

# Travel to New England North West 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)                              | 2,882       | 3,257       | 2,654       | 2,925       | 3,196       | 2,954       | 3,584       | 3,400       | 3,979       | 2,968       | -25.4%                         |
| Nights ('000)                                | 4,082       | 4,509       | 4,770       | 4,437       | 4,788       | 5,040       | 5,258       | 5,528       | 5,648       | 4,068       | -28.0%                         |
| Expenditure (\$ million)*                    | \$721       | \$733       | \$710       | \$742       | \$784       | \$770       | \$858       | \$988       | \$1,068     | \$751       | -29.7%                         |

### Overnight - Int'l & domestic

|                           |       |       |       |       |       |       |       |       |       |       |        |
|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Visitors ('000)           | 1,260 | 1,377 | 1,319 | 1,327 | 1,403 | 1,472 | 1,648 | 1,674 | 1,788 | 1,187 | -33.6% |
| Nights ('000)             | 4,082 | 4,509 | 4,770 | 4,437 | 4,788 | 5,040 | 5,258 | 5,528 | 5,648 | 4,068 | -28.0% |
| Expenditure (\$ million)* | \$505 | \$452 | \$537 | \$533 | \$549 | \$553 | \$623 | \$715 | \$751 | \$518 | -31.1% |

### Domestic - overnight & daytrip

|                           |       |       |       |       |       |       |       |       |         |       |        |
|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|---------|-------|--------|
| Visitors ('000)           | 2,847 | 3,220 | 2,619 | 2,895 | 3,161 | 2,921 | 3,540 | 3,366 | 3,944   | 2,948 | -25.2% |
| Nights ('000)             | 3,415 | 3,851 | 3,804 | 3,668 | 4,001 | 4,006 | 4,232 | 4,526 | 4,731   | 3,331 | -29.6% |
| Expenditure (\$ million)* | \$683 | \$699 | \$663 | \$706 | \$731 | \$724 | \$796 | \$932 | \$1,015 | \$711 | -30.0% |

## 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)                      | 1,226       | 1,341       | 1,285       | 1,297       | 1,369       | 1,438       | 1,605       | 1,639       | 1,753       | 1,166       | -33.5%                         |
| Nights (000)                        | 3,415       | 3,851       | 3,804       | 3,668       | 4,001       | 4,006       | 4,232       | 4,526       | 4,731       | 3,331       | -29.6%                         |
| Average Length of Stay              | 2.8         | 2.9         | 3.0         | 2.8         | 2.9         | 2.8         | 2.6         | 2.8         | 2.7         | 2.9         | 5.8%                           |
| Expenditure (\$ million)*           | \$468       | \$417       | \$490       | \$497       | \$495       | \$507       | \$561       | \$658       | \$699       | \$478       | -31.6%                         |
| Spend per visitor per night (\$)    | \$137       | \$108       | \$129       | \$136       | \$124       | \$126       | \$133       | \$145       | \$148       | \$144       | -2.9%                          |
| Intrastate visitors (000)           | 868         | 939         | 932         | 842         | 969         | 963         | 1,127       | 1,141       | 1,237       | 873         | -29.5%                         |
| Interstate visitors (000)           | 358         | 402         | 352         | 455         | 400         | 476         | 478         | 498         | 516         | 294         | -43.1%                         |
| Intrastate nights (000)             | 2,337       | 2,785       | 2,373       | 2,402       | 2,511       | 2,652       | 2,749       | 3,046       | 3,356       | 2,400       | -28.5%                         |
| Interstate nights (000)             | 1,078       | 1,066       | 1,430       | 1,266       | 1,490       | 1,354       | 1,483       | 1,480       | 1,374       | 931         | -32.3%                         |
| Intrastate expenditure (\$million)  | \$318       | \$318       | \$354       | \$314       | \$337       | \$336       | \$372       | \$457       | \$496       | \$350       | -29.3%                         |
| Interstate expenditure (\$ million) | \$150       | \$99        | \$137       | \$183       | \$159       | \$171       | \$189       | \$201       | \$203       | \$128       | -37.1%                         |

### 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                      | 435            | 453          | 487          | 449          | 505          | 503          | 547          | 480          | 564          | 331          | -41.3%                         |
| Visiting Friends & Relatives | 413            | 508          | 404          | 462          | 498          | 486          | 492          | 628          | 586          | 418          | -28.8%                         |
| Business                     | 261            | 238          | 283          | 264          | 253          | 301          | 379          | 371          | 456          | 312          | -31.6%                         |
| Other                        | 127            | 158          | 115          | 143          | 137          | 160          | 196          | 184          | 163          | 120          | -26.6%                         |
| <b>Total</b>                 | <b>1,226</b>   | <b>1,341</b> | <b>1,285</b> | <b>1,297</b> | <b>1,369</b> | <b>1,438</b> | <b>1,605</b> | <b>1,639</b> | <b>1,753</b> | <b>1,166</b> | <b>-33.5%</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                      | 1,171        | 1,449        | 1,640        | 1,432        | 1,456        | 1,469        | 1,384        | 1,433        | 1,650        | 1,035        | -37.3%                         |
| Visiting Friends & Relatives | 1,279        | 1,524        | 1,263        | 1,377        | 1,595        | 1,394        | 1,510        | 1,798        | 1,648        | 1,177        | -28.6%                         |
| Business                     | 646          | 582          | 629          | 635          | 562          | 736          | 882          | 971          | 1,076        | 708          | -34.2%                         |
| Other                        | 320          | 296          | 272          | 224          | 389          | 407          | 457          | 324          | 356          | 411          | 15.3%                          |
| <b>Total</b>                 | <b>3,415</b> | <b>3,851</b> | <b>3,804</b> | <b>3,668</b> | <b>4,001</b> | <b>4,006</b> | <b>4,232</b> | <b>4,526</b> | <b>4,731</b> | <b>3,331</b> | <b>-29.6%</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            | 659            | 733          | 707          | 646          | 723          | 746          | 856          | 830          | 978          | 683          | -30.1%                         |
| Sydney                  | 209            | 206          | 225          | 196          | 246          | 217          | 270          | 310          | 259          | 189          | -27.0%                         |
| <b>Total Intrastate</b> | <b>868</b>     | <b>939</b>   | <b>932</b>   | <b>842</b>   | <b>969</b>   | <b>963</b>   | <b>1,127</b> | <b>1,141</b> | <b>1,237</b> | <b>873</b>   | <b>-29.5%</b>                  |
| Victoria                | 71             | 70           | 68           | 77           | 104          | 77           | 97           | 93           | 95           | n/p          | -                              |
| Queensland              | 245            | 286          | 228          | 320          | 250          | 338          | 322          | 354          | 376          | 196          | -47.8%                         |
| ACT                     | n/p            | n/p          | n/p          | n/p          | n/p          | n/p          | n/p          | n/p          | n/p          | n/p          | -                              |
| Other Interstate        | 28             | 23           | 37           | n/p          | 33           | n/p          | 46           | 32           | n/p          | n/p          | -                              |
| <b>Total Interstate</b> | <b>358</b>     | <b>402</b>   | <b>352</b>   | <b>455</b>   | <b>400</b>   | <b>476</b>   | <b>478</b>   | <b>498</b>   | <b>516</b>   | <b>294</b>   | <b>-43.1%</b>                  |
| <b>Grand Total</b>      | <b>1,226</b>   | <b>1,341</b> | <b>1,285</b> | <b>1,297</b> | <b>1,369</b> | <b>1,438</b> | <b>1,605</b> | <b>1,639</b> | <b>1,753</b> | <b>1,166</b> | <b>-33.5%</b>                  |

# Travel to New England North West 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 | 254            | 289            | 154            | 179            | 282            | 258            | 321            | 273            | 341            | 225            | -33.8%                               |
| 30-39 | 221            | 211            | 262            | 209            | 157            | 207            | 196            | 228            | 285            | 191            | -33.0%                               |
| 40-49 | 203            | 156            | 212            | 225            | 224            | 246            | 302            | 321            | 266            | 184            | -30.9%                               |
| 50-59 | 235            | 244            | 239            | 274            | 243            | 243            | 312            | 300            | 262            | 224            | -14.6%                               |
| 60-69 | 225            | 296            | 261            | 266            | 303            | 271            | 280            | 311            | 336            | 210            | -37.7%                               |
| 70+   | 88             | 144            | 156            | 144            | 159            | 213            | 194            | 206            | 264            | 133            | -49.5%                               |
| Total | 1,226          | 1,341          | 1,285          | 1,297          | 1,369          | 1,438          | 1,605          | 1,639          | 1,753          | 1,166          | -33.5%                               |

### 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  | 314            | 386            | 300            | 360            | 364            | 447            | 530            | 522            | 572            | 372            | -35.0%                               |
| Adult couple  | 347            | 397            | 394            | 338            | 420            | 462            | 434            | 458            | 463            | 326            | -29.7%                               |
| Family group - parents and children                         | 285            | 281            | 241            | 257            | 238            | 182            | 245            | 245            | 255            | 177            | -30.9%                               |
| Friends or relatives travelling together with(out) children | 185            | 212            | 242            | 249            | 260            | 281            | 285            | 279            | 307            | 194            | -36.7%                               |
| Business associates travelling together with(out) spouse    | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | 89             | 129            | 91             | -29.1%                               |
| Other   | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| Total   | 1,226          | 1,341          | 1,285          | 1,297          | 1,369          | 1,438          | 1,605          | 1,639          | 1,753          | 1,166          | -33.5%                               |

### 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 | 530            | 625            | 622            | 715            | 734            | 720            | 834            | 902            | 964            | 509            | -47.2%                               |
| Visit friends & relatives                  | 491            | 592            | 493            | 549            | 610            | 575            | 611            | 680            | 779            | 443            | -43.1%                               |
| Pubs, clubs, discos etc                    | 213            | 237            | 299            | 316            | 348            | 287            | 346            | 436            | 458            | 322            | -29.6%                               |
| Sightseeing/looking around                 | 200            | 280            | 259            | 215            | 274            | 279            | 268            | 327            | 313            | 190            | -39.4%                               |
| Go shopping for pleasure                   | 199            | 249            | 216            | 197            | 221            | 232            | 162            | 195            | 193            | 143            | -25.5%                               |

### 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             | 1,533          | 1,644          | 1,484          | 1,460          | 1,704          | 1,550          | 1,680          | 1,698          | 1,727          | 1,433          | -17.0%                               |
| Standard hotel/motor inn (below 4 star)   | 745            | 673            | 746            | 809            | 672            | 844            | 722            | 910            | 899            | 681            | -24.3%                               |
| Caravan park or commercial camping ground | 448            | 609            | 557            | 604            | 637            | 504            | 473            | 820            | 551            | 363            | -34.1%                               |

### 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 | 1,079          | 1,211          | 1,096          | 1,153          | 1,212          | 1,250          | 1,383          | 1,412          | 1,517          | 1,076          | -29.1%                               |
| Aircraft                       | n/p            | n/p            | 78             | n/p            | n/p            | 86             | 113            | 114            | 98             | n/p            | -                                    |
| Railway                        | 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

|                                  |                |                |                |                |                |                |                |                |                |                | % 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)                   | 34             | 36             | 35             | 30             | 35             | 33             | 44             | 35             | 35             | 20             | -42.0%                               |
| Nights (000)                     | 667            | 658            | 966            | 769            | 787            | 1,034          | 1,025          | 1,002          | 918            | 737            | -19.7%                               |
| Average Length of Stay           | 19.4           | 18.2           | 28.0           | 25.9           | 22.7           | 31.1           | 23.5           | 29.0           | 26.3           | 36.4           | 38.5%                                |
| Expenditure (\$ million)*        | \$37           | \$35           | \$47           | \$36           | \$53           | \$47           | n/p            | \$57           | \$52           | \$40           | -24.2%                               |
| Spend per visitor per night (\$) | \$56           | \$53           | \$49           | \$47           | \$68           | \$45           | -              | \$57           | \$57           | \$54           | -5.6%                                |

### 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                      | 21             | 19             | 18             | 17             | 19             | 20             | 23             | 18             | 20             | 12             | -40.8%                               |
| Visiting Friends & Relatives | 7              | 9              | 11             | 9              | 9              | 10             | 16             | 10             | 8              | 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            | 2              | 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             | 36             | 35             | 30             | 35             | 33             | 44             | 35             | 35             | 20             | -42.0%                               |

# Travel to New England North West 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                      | 209            | 212            | 300            | 295            | 334            | 475            | 257            | 461            | 453            | 513            | 13.2%                                |
| Visiting Friends & Relatives | 116            | 153            | 256            | 198            | 143            | 233            | 282            | 123            | 112            | 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            | 153            | 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                        | 667            | 658            | 966            | 769            | 787            | 1,034          | 1,025          | 1,002          | 918            | 737            | -19.7%                               |

## Top 3 Int'l source markets to New England North West

|                          | 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           | 6              | 5              | 7              | 5              | 5              | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| New Zealand              | 6              | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| United States of America | n/p            | 4              | 4              | n/p            | n/p            | n/p            | 8              | n/p            | n/p            | 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 | 14             | 14             | 13             | 10             | 10             | 12             | 13             | 13             | 12             | 6              | -50.9%                               |
| 30-39 | 6              | 5              | n/p            | 4              | 6              | 6              | 8              | 6              | 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 | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| 60-69 | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| 70+   | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| Total | 34             | 36             | 35             | 30             | 35             | 33             | 44             | 35             | 35             | 20             | -42.0%                               |

## 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   | 19             | 21             | 18             | 17             | 20             | 20             | 24             | 20             | 20             | 11             | -45.7%                               |
| Adult couple   | 7              | 8              | 9              | 8              | 7              | 7              | 11             | n/p            | 8              | n/p            | -                                    |
| Family group - parent(s) and children                    | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| Friends and/ or relatives travelling together            | 4              | 4              | 5              | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                                    |
| 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  | 34             | 36             | 35             | 30             | 35             | 33             | 44             | 35             | 35             | 20             | -42.0%                               |

## 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 | 30             | 33             | 30             | 27             | 32             | 31             | 41             | 33             | 33             | 19             | -40.6%                               |
| Sightseeing/looking around                 | 27             | 29             | 26             | 22             | 23             | 26             | 36             | 27             | 27             | 16             | -41.3%                               |
| Go shopping for pleasure                   | 27             | 28             | 24             | 24             | 26             | 28             | 35             | 26             | 25             | 16             | -36.9%                               |
| Go to the beach                            | 24             | 26             | 25             | 22             | 24             | 22             | 28             | 24             | 26             | 13             | -51.7%                               |
| Pubs, clubs, discos etc                    | 22             | 20             | 20             | 17             | 21             | 19             | 24             | 21             | 26             | 12             | -54.2%                               |

## 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  | 15             | 19             | 18             | 13             | 12             | 13             | 16             | 14             | 12             | 6              | -51.2%                               |
| Return visit | 20             | 17             | 17             | 17             | 23             | 20             | 28             | 21             | 23             | 15             | -37.5%                               |
| Total        | 34             | 36             | 35             | 30             | 35             | 33             | 44             | 35             | 35             | 20             | -42.0%                               |

## 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 |                                      |
| Rented house/apartment/flat or unit | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | 497            | 515            | n/p            | -                                    |
| Friends or relatives property       | 147            | 150            | 283            | 284            | 151            | 335            | 289            | 163            | 124            | n/p            | -                                    |
| Backpacker or hostel                | 26             | 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 | 14             | 13             | 10             | 9              | 10             | 13             | 17             | 15             | 13             | 9              | -36.7%                               |
| Aircraft                       | 6              | 9              | 10             | 6              | 8              | 7              | 11             | 9              | 6              | n/p            | -                                    |
| Rental car                     | 5              | 5              | 6              | 6              | 8              | 5              | 7              | n/p            | n/p            | n/p            | -                                    |

# Travel to New England North West 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)            | 1,622       | 1,879       | 1,334       | 1,598       | 1,792       | 1,483       | 1,935       | 1,726       | 2,191       | 1,782       | -18.7%                         |
| Expenditure (\$ million)* | \$216       | \$282       | \$173       | \$208       | \$235       | \$217       | \$235       | \$274       | \$316       | \$233       | -26.4%                         |
| Spend per visitor (\$)    | \$133       | \$150       | \$129       | \$130       | \$131       | \$146       | \$121       | \$159       | \$144       | \$131       | -9.5%                          |

#### 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                      | 915            | 878         | 509         | 636         | 784         | 724         | 690         | 711         | 927         | 766         | -17.4%                         |
| Visiting Friends & Relatives | n/p            | 263         | 266         | n/p         | 428         | n/p         | 486         | 374         | 543         | 261         | -51.9%                         |
| Business                     | 266            | n/p         | n/p         | n/p         | 166         | n/p         | n/p         | n/p         | 357         | 365         | 2.2%                           |
| Other                        | 247            | 500         | 360         | 423         | 414         | 299         | 520         | 362         | 364         | 390         | 7.3%                           |
| Total                        | 1,622          | 1,879       | 1,334       | 1,598       | 1,792       | 1,483       | 1,935       | 1,726       | 2,191       | 1,782       | -18.7%                         |

#### 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                  | n/p            | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | -                              |
| Regional NSW            | 1,365          | 1,715       | 1,228       | 1,427       | 1,695       | 1,383       | 1,759       | 1,573       | 1,911       | 1,669       | -12.7%                         |
| <b>Total Intrastate</b> | 1,527          | 1,780       | 1,258       | 1,456       | 1,756       | 1,404       | 1,814       | 1,615       | 2,059       | 1,720       | -16.5%                         |
| <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                   | 1,622          | 1,879       | 1,334       | 1,598       | 1,792       | 1,483       | 1,935       | 1,726       | 2,191       | 1,782       | -18.7%                         |

#### 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 | n/p            | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | 502         | n/p         | -                              |
| 30-39 | 309            | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | 354         | -                              |
| 40-49 | n/p            | 401         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | 362         | n/p         | -                              |
| 50-59 | 331            | 338         | 292         | n/p         | 355         | 233         | 388         | 417         | 369         | 384         | 4.2%                           |
| 60-69 | 236            | 273         | 268         | n/p         | 364         | 295         | 422         | 295         | 421         | 270         | -35.9%                         |
| 70+   | 196            | 192         | 229         | n/p         | n/p         | 309         | 318         | 252         | 328         | n/p         | -                              |
| Total | 1,622          | 1,879       | 1,334       | 1,598       | 1,792       | 1,483       | 1,935       | 1,726       | 2,191       | 1,782       | -18.7%                         |

#### 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 | 662            | 716         | 480         | 546         | 586         | 688         | 894         | 836         | 1059        | 696         | -34.2%                         |
| Visit friends & relatives                  | 368            | 411         | 336         | 481         | 569         | 433         | 643         | 409         | 565         | 371         | -34.4%                         |
| Go shopping for pleasure                   | 521            | 617         | 357         | 282         | 545         | 331         | 416         | 393         | 456         | 355         | -22.2%                         |
| 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 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 | 1,559          | 1,849       | 1,296       | 1,534       | 1,769       | 1,465       | 1,909       | 1,642       | 2,131       | 1,741       | -18.3%                         |
| 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         | n/p         | n/p         | n/p         | n/p         | n/p         | -                              |

n/p = not publishable

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.