1,920	\$1,847	\$1,757	\$1,932	\$2,104	\$2,138	\$2,304	\$2,539	\$2,728	\$2,272	-16.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	2,948	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	-22.8%
Nights (000)	8,087	7,638	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	-20.9%
Average Length of Stay	2.7	2.8	2.8	2.7	2.8	2.6	2.6	2.6	2.7	2.8	2.4%
Expenditure (\$ million)*	\$1,363	\$1,231	\$1,238	\$1,287	\$1,461	\$1,431	\$1,566	\$1,781	\$1,875	\$1,630	-13.1%
Spend per visitor per night (\$)	\$169	\$161	\$157	\$170	\$169	\$171	\$181	\$178	\$155	\$171	9.9%
Intrastate visitors (000)	2,487	2,261	2,430	2,429	2,567	2,760	2,789	3,255	3,776	2,891	-23.4%
Interstate visitors (000)	460	427	433	418	524	468	563	618	714	576	-19.4%
Intrastate nights (000)	6,542	5,631	6,228	6,124	6,645	6,772	6,380	7,711	9,201	7,300	-20.7%
Interstate nights (000)	1,545	2,008	1,667	1,463	2,013	1,575	2,277	2,315	2,868	2,242	-21.8%
Intrastate expenditure (\$million)	\$1,125	\$990	\$985	\$1,082	\$1,145	\$1,218	\$1,266	\$1,435	\$1,460	\$1,261	-13.6%
Interstate expenditure (\$ million)	\$238	\$241	\$253	\$204	\$316	\$214	\$300	\$346	\$416	\$369	-11.3%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	1,348	1,192	1,163	1,221	1,363	1,325	1,411	1,620	1,786	1,234	-30.9%
Visiting Friends & Relatives	1,024	962	1,132	1,118	1,116	1,241	1,267	1,445	1,789	1,458	-18.5%
Business	459	433	408	387	496	474	491	663	701	578	-17.6%
Other	124	116	169	140	132	201	216	173	242	221	-8.6%
Total	2,948	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	-22.8%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	3,937	3,426	3,431	3,507	3,974	3,478	3,730	4,064	4,620	3,716	-19.6%
Visiting Friends & Relatives	2,510	2,639	2,725	2,817	2,994	3,119	3,277	3,860	5,273	3,751	-28.9%
Business	1,351	1,326	1,062	842	1,434	1,299	1,236	1,605	1,586	1,510	-4.8%
Other	288	247	676	421	255	450	414	499	591	565	-4.5%
Total	8,087	7,638	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	-20.9%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Regional NSW	1,288	1,134	1,348	1,318	1,255	1,327	1,260	1,487	1,714	1,353	-21.1%
Sydney	1,200	1,127	1,082	1,111	1,312	1,433	1,528	1,768	2,061	1,538	-25.4%
Total Intrastate	2,487	2,261	2,430	2,429	2,567	2,760	2,789	3,255	3,776	2,891	-23.4%
Victoria	116	141	150	124	165	119	183	160	230	192	-16.5%
Queensland	225	165	182	182	210	217	262	298	322	266	-17.5%
ACT	n/p	n/p	n/p	n/p	68	63	n/p	91	74	56	-24.4%
Other Interstate	79	71	62	67	81	69	74	69	88	62	-29.7%
Total Interstate	460	427	433	418	524	468	563	618	714	576	-19.4%
Grand Total	2,948	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	-22.8%

Travel to Hunter Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	726	491	561	606	723	785	731	933	1,169	804	-31.2%
30-39	504	463	505	463	482	551	602	674	791	659	-16.6%
40-49	576	534	548	617	531	507	602	690	632	492	-22.3%
50-59	574	545	528	521	610	615	595	655	759	588	-22.6%
60-69	394	478	478	402	483	512	512	542	706	623	-11.9%
70+	173	177	243	237	262	259	309	379	432	302	-30.2%
Total	2,948	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	-22.8%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	599	532	742	722	777	866	919	1,041	1,352	1,041	-23.0%
Adult couple	847	918	840	749	967	931	1,017	1,138	1,202	1,002	-16.7%
Family group - parents and children	714	577	582	525	534	565	526	576	693	516	-25.5%
Friends or relatives travelling together with(out) children	582	475	587	708	646	668	714	857	1,017	684	-32.7%
Business associates travelling together with(out) spouse	166	151	87	108	125	149	141	219	192	207	7.7%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,948	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	-22.8%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	1,616	1,484	1,498	1,688	1,867	1,853	2,101	2,425	2,792	2,152	-22.9%
Visit friends & relatives	1,341	1,188	1,392	1,410	1,383	1,424	1,510	1,680	2,234	1,632	-26.9%
Go to the beach	577	611	667	655	712	813	772	950	1,247	997	-20.0%
Pubs, clubs, discos etc	570	579	627	572	664	747	714	793	1,051	869	-17.3%
Sightseeing/looking around	790	664	687	737	696	765	757	956	1,134	731	-35.6%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Friends or relatives property	2,997	2,828	3,144	2,988	3,429	3,177	3,584	4,204	5,778	4,189	-27.5%
Standard hotel/motor inn (below 4 star)	1,251	1,129	965	1,022	1,086	1,145	1,046	1,233	1,221	1,106	-9.4%
Rented house/apartment/flat or unit	863	1,190	1,055	996	995	1,071	909	912	1,244	1,004	-19.3%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	2,497	2,330	2,524	2,420	2,684	2,772	2,855	3,394	3,864	2,942	-23.8%
Aircraft	243	185	212	172	215	186	256	260	313	268	-14.6%
Railway	113	69	67	125	86	172	136	127	200	157	-21.6%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

											% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Visitors (000)	155	130	134	143	163	153	186	200	208	127	-39.1%
Nights (000)	2,601	2,507	1,964	2,665	2,498	2,690	3,059	2,870	2,943	1,637	-44.4%
Average Length of Stay	16.8	19.3	14.7	18.6	15.3	17.5	16.4	14.3	14.1	12.9	-8.7%
Expenditure (\$ million)*	\$172	\$167	\$143	\$166	\$174	\$173	\$217	\$179	\$244	\$136	-44.4%
Spend per visitor per night (\$)	\$66	\$67	\$73	\$62	\$70	\$64	\$71	\$62	\$83	\$83	0.0%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	96	69	75	86	90	84	107	120	134	76	-43.0%
Visiting Friends & Relatives	39	42	42	40	47	48	57	61	53	37	-31.0%
Business	12	10	10	10	15	9	13	13	10	8	-27.1%
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	6	6	4	5	6	9	7	7	8	5	-35.4%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	155	130	134	143	163	153	186	200	208	127	-39.1%

Travel to Hunter Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	673	640	468	852	553	546	509	528	747	435	-41.8%
Visiting Friends & Relatives	552	536	651	705	722	789	1,181	1,401	780	502	-35.6%
Business	55	123	56	95	106	83	96	92	157	80	-49.3%
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	649	896	472	692	657	910	853	764	955	490	-48.6%
Other ^A	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,601	2,507	1,964	2,665	2,498	2,690	3,059	2,870	2,943	1,637	-44.4%

Top 3 Int'l source markets to The Hunter

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
United Kingdom	31	23	24	21	27	31	29	31	34	23	-30.5%
New Zealand	19	16	17	16	21	17	20	21	18	10	-41.9%
United States of America	17	11	17	18	16	19	21	21	24	10	-60.2%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	61	56	51	56	61	60	67	64	73	46	-36.8%
30-39	28	19	19	20	25	26	29	34	33	22	-33.2%
40-49	22	16	17	17	21	17	19	25	22	16	-28.7%
50-59	23	17	21	22	22	18	32	34	36	16	-54.7%
60-69	18	16	19	20	26	24	31	30	31	17	-43.7%
70+	n/p	6	7	8	8	9	8	14	13	9	-30.1%
Total	155	130	134	143	163	153	186	200	208	127	-39.1%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	88	74	75	78	87	83	100	101	98	68	-30.8%
Adult couple	39	31	31	32	41	38	43	48	56	28	-50.2%
Family group - parent(s) and children	9	11	11	13	14	12	21	22	25	15	-39.2%
Friends and/ or relatives travelling together	14	10	13	18	16	18	18	23	23	10	-55.2%
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	155	130	134	143	163	153	186	200	208	127	-39.1%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	136	114	119	129	150	141	176	185	197	120	-39.3%
Sightseeing/looking around	121	100	106	111	127	121	149	161	170	102	-39.8%
Go to the beach	116	97	102	115	128	128	148	167	167	100	-40.0%
Go shopping for pleasure	113	96	101	110	125	123	148	157	164	99	-39.7%
Visit national parks / state parks	87	70	75	83	95	96	110	130	134	76	-43.1%

First or Return Visitor to Australia

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
First visit	75	57	62	67	71	66	73	91	86	56	-35.5%
Return visit	79	73	71	77	92	88	114	109	122	71	-41.6%
Total	155	130	134	143	163	153	186	200	208	127	-39.1%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Friends or relatives property	777	701	767	986	801	830	1,298	1,440	875	552	-37.0%
Rented house/apartment/flat or unit	1,204	982	677	1,056	1,042	887	893	720	1,168	540	-53.8%
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 Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	52	43	49	46	53	51	67	61	65	39	-39.5%
Rental car	35	33	28	34	40	34	38	49	55	33	-41.3%
Long distance train (non-suburban)	20	20	18	16	20	15	22	19	19	13	-32.0%

Travel to Hunter Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	6,166	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	-21.5%
Expenditure (\$ million)*	\$557	\$615	\$520	\$645	\$644	\$707	\$738	\$758	\$853	\$642	-24.7%
Spend per visitor (\$)	\$90	\$99	\$96	\$112	\$105	\$107	\$111	\$111	\$104	\$100	-4.1%

Main Purpose of Trip

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	2,609	2,373	2,289	2,468	3,029	2,980	3,105	3,321	3,664	2,512	-31.4%
Visiting Friends & Relatives	1,948	1,996	1,677	1,903	1,670	1,829	1,997	1,937	2,597	2,151	-17.2%
Business	925	966	682	671	652	799	710	635	1,128	983	-12.9%
Other	684	862	753	695	764	974	855	921	808	791	-2.2%
Total	6,166	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	-21.5%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Sydney	1,681	1,598	1,735	1,840	1,807	1,912	1,876	2,197	2,448	1,659	-32.2%
Regional NSW	4,380	4,569	3,661	3,898	4,277	4,656	4,768	4,607	5,732	4,731	-17.5%
Total Intrastate	6,061	6,168	5,396	5,738	6,084	6,568	6,644	6,804	8,180	6,390	-21.9%
Total Interstate	n/p	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	6,166	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	-21.5%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	1,175	1,110	903	957	1,281	1,422	1,087	1,443	1,686	1,120	-33.6%
30-39	1,139	1,116	616	1,085	1,148	970	1,085	1,088	1,469	1,039	-29.2%
40-49	1,080	1,104	969	951	1,135	1,145	1,316	1,105	1,176	878	-25.4%
50-59	1,148	1,178	1,199	1,058	1,156	1,216	1,143	1,297	1,318	1,043	-20.8%
60-69	1,013	1,074	1,015	1,040	970	1,226	1,059	965	1,484	1,543	4.0%
70+	612	615	699	647	425	603	977	916	1,066	813	-23.8%
Total	6,166	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	-21.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	2,450	2,516	2,361	2,796	2,712	3,236	3,191	3,157	4,492	3,063	-31.8%
Visit friends & relatives	2,152	2,334	1,833	2,381	2,067	2,272	2,407	2,192	2,926	2,294	-21.6%
Go shopping for pleasure	1,001	1,190	994	1,060	1,035	1,158	1,242	1,172	1,402	958	-31.6%
Go to the beach	561	584	550	722	649	908	648	791	1,091	947	-13.2%
Sightseeing/looking around	820	788	809	1,008	941	962	878	954	1,485	931	-37.3%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	5,775	5,884	5,024	5,465	5,830	6,300	6,357	6,497	7,872	6,107	-22.4%
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.