

TOTAL DOMESTIC & INTERNATIONAL



Visitors
8.5m
-36.1% YoY

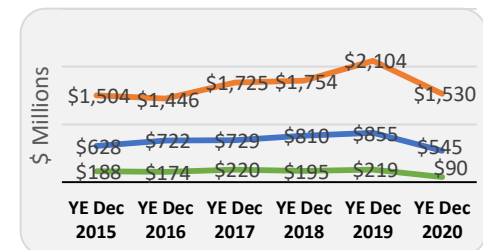
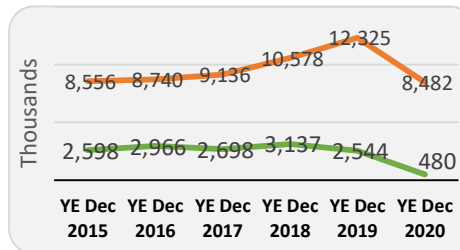
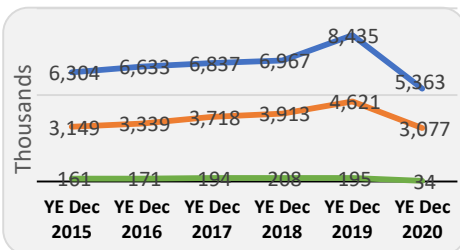
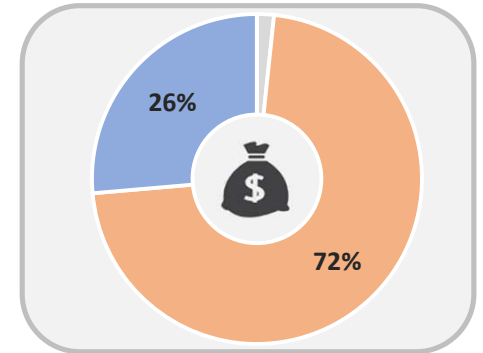
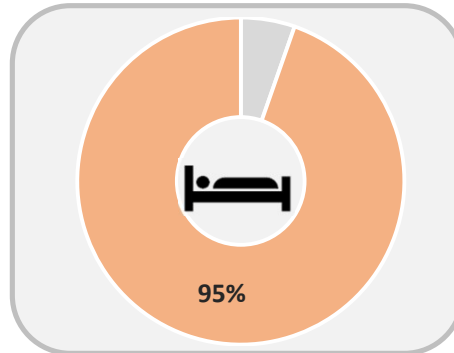
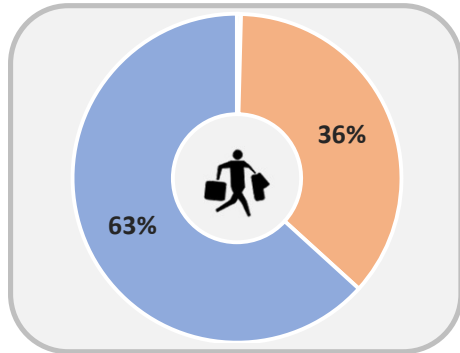


Nights
9.0m
-39.7% YoY



Expenditure
\$2.1bn
-33.1% YoY

International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 3.1m (-33.4% YoY)
Nights: 8.5m (-31.2% YoY)
Expenditure: \$1.5bn (-27.3% YoY)



Average spend
\$180 per night
\$497 per visitor



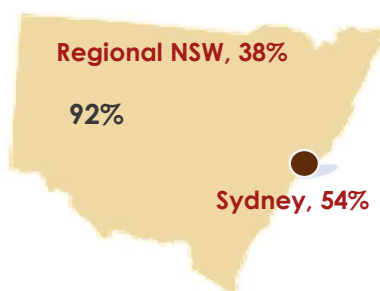
Average length of stay:
2.8 nights



#3 for visitors
#3 for nights
#3 for expenditure
In Regional NSW

Origin

92% of the visitors came from within New South Wales



Travel party

29% of the visitors were adult couple



Unaccompanied
28%



Adult couple
29%



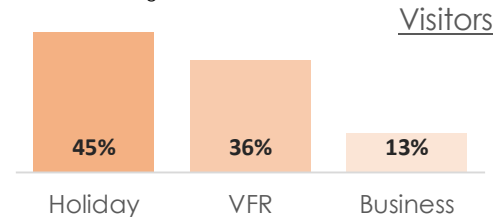
Family group
16%



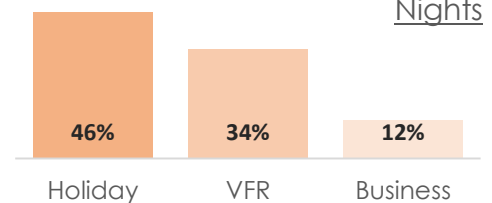
Friends and/or relatives
24%

Purpose of visit

Note: Visitors may visit for more than one Purpose: VFR indicates Visiting Friends and/or Relatives.



Nights



Transport

Private vehicle or company car, 93%
Railway, 3%

Gender

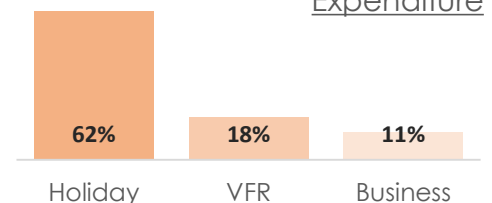


43%



57%

Expenditure



Hunter Visitor Profile

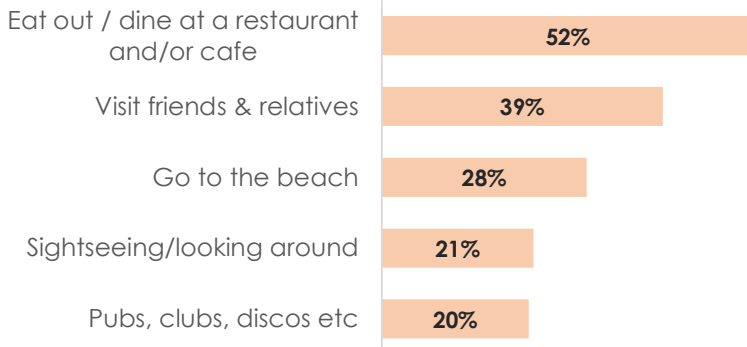
Year ended December 2020

Source: National and International Visitor Surveys, Tourism Research Australia.



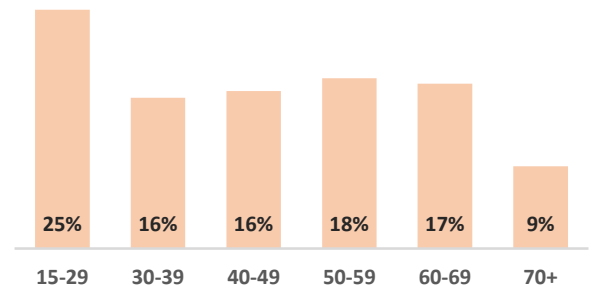
Icons sourced from www.easilly

Top 5 activities

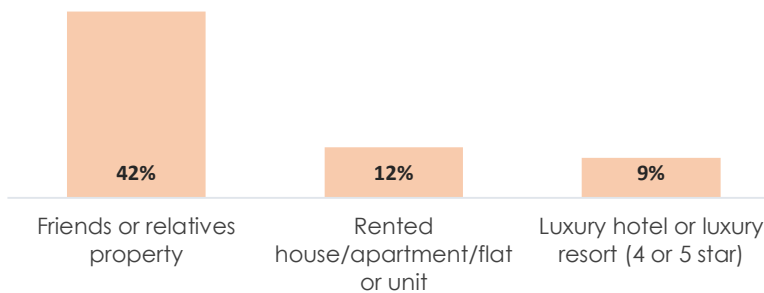


Age

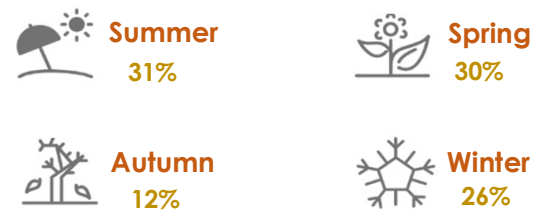
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 5.4m (-36.4% YoY)
Expenditure: \$545.2m (-36.3% YoY)



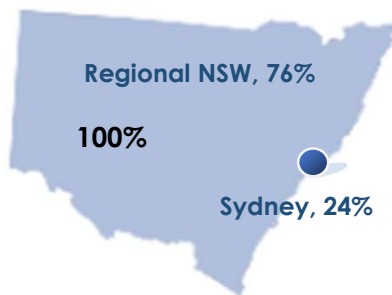
Average spend \$102 per visitor



#3 for visitors
#2 for expenditure
In Regional NSW

Origin

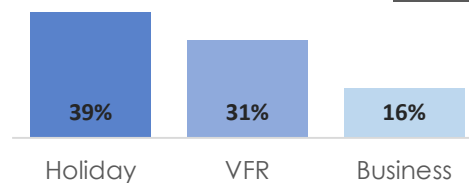
100% of the visitors to the region came from New South Wales



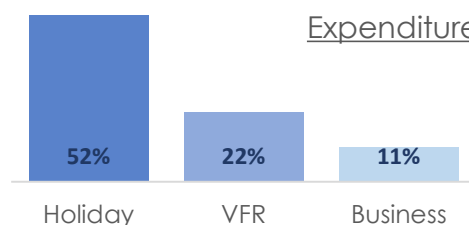
Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Visitors

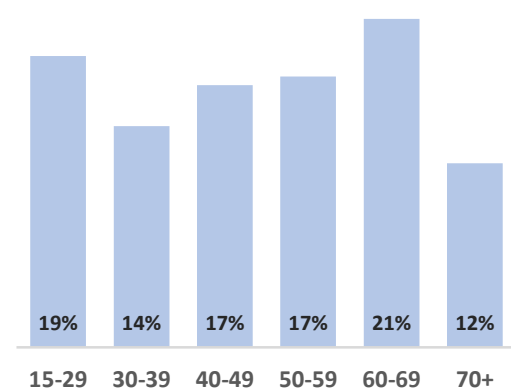


Expenditure

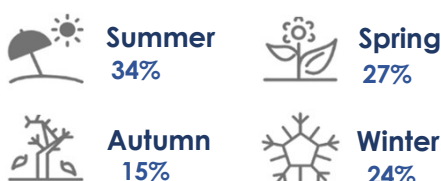


Age

'60-69 years' was the largest age group of the visitors to the region



Travel season*

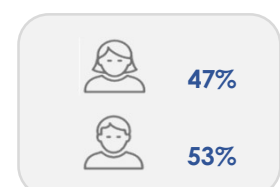


Transport

Private vehicle or company car

96%
Railway n/p

Gender



*by month returned from the trip

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE