

Travel to Hunter Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	% change YE Dec20 vs. YE Dec19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	9,252	8,978	8,412	9,094	9,614	10,143	10,749	11,087	13,251	8,474	-36.1%
Nights ('000)	10,447	10,608	9,327	10,994	11,155	11,706	11,834	13,715	14,869	8,962	-39.7%
Expenditure (\$ million)*	\$2,110	\$1,977	\$1,974	\$2,169	\$2,351	\$2,357	\$2,719	\$2,728	\$3,177	\$2,127	-33.1%

Overnight - Int'l & domestic

Visitors ('000)	3,129	2,912	2,892	3,126	3,310	3,510	3,912	4,121	4,816	3,111	-35.4%
Nights ('000)	10,447	10,608	9,327	10,994	11,155	11,706	11,834	13,715	14,869	8,962	-39.7%
Expenditure (\$ million)*	\$1,535	\$1,390	\$1,388	\$1,504	\$1,678	\$1,637	\$1,941	\$1,965	\$2,318	\$1,566	-32.5%

Domestic - overnight & daytrip

Visitors ('000)	9,114	8,847	8,278	8,944	9,453	9,972	10,555	10,880	13,056	8,440	-35.4%
Nights ('000)	8,076	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	-31.2%
Expenditure (\$ million)*	\$1,967	\$1,796	\$1,838	\$1,999	\$2,176	\$2,166	\$2,504	\$2,517	\$2,963	\$2,091	-29.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	-33.4%
Nights (000)	8,076	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	-31.2%
Average Length of Stay	2.7	2.9	2.6	2.8	2.7	2.6	2.5	2.7	2.7	2.8	3.4%
Expenditure (\$ million)*	\$1,391	\$1,209	\$1,252	\$1,334	\$1,504	\$1,446	\$1,725	\$1,754	\$2,104	\$1,530	-27.3%
Spend per visitor per night (\$)	\$172	\$148	\$174	\$161	\$176	\$165	\$189	\$166	\$171	\$180	5.7%
Intrastate visitors (000)	2,522	2,344	2,362	2,505	2,639	2,807	3,138	3,237	3,831	2,834	-26.0%
Interstate visitors (000)	468	438	396	470	510	532	580	676	790	243	-69.2%
Intrastate nights (000)	6,337	6,289	5,737	6,503	6,662	6,701	7,010	7,877	9,333	7,496	-19.7%
Interstate nights (000)	1,739	1,887	1,472	1,768	1,895	2,039	2,126	2,701	2,991	986	-67.0%
Intrastate expenditure (\$million)	\$1,138	\$960	\$1,023	\$1,103	\$1,208	\$1,170	\$1,431	\$1,365	\$1,600	\$1,406	-12.1%
Interstate expenditure (\$ million)	\$254	\$249	\$229	\$231	\$295	\$277	\$294	\$389	\$504	\$124	-75.5%

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	1,335	1,195	1,171	1,282	1,359	1,413	1,535	1,584	1,768	1,383	-21.8%
Visiting Friends & Relatives	1,058	1,072	1,070	1,127	1,178	1,251	1,417	1,491	1,879	1,105	-41.2%
Business	474	390	393	432	468	513	551	687	745	391	-47.5%
Other	137	130	138	147	166	180	250	177	255	217	-14.7%
Total	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	-33.4%

	Nights (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	3,746	3,471	3,519	3,803	3,635	3,801	3,835	4,152	4,833	3,893	-19.5%
Visiting Friends & Relatives	2,716	2,715	2,592	2,870	3,131	3,244	3,630	4,232	5,118	2,920	-42.9%
Business	1,271	1,494	678	1,221	1,430	1,317	1,164	1,677	1,753	1,030	-41.2%
Other	342	496	420	376	361	378	506	517	620	639	3.0%
Total	8,076	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	-31.2%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Regional NSW	1,314	1,273	1,302	1,262	1,264	1,334	1,438	1,437	1,790	1,160	-35.2%
Sydney	1,208	1,071	1,060	1,243	1,374	1,473	1,700	1,800	2,041	1,673	-18.0%
Total Intrastate	2,522	2,344	2,362	2,505	2,639	2,807	3,138	3,237	3,831	2,834	-26.0%
Victoria	118	178	106	136	168	161	170	174	275	n/p	-
Queensland	211	168	188	207	207	228	276	332	346	124	-64.2%
ACT	n/p	n/p	n/p	60	66	55	71	96	64	n/p	-
Other Interstate	81	55	71	67	69	88	63	74	106	n/p	-
Total Interstate	468	438	396	470	510	532	580	676	790	243	-69.2%
Grand Total	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	-33.4%

Travel to Hunter Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
15-29	698	567	492	678	778	789	813	995	1,137	762	-32.9%
30-39	512	439	467	515	512	553	688	726	804	480	-40.3%
40-49	586	542	605	588	441	562	667	636	671	503	-25.0%
50-59	569	550	496	531	632	639	642	690	761	543	-28.6%
60-69	462	469	467	396	535	487	568	491	809	526	-35.0%
70+	164	214	232	267	250	309	341	375	438	262	-40.2%
Total	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	-33.4%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Travelling alone	582	622	693	795	809	946	965	1,088	1,378	870	-36.8%
Adult couple	957	890	781	847	897	996	1,183	1,060	1,249	886	-29.1%
Family group - parents and children	670	580	546	541	560	499	556	651	707	477	-32.5%
Friends or relatives travelling together with(out) children	574	556	593	655	686	723	800	870	1,003	750	-25.2%
Business associates travelling together with(out) spouse	169	105	114	97	139	147	177	206	260	83	-68.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,991	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	-33.4%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	1,638	1,493	1,536	1,766	1,883	2,020	2,317	2,503	2,980	1,591	-46.6%
Visit friends & relatives	1,369	1,286	1,335	1,436	1,376	1,496	1,654	1,825	2,249	1,202	-46.6%
Go to the beach	633	630	663	683	778	749	855	1,078	1,333	876	-34.3%
Sightseeing/looking around	818	686	702	675	739	853	847	966	1,089	650	-40.4%
Pubs, clubs, discos etc	651	591	543	643	742	732	742	920	1,144	629	-45.0%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Friends or relatives property	3,195	3,173	2,764	3,171	3,448	3,367	3,938	4,635	5,460	3,605	-34.0%
Rented house/apartment/flat or unit	801	1,401	885	1,034	1,114	996	947	995	1,324	978	-26.1%
Luxury hotel or luxury resort (4 or 5 star)	683	636	699	867	748	841	1,048	980	997	770	-22.8%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Private vehicle or company car	2,544	2,426	2,405	2,571	2,692	2,868	3,225	3,389	3,878	2,851	-26.5%
Railway	94	78	83	119	138	132	148	152	215	88	-59.1%
Aircraft	252	200	168	182	216	231	248	287	401	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

											% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Visitors (000)	139	130	134	150	161	171	194	208	195	34	-82.5%
Nights (000)	2,371	2,432	2,117	2,723	2,598	2,966	2,698	3,137	2,544	480	-81.1%
Average Length of Stay	17.1	18.7	15.8	18.1	16.1	17.4	13.9	15.1	13.0	14.1	8.1%
Expenditure (\$ million)*	\$144	\$181	\$136	\$170	\$175	\$191	\$215	\$211	\$215	\$35	-83.5%
Spend per visitor per night (\$)	\$61	\$74	\$64	\$62	\$67	\$64	\$80	\$67	\$84	\$74	-12.5%

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	78	73	76	87	89	97	110	134	121	21	-83.1%
Visiting Friends & Relatives	39	41	40	44	47	52	62	55	52	11	-78.4%
Business	12	10	11	11	14	9	16	10	12	n/p	-
Employment	n/p	4	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	5	5	4	6	6	9	7	7	7	n/p	-
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	139	130	134	150	161	171	194	208	195	34	-82.5%

Travel to Hunter Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	597	646	580	757	531	593	498	603	714	107	-84.9%
Visiting Friends & Relatives	543	604	633	750	833	1,029	975	1,286	714	175	-75.5%
Business	99	96	50	109	126	84	104	139	118	n/p	-
Employment	n/p	274	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	547	811	511	750	696	831	895	932	778	n/p	-
Other ^A	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,371	2,432	2,117	2,723	2,598	2,966	2,698	3,137	2,544	480	-81.1%

Top 3 Int'l source markets to The Hunter

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
United Kingdom	25	25	22	21	30	31	30	35	30	8	-71.5%
United States of America	14	14	18	16	18	20	18	24	20	n/p	-
Germany	11	8	10	10	11	14	12	13	16	n/p	-

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
15-29	58	53	51	60	58	64	70	67	69	13	-80.7%
30-39	22	18	21	18	28	29	32	34	31	6	-81.4%
40-49	18	16	17	19	19	15	23	25	23	n/p	-
50-59	19	20	20	23	22	24	33	35	31	n/p	-
60-69	17	17	18	22	26	30	24	35	28	n/p	-
70+	n/p	6	7	8	9	8	12	13	13	n/p	-
Total	139	130	134	150	161	171	194	208	195	34	-82.5%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Travelling alone	75	75	72	84	84	96	101	102	95	19	-80.2%
Adult couple	35	31	30	35	44	40	48	50	47	9	-80.6%
Family group - parent(s) and children	11	10	13	13	10	16	23	23	25	n/p	-
Friends and/ or relatives travelling together	11	12	14	16	20	16	19	25	19	n/p	-
Business associates travelling together with(out) spouse	6	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	139	130	134	150	161	171	194	208	195	34	-82.5%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	120	116	118	139	146	161	179	197	183	33	-82.2%
Go to the beach	104	98	104	121	127	140	158	171	154	29	-81.2%
Sightseeing/looking around	107	104	102	121	124	136	155	172	155	28	-81.9%
Go shopping for pleasure	98	99	103	116	123	139	146	167	155	26	-83.5%
Visit national parks / state parks	72	72	75	90	96	103	121	138	118	21	-82.5%

First or Return Visitor to Australia

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
First visit	64	57	62	69	68	68	84	92	82	15	-82.1%
Return visit	75	73	72	81	93	103	110	116	113	19	-82.9%
Total	139	130	134	150	161	171	194	208	195	34	-82.5%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Friends or relatives property	719	768	808	948	876	1,111	1,025	1,363	824	172	-79.2%
Rented house/apartment/flat or unit	1,078	902	758	1,180	939	965	748	986	919	n/p	-
Education institution (University/school dormitory or college)	n/p	n/p	n/p	n/p	202	n/p	215	n/p	n/p	n/p	-

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Private vehicle or company car	45	45	42	49	55	60	63	65	59	12	-80.2%
Rental car	32	30	32	35	38	35	44	55	51	8	-84.7%
Aircraft	18	16	16	18	20	18	21	19	15	4	-72.4%

Travel to Hunter Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	-36.4%
Expenditure (\$ million)*	\$576	\$586	\$587	\$665	\$673	\$720	\$779	\$763	\$859	\$561	-34.7%
Spend per visitor (\$)	\$94	\$97	\$106	\$111	\$107	\$109	\$114	\$109	\$102	\$105	2.8%

Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	2,594	2,262	2,365	2,833	2,952	3,111	3,268	3,321	3,601	2,111	-41.4%
Visiting Friends & Relatives	1,819	1,919	1,883	1,684	1,819	1,841	2,014	2,046	2,767	1,651	-40.3%
Business	979	889	643	699	714	772	566	866	1,192	838	-29.7%
Other	731	996	628	752	819	910	989	733	876	764	-12.8%
Total	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	-36.4%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Sydney	1,624	1,595	1,828	1,753	1,937	1,816	2,070	2,106	2,509	1,293	-48.5%
Regional NSW	4,388	4,462	3,687	4,198	4,349	4,798	4,752	4,843	5,880	4,061	-30.9%
Total Intrastate	6,012	6,058	5,515	5,951	6,286	6,614	6,823	6,949	8,388	5,354	-36.2%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	-36.4%

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
15-29	1,094	996	937	1,224	1,267	1,271	1,320	1,380	1,612	1,003	-37.8%
30-39	1,046	1,047	825	990	1,123	939	1,269	1,096	1,556	762	-51.0%
40-49	945	1,009	1,100	1,079	1,161	1,306	1,076	1,087	1,072	903	-15.8%
50-59	1,384	1,238	910	1,209	1,169	1,207	1,175	1,273	1,349	931	-31.0%
60-69	993	1,093	1,073	924	1,052	1,232	959	1,158	1,794	1,130	-37.0%
70+	661	684	674	541	532	678	1,038	973	1,054	634	-39.9%
Total	6,123	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	-36.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	2,612	2,462	2,574	2,524	3,055	3,372	3,224	3,672	4,347	2,330	-46.4%
Visit friends & relatives	2,104	2,126	2,115	2,316	2,103	2,246	2,403	2,399	2,948	1,634	-44.6%
Go shopping for pleasure	1,117	1,062	1,074	1,074	1,065	1,237	1,221	1,296	1,278	751	-41.2%
Go to the beach	568	574	680	688	788	735	848	760	1,226	717	-41.5%
Sightseeing/looking around	814	880	907	938	897	992	965	1,162	1,300	673	-48.2%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Private vehicle or company car	5,738	5,771	5,156	5,708	5,988	6,349	6,547	6,700	7,984	5,139	-35.6%
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.