

# Travel to Hunter Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

|  | YE Sep 2011 | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | % change YE Sep20 vs. YE Sep19 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| <b>GRAND TOTAL - overnight &amp; daytrip</b> |             |             |             |             |             |             |             |             |             |             |                                |
| Visitors ('000)                              | 9,253       | 8,973       | 8,558       | 8,916       | 9,280       | 10,138      | 10,378      | 11,114      | 12,877      | 9,301       | -27.8%                         |
| Nights ('000)                                | 10,083      | 10,352      | 9,979       | 10,250      | 11,233      | 11,420      | 12,028      | 13,053      | 14,724      | 10,222      | -30.6%                         |
| Expenditure (\$ million)*                    | \$2,026     | \$1,961     | \$1,992     | \$2,147     | \$2,286     | \$2,356     | \$2,586     | \$2,774     | \$3,030     | \$2,202     | -27.3%                         |

### Overnight - Int'l & domestic

|                           |         |         |         |         |         |         |         |         |         |         |        |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Visitors ('000)           | 3,007   | 2,880   | 3,033   | 2,984   | 3,279   | 3,470   | 3,709   | 4,090   | 4,741   | 3,337   | -29.6% |
| Nights ('000)             | 10,083  | 10,352  | 9,979   | 10,250  | 11,233  | 11,420  | 12,028  | 13,053  | 14,724  | 10,222  | -30.6% |
| Expenditure (\$ million)* | \$1,465 | \$1,367 | \$1,446 | \$1,456 | \$1,659 | \$1,634 | \$1,857 | \$1,964 | \$2,175 | \$1,656 | -23.8% |

### Domestic - overnight & daytrip

|                           |         |         |         |         |         |         |         |         |         |         |        |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Visitors ('000)           | 9,103   | 8,843   | 8,422   | 8,774   | 9,114   | 9,982   | 10,182  | 10,916  | 12,668  | 9,215   | -27.3% |
| Nights ('000)             | 7,656   | 7,930   | 7,778   | 7,803   | 8,496   | 8,816   | 8,909   | 10,134  | 11,951  | 9,160   | -23.4% |
| Expenditure (\$ million)* | \$1,880 | \$1,782 | \$1,851 | \$1,986 | \$2,098 | \$2,181 | \$2,366 | \$2,579 | \$2,811 | \$2,112 | -24.9% |

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

|                                     | YE Sep 2011 | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | % change YE Sep20 vs. YE Sep19 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors (000)                      | 2,856       | 2,750       | 2,896       | 2,842       | 3,113       | 3,314       | 3,513       | 3,892       | 4,532       | 3,251       | -28.3%                         |
| Nights (000)                        | 7,656       | 7,930       | 7,778       | 7,803       | 8,496       | 8,816       | 8,909       | 10,134      | 11,951      | 9,160       | -23.4%                         |
| Average Length of Stay              | 2.7         | 2.9         | 2.7         | 2.7         | 2.7         | 2.7         | 2.5         | 2.6         | 2.6         | 2.8         | 6.9%                           |
| Expenditure (\$ million)*           | \$1,318     | \$1,189     | \$1,306     | \$1,296     | \$1,471     | \$1,459     | \$1,638     | \$1,769     | \$1,956     | \$1,567     | -19.9%                         |
| Spend per visitor per night (\$)    | \$172       | \$150       | \$168       | \$166       | \$173       | \$166       | \$184       | \$175       | \$164       | \$171       | 4.5%                           |
| Intrastate visitors (000)           | 2,393       | 2,347       | 2,458       | 2,377       | 2,607       | 2,810       | 2,950       | 3,251       | 3,797       | 2,828       | -25.5%                         |
| Interstate visitors (000)           | 463         | 404         | 438         | 465         | 507         | 503         | 563         | 642         | 736         | 423         | -42.5%                         |
| Intrastate nights (000)             | 6,169       | 6,039       | 6,071       | 6,163       | 6,478       | 6,954       | 6,763       | 7,750       | 9,015       | 7,506       | -16.7%                         |
| Interstate nights (000)             | 1,487       | 1,891       | 1,707       | 1,639       | 2,019       | 1,862       | 2,146       | 2,384       | 2,936       | 1,654       | -43.7%                         |
| Intrastate expenditure (\$million)  | \$1,076     | \$984       | \$1,046     | \$1,062     | \$1,148     | \$1,216     | \$1,339     | \$1,427     | \$1,494     | \$1,310     | -12.3%                         |
| Interstate expenditure (\$ million) | \$242       | \$204       | \$259       | \$234       | \$323       | \$243       | \$298       | \$342       | \$462       | \$257       | -44.4%                         |

#### Purpose of Visit

|                              | Visitors (000) |              |              |              |              |              |              |              |              |              | % change YE Sep20 vs. YE Sep19 |
|------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------------|
|                              | YE Sep 2011    | YE Sep 2012  | YE Sep 2013  | YE Sep 2014  | YE Sep 2015  | YE Sep 2016  | YE Sep 2017  | YE Sep 2018  | YE Sep 2019  | YE Sep 2020  |                                |
| Holiday                      | 1,329          | 1,168        | 1,213        | 1,219        | 1,336        | 1,347        | 1,485        | 1,616        | 1,775        | 1,321        | -25.6%                         |
| Visiting Friends & Relatives | 951            | 1,071        | 1,111        | 1,118        | 1,154        | 1,264        | 1,292        | 1,502        | 1,806        | 1,258        | -30.3%                         |
| Business                     | 450            | 397          | 435          | 371          | 470          | 551          | 533          | 628          | 739          | 479          | -35.2%                         |
| Other                        | 130            | 128          | 150          | 151          | 170          | 172          | 240          | 174          | 234          | 216          | -7.7%                          |
| <b>Total</b>                 | <b>2,856</b>   | <b>2,750</b> | <b>2,896</b> | <b>2,842</b> | <b>3,113</b> | <b>3,314</b> | <b>3,513</b> | <b>3,892</b> | <b>4,532</b> | <b>3,251</b> | <b>-28.3%</b>                  |

|                              | Nights (000) |              |              |              |              |              |              |               |               |              | % change YE Sep20 vs. YE Sep19 |
|------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|--------------------------------|
|                              | YE Sep 2011  | YE Sep 2012  | YE Sep 2013  | YE Sep 2014  | YE Sep 2015  | YE Sep 2016  | YE Sep 2017  | YE Sep 2018   | YE Sep 2019   | YE Sep 2020  |                                |
| Holiday                      | 3,712        | 3,391        | 3,643        | 3,554        | 3,700        | 3,595        | 3,887        | 4,146         | 4,603         | 3,876        | -15.8%                         |
| Visiting Friends & Relatives | 2,328        | 2,809        | 2,703        | 2,788        | 3,093        | 3,346        | 3,374        | 3,960         | 5,128         | 3,357        | -34.5%                         |
| Business                     | 1,330        | 1,279        | 993          | 977          | 1,436        | 1,453        | 1,145        | 1,533         | 1,674         | 1,280        | -23.5%                         |
| Other                        | 286          | 451          | 439          | 484          | 268          | 422          | 503          | 494           | 547           | 647          | 18.3%                          |
| <b>Total</b>                 | <b>7,656</b> | <b>7,930</b> | <b>7,778</b> | <b>7,803</b> | <b>8,496</b> | <b>8,816</b> | <b>8,909</b> | <b>10,134</b> | <b>11,951</b> | <b>9,160</b> | <b>-23.4%</b>                  |

#### Origin

|                         | Visitors (000) |              |              |              |              |              |              |              |              |              | % change YE Sep20 vs. YE Sep19 |
|-------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------------|
|                         | YE Sep 2011    | YE Sep 2012  | YE Sep 2013  | YE Sep 2014  | YE Sep 2015  | YE Sep 2016  | YE Sep 2017  | YE Sep 2018  | YE Sep 2019  | YE Sep 2020  |                                |
| Regional NSW            | 1,268          | 1,240        | 1,324        | 1,223        | 1,279        | 1,329        | 1,354        | 1,450        | 1,746        | 1,250        | -28.4%                         |
| Sydney                  | 1,125          | 1,107        | 1,134        | 1,154        | 1,328        | 1,482        | 1,596        | 1,800        | 2,051        | 1,578        | -23.1%                         |
| <b>Total Intrastate</b> | <b>2,393</b>   | <b>2,347</b> | <b>2,458</b> | <b>2,377</b> | <b>2,607</b> | <b>2,810</b> | <b>2,950</b> | <b>3,251</b> | <b>3,797</b> | <b>2,828</b> | <b>-25.5%</b>                  |
| Victoria                | 98             | 157          | 141          | 137          | 171          | 135          | 173          | 166          | 248          | 125          | -49.4%                         |
| Queensland              | 226            | 156          | 185          | 202          | 213          | 217          | 271          | 300          | 332          | 205          | -38.3%                         |
| ACT                     | n/p            | n/p          | n/p          | n/p          | n/p          | 71           | 53           | 101          | 61           | 52           | -14.4%                         |
| Other Interstate        | 76             | 58           | 73           | 72           | 65           | 80           | 67           | 75           | 95           | n/p          | -                              |
| <b>Total Interstate</b> | <b>463</b>     | <b>404</b>   | <b>438</b>   | <b>465</b>   | <b>507</b>   | <b>503</b>   | <b>563</b>   | <b>642</b>   | <b>736</b>   | <b>423</b>   | <b>-42.5%</b>                  |
| <b>Grand Total</b>      | <b>2,856</b>   | <b>2,750</b> | <b>2,896</b> | <b>2,842</b> | <b>3,113</b> | <b>3,314</b> | <b>3,513</b> | <b>3,892</b> | <b>4,532</b> | <b>3,251</b> | <b>-28.3%</b>                  |

# Travel to Hunter Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### Age

|       | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|-------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|       | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| 15-29 | 686            | 535            | 576            | 573            | 752            | 823            | 793            | 965            | 1,107          | 764            | -31.0%                               |
| 30-39 | 481            | 512            | 451            | 502            | 493            | 543            | 633            | 652            | 818            | 621            | -24.0%                               |
| 40-49 | 533            | 522            | 617            | 583            | 504            | 523            | 636            | 667            | 636            | 482            | -24.2%                               |
| 50-59 | 582            | 512            | 549            | 502            | 615            | 644            | 599            | 683            | 756            | 568            | -24.9%                               |
| 60-69 | 408            | 462            | 481            | 419            | 487            | 518            | 515            | 549            | 776            | 543            | -30.0%                               |
| 70+   | 165            | 207            | 222            | 263            | 261            | 263            | 338            | 377            | 440            | 273            | -37.9%                               |
| Total | 2,856          | 2,750          | 2,896          | 2,842          | 3,113          | 3,314          | 3,513          | 3,892          | 4,532          | 3,251          | -28.3%                               |

### Travel Party

|   | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|   | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Travelling alone  | 547            | 569            | 771            | 721            | 818            | 932            | 883            | 1,043          | 1,399          | 930            | -33.5%                               |
| Adult couple  | 859            | 922            | 853            | 752            | 929            | 952            | 1,090          | 1,134          | 1,254          | 883            | -29.5%                               |
| Family group - parents and children                         | 670            | 591            | 556            | 541            | 529            | 540            | 584            | 595            | 654            | 523            | -20.0%                               |
| Friends or relatives travelling together with(out) children | 580            | 510            | 564            | 696            | 666            | 707            | 738            | 879            | 973            | 747            | -23.3%                               |
| Business associates travelling together with(out) spouse    | 165            | 128            | 125            | 88             | 118            | 159            | 180            | 198            | 224            | 149            | -33.6%                               |
| Other   | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| Total   | 2,856          | 2,750          | 2,896          | 2,842          | 3,113          | 3,314          | 3,513          | 3,892          | 4,532          | 3,251          | -28.3%                               |

### Top 5 Activities (sorted by the latest year)

|  | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|  | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Eat out / dine at a restaurant and/or cafe | 1,523          | 1,502          | 1,596          | 1,700          | 1,883          | 1,933          | 2,197          | 2,478          | 2,832          | 1,842          | -34.9%                               |
| Visit friends & relatives                  | 1,260          | 1,282          | 1,375          | 1,405          | 1,382          | 1,493          | 1,562          | 1,767          | 2,195          | 1,420          | -35.3%                               |
| Go to the beach                            | 601            | 639            | 687            | 650            | 695            | 782            | 844            | 956            | 1,315          | 941            | -28.4%                               |
| Pubs, clubs, discos etc                    | 590            | 595            | 603            | 609            | 699            | 697            | 769            | 852            | 1,044          | 757            | -27.4%                               |
| Sightseeing/looking around                 | 768            | 670            | 732            | 719            | 720            | 776            | 791            | 984            | 1,120          | 707            | -36.9%                               |

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

|   | Nights (000)   |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|   | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Friends or relatives property           | 2,791          | 3,208          | 2,944          | 2,951          | 3,488          | 3,471          | 3,680          | 4,405          | 5,499          | 3,847          | -30.0%                               |
| Rented house/apartment/flat or unit     | 788            | 1,340          | 952            | 1,012          | 1,014          | 1,090          | 906            | 882            | 1,229          | 1,078          | -12.3%                               |
| Standard hotel/motor inn (below 4 star) | 1,264          | 992            | 1,040          | 969            | 1,197          | 1,090          | 1,039          | 1,246          | 1,308          | 956            | -26.9%                               |

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

|                                | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                                | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Private vehicle or company car | 2,419          | 2,406          | 2,536          | 2,408          | 2,709          | 2,834          | 3,005          | 3,395          | 3,882          | 2,869          | -26.1%                               |
| Aircraft                       | 238            | 183            | 202            | 198            | 203            | 215            | 252            | 270            | 352            | 149            | -57.7%                               |
| Railway                        | 103            | 75             | 74             | 114            | 109            | 168            | 154            | 139            | 173            | 134            | -22.8%                               |

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

|                                  |                |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                                  | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Visitors (000)                   | 151            | 130            | 137            | 142            | 166            | 156            | 196            | 198            | 208            | 86             | -58.7%                               |
| Nights (000)                     | 2,427          | 2,421          | 2,201          | 2,448          | 2,737          | 2,604          | 3,119          | 2,919          | 2,773          | 1,063          | -61.7%                               |
| Average Length of Stay           | 16.1           | 18.7           | 16.1           | 17.3           | 16.5           | 16.7           | 15.9           | 14.8           | 13.3           | 12.4           | -7.2%                                |
| Expenditure (\$ million)*        | \$147          | \$178          | \$140          | \$161          | \$188          | \$174          | \$220          | \$195          | \$219          | \$90           | -59.0%                               |
| Spend per visitor per night (\$) | \$60           | \$74           | \$64           | \$66           | \$69           | \$67           | \$70           | \$67           | \$79           | \$84           | 7.0%                                 |

### Purpose of Visit

|                              | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                              | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Holiday                      | 91             | 71             | 77             | 84             | 90             | 87             | 111            | 124            | 132            | 52             | -60.9%                               |
| Visiting Friends & Relatives | 39             | 41             | 43             | 41             | 49             | 48             | 62             | 55             | 53             | 26             | -50.7%                               |
| Business                     | 13             | 9              | 10             | 11             | 15             | 8              | 15             | 11             | 12             | n/p            | -                                    |
| Employment                   | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| Education                    | 5              | 6              | 4              | 5              | 6              | 9              | 7              | 8              | 7              | 3              | -57.4%                               |
| Other^                       | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| Total                        | 151            | 130            | 137            | 142            | 166            | 156            | 196            | 198            | 208            | 86             | -58.7%                               |

# Travel to Hunter Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### Purpose of Visit

|                              | Nights (000)   |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                              | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Holiday                      | 712            | 633            | 572            | 774            | 559            | 493            | 544            | 564            | 781            | 246            | -68.5%                               |
| Visiting Friends & Relatives | 576            | 529            | 636            | 686            | 808            | 812            | 1,271          | 1,241          | 825            | 330            | -60.0%                               |
| Business                     | 79             | 109            | 56             | 95             | 140            | 52             | 107            | 67             | 184            | n/p            | -                                    |
| Employment                   | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| Education                    | 518            | 825            | 562            | 667            | 741            | 840            | 856            | 953            | 709            | 322            | -54.6%                               |
| Other <sup>A</sup>           | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| <b>Total</b>                 | <b>2,427</b>   | <b>2,421</b>   | <b>2,201</b>   | <b>2,448</b>   | <b>2,737</b>   | <b>2,604</b>   | <b>3,119</b>   | <b>2,919</b>   | <b>2,773</b>   | <b>1,063</b>   | <b>-61.7%</b>                        |

### Top 3 Int'l source markets to The Hunter

|                          | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                          | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| United Kingdom           | 30             | 23             | 24             | 20             | 29             | 29             | 31             | 31             | 33             | 18             | -44.8%                               |
| United States of America | 15             | 13             | 17             | 18             | 16             | 17             | 23             | 20             | 24             | 7              | -69.6%                               |
| New Zealand              | 16             | 17             | 17             | 17             | 20             | 18             | 20             | 20             | 16             | n/p            | -                                    |

### Age

|              | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|              | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| 15-29        | 61             | 54             | 52             | 56             | 61             | 61             | 67             | 67             | 72             | 29             | -59.9%                               |
| 30-39        | 25             | 18             | 21             | 18             | 28             | 26             | 31             | 33             | 34             | 13             | -60.3%                               |
| 40-49        | 20             | 17             | 17             | 17             | 20             | 14             | 25             | 21             | 24             | 11             | -56.2%                               |
| 50-59        | 22             | 17             | 22             | 22             | 22             | 18             | 34             | 33             | 37             | 10             | -73.0%                               |
| 60-69        | 19             | 17             | 18             | 20             | 28             | 28             | 27             | 30             | 29             | 15             | -48.5%                               |
| 70+          | n/p            | 7              | n/p            | 8              | 8              | 8              | 11             | 14             | 12             | n/p            | -                                    |
| <b>Total</b> | <b>151</b>     | <b>130</b>     | <b>137</b>     | <b>142</b>     | <b>166</b>     | <b>156</b>     | <b>196</b>     | <b>198</b>     | <b>208</b>     | <b>86</b>      | <b>-58.7%</b>                        |

### Travel Party

|  | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|  | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Travelling alone   | 84             | 74             | 74             | 81             | 87             | 85             | 104            | 99             | 99             | 44             | -55.3%                               |
| Adult couple   | 39             | 30             | 33             | 29             | 45             | 37             | 46             | 48             | 51             | 24             | -52.8%                               |
| Family group - parent(s) and children                    | 9              | 11             | 12             | 12             | 12             | 15             | 22             | 22             | 27             | 8              | -69.8%                               |
| Friends and/ or relatives travelling together            | 14             | 10             | 14             | 16             | 18             | 17             | 19             | 22             | 23             | 6              | -74.2%                               |
| Business associates travelling together with(out) spouse | 4              | 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            | -                                    |
| <b>Total</b>   | <b>151</b>     | <b>130</b>     | <b>137</b>     | <b>142</b>     | <b>166</b>     | <b>156</b>     | <b>196</b>     | <b>198</b>     | <b>208</b>     | <b>86</b>      | <b>-58.7%</b>                        |

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

|  | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|  | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Eat out / dine at a restaurant and/or cafe | 131            | 116            | 121            | 129            | 151            | 145            | 185            | 183            | 196            | 81             | -58.6%                               |
| Sightseeing/looking around                 | 118            | 101            | 108            | 109            | 129            | 123            | 157            | 162            | 167            | 71             | -57.8%                               |
| Go to the beach                            | 114            | 98             | 107            | 111            | 129            | 130            | 157            | 167            | 164            | 69             | -57.6%                               |
| Go shopping for pleasure                   | 110            | 97             | 104            | 108            | 126            | 127            | 154            | 156            | 164            | 66             | -59.9%                               |
| Visit national parks / state parks         | 84             | 70             | 79             | 81             | 99             | 95             | 118            | 132            | 129            | 52             | -59.7%                               |

### First or Return Visitor to Australia

|              | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|              | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| First visit  | 76             | 55             | 64             | 66             | 71             | 65             | 80             | 91             | 86             | 36             | -58.0%                               |
| Return visit | 75             | 75             | 72             | 75             | 95             | 91             | 116            | 106            | 122            | 50             | -59.2%                               |
| <b>Total</b> | <b>151</b>     | <b>130</b>     | <b>137</b>     | <b>142</b>     | <b>166</b>     | <b>156</b>     | <b>196</b>     | <b>198</b>     | <b>208</b>     | <b>86</b>      | <b>-58.7%</b>                        |

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

|                                     | Nights (000)   |                |                |                |                |                |                |                |                |                | % change<br>YE Sep20 vs.<br>YE Sep19 |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                                     | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Friends or relatives property       | 802            | 705            | 798            | 931            | 856            | 899            | 1,327          | 1,302          | 876            | 403            | -54.0%                               |
| Rented house/apartment/flat or unit | 1,080          | 882            | 790            | 1,011          | 1,106          | 884            | 824            | 938            | 941            | 333            | -64.6%                               |
| 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<br>YE Sep20 vs.<br>YE Sep19 |
|------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                                    | YE Sep<br>2011 | YE Sep<br>2012 | YE Sep<br>2013 | YE Sep<br>2014 | YE Sep<br>2015 | YE Sep<br>2016 | YE Sep<br>2017 | YE Sep<br>2018 | YE Sep<br>2019 | YE Sep<br>2020 |                                      |
| Private vehicle or company car     | 50             | 45             | 44             | 49             | 55             | 52             | 69             | 62             | 63             | 27             | -57.6%                               |
| Rental car                         | 35             | 31             | 30             | 32             | 39             | 34             | 43             | 49             | 56             | 22             | -61.5%                               |
| Long distance train (non-suburban) | 19             | 20             | 19             | 16             | 18             | 18             | 20             | 18             | 20             | 9              | -57.1%                               |

# Travel to Hunter Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

|                           | YE Sep 2011 | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | % change YE Sep20 vs. YE Sep19 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors (000)            | 6,247       | 6,093       | 5,525       | 5,932       | 6,001       | 6,669       | 6,669       | 7,024       | 8,136       | 5,964       | -26.7%                         |
| Expenditure (\$ million)* | \$562       | \$593       | \$546       | \$691       | \$628       | \$722       | \$729       | \$810       | \$855       | \$545       | -36.3%                         |
| Spend per visitor (\$)    | \$90        | \$97        | \$99        | \$116       | \$105       | \$108       | \$109       | \$115       | \$105       | \$91        | -13.0%                         |

#### Main Purpose of Trip

|                              | Visitors (000) |             |             |             |             |             |             |             |             |             | % change YE Sep20 vs. YE Sep19 |
|------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
|                              | YE Sep 2011    | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 |                                |
| Holiday                      | 2,664          | 2,294       | 2,214       | 2,813       | 2,828       | 3,141       | 3,187       | 3,374       | 3,552       | 2,282       | -35.7%                         |
| Visiting Friends & Relatives | 1,917          | 1,976       | 1,773       | 1,804       | 1,743       | 1,745       | 1,970       | 2,078       | 2,691       | 1,854       | -31.1%                         |
| Business                     | 966            | 854         | 805         | 586         | 695         | 802         | 614         | 737         | 1,086       | 1,009       | -7.0%                          |
| Other                        | 699            | 969         | 733         | 729         | 735         | 980         | 898         | 834         | 808         | 818         | 1.3%                           |
| Total                        | 6,247          | 6,093       | 5,525       | 5,932       | 6,001       | 6,669       | 6,669       | 7,024       | 8,136       | 5,964       | -26.7%                         |

#### Origin

|                         | Visitors (000) |             |             |             |             |             |             |             |             |             | % change YE Sep20 vs. YE Sep19 |
|-------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
|                         | YE Sep 2011    | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 |                                |
| Sydney                  | 1,773          | 1,478       | 1,868       | 1,699       | 1,863       | 1,937       | 1,898       | 2,154       | 2,457       | 1,590       | -35.3%                         |
| Regional NSW            | 4,351          | 4,607       | 3,653       | 4,233       | 4,102       | 4,713       | 4,757       | 4,855       | 5,638       | 4,355       | -22.8%                         |
| <b>Total Intrastate</b> | 6,124          | 6,085       | 5,520       | 5,932       | 5,965       | 6,650       | 6,655       | 7,009       | 8,096       | 5,946       | -26.6%                         |
| <b>Total Interstate</b> | n/p            | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | -                              |
| Total                   | 6,247          | 6,093       | 5,525       | 5,932       | 6,001       | 6,669       | 6,669       | 7,024       | 8,136       | 5,964       | -26.7%                         |

#### Age

|       | Visitors (000) |             |             |             |             |             |             |             |             |             | % change YE Sep20 vs. YE Sep19 |
|-------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
|       | YE Sep 2011    | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 |                                |
| 15-29 | 1,118          | 1,143       | 961         | 1,017       | 1,259       | 1,423       | 1,041       | 1,530       | 1,592       | 1,090       | -31.5%                         |
| 30-39 | 1,109          | 1,043       | 653         | 1,164       | 1,105       | 896         | 1,258       | 1,073       | 1,460       | 904         | -38.1%                         |
| 40-49 | 946            | 1,073       | 1,128       | 998         | 1,084       | 1,290       | 1,136       | 1,042       | 1,184       | 843         | -28.8%                         |
| 50-59 | 1,335          | 1,131       | 1,080       | 1,122       | 1,181       | 1,204       | 1,132       | 1,280       | 1,331       | 1,061       | -20.3%                         |
| 60-69 | 1,081          | 1,038       | 1,036       | 1,032       | 905         | 1,210       | 1,071       | 1,115       | 1,573       | 1,361       | -13.5%                         |
| 70+   | 658            | 664         | 668         | 600         | 467         | 646         | 1,031       | 983         | 996         | 705         | -29.2%                         |
| Total | 6,247          | 6,093       | 5,525       | 5,932       | 6,001       | 6,669       | 6,669       | 7,024       | 8,136       | 5,964       | -26.7%                         |

#### Top 5 activities (sorted by the latest year)

|  | Visitors (000) |             |             |             |             |             |             |             |             |             | % change YE Sep20 vs. YE Sep19 |
|--|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
|  | YE Sep 2011    | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 |                                |
| Eat out / dine at a restaurant and/or cafe | 2,591          | 2,517       | 2,558       | 2,490       | 2,875       | 3,477       | 3,088       | 3,432       | 4,354       | 2,683       | -38.4%                         |
| Visit friends & relatives                  | 2,127          | 2,194       | 2,053       | 2,326       | 2,147       | 2,094       | 2,404       | 2,369       | 2,898       | 2,005       | -30.8%                         |
| Go shopping for pleasure                   | 1,075          | 1,130       | 1,010       | 1,145       | 994         | 1,239       | 1,192       | 1,289       | 1,231       | 926         | -24.8%                         |
| Go to the beach                            | 593            | 568         | 657         | 600         | 697         | 902         | 766         | 703         | 1,151       | 879         | -23.7%                         |
| Sightseeing/looking around                 | 784            | 870         | 827         | 957         | 872         | 1,085       | 972         | 985         | 1,392       | 782         | -43.8%                         |

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

|                                | Visitors (000) |             |             |             |             |             |             |             |             |             | % change YE Sep20 vs. YE Sep19 |
|--------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
|                                | YE Sep 2011    | YE Sep 2012 | YE Sep 2013 | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 |                                |
| Private vehicle or company car | 5,814          | 5,801       | 5,152       | 5,669       | 5,711       | 6,430       | 6,338       | 6,713       | 7,762       | 5,700       | -26.6%                         |
| 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.