

Travel to New England North West 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)	2,968	3,163	2,794	2,962	2,934	3,140	3,708	3,335	4,067	2,755	-32.3%
Nights ('000)	4,020	4,975	4,536	4,544	4,722	5,136	5,740	5,156	5,754	3,554	-38.2%
Expenditure (\$ million)*	\$721	\$785	\$706	\$745	\$743	\$764	\$975	\$944	\$1,104	\$692	-37.3%

Overnight - Int'l & domestic

Visitors ('000)	1,267	1,444	1,263	1,372	1,374	1,529	1,704	1,653	1,781	1,122	-37.0%
Nights ('000)	4,020	4,975	4,536	4,544	4,722	5,136	5,740	5,156	5,754	3,554	-38.2%
Expenditure (\$ million)*	\$499	\$509	\$527	\$524	\$543	\$543	\$704	\$693	\$768	\$472	-38.5%

Domestic - overnight & daytrip

Visitors ('000)	2,932	3,129	2,758	2,931	2,904	3,104	3,665	3,300	4,029	2,748	-31.8%
Nights ('000)	3,456	4,168	3,554	3,797	3,898	4,011	4,734	4,252	4,740	3,164	-33.2%
Expenditure (\$ million)*	\$688	\$742	\$661	\$696	\$705	\$699	\$919	\$882	\$1,055	\$674	-36.1%

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)	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	1,115	-36.1%
Nights (000)	3,456	4,168	3,554	3,797	3,898	4,011	4,734	4,252	4,740	3,164	-33.2%
Average Length of Stay	2.8	3.0	2.9	2.8	2.9	2.7	2.8	2.6	2.7	2.8	4.4%
Expenditure (\$ million)*	\$466	\$467	\$483	\$475	\$505	\$478	\$648	\$631	\$719	\$454	-36.8%
Spend per visitor per night (\$)	\$135	\$112	\$136	\$125	\$129	\$119	\$137	\$148	\$152	\$144	-5.3%
Intrastate visitors (000)	872	964	858	916	939	1,005	1,134	1,168	1,222	842	-31.1%
Interstate visitors (000)	358	446	370	425	405	488	527	450	522	273	-47.7%
Intrastate nights (000)	2,341	2,858	2,230	2,527	2,444	2,604	2,978	3,125	3,330	2,330	-30.0%
Interstate nights (000)	1,115	1,310	1,324	1,269	1,454	1,407	1,756	1,127	1,410	834	-40.9%
Intrastate expenditure (\$million)	\$330	\$344	\$311	\$323	\$341	\$325	\$401	\$477	\$502	\$339	-32.4%
Interstate expenditure (\$ million)	\$136	\$123	\$171	\$152	\$163	\$153	\$247	\$154	\$217	\$115	-46.9%

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	423	503	450	471	480	532	536	469	546	324	-40.6%
Visiting Friends & Relatives	454	491	429	468	477	511	506	653	573	368	-35.6%
Business	250	262	252	264	278	300	432	344	472	325	-31.0%
Other	118	164	120	145	129	160	204	174	170	109	-35.9%
Total	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	1,115	-36.1%
	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	1,228	1,643	1,438	1,424	1,424	1,508	1,429	1,352	1,662	936	-43.7%
Visiting Friends & Relatives	1,448	1,500	1,339	1,475	1,444	1,422	1,560	1,967	1,502	1,149	-23.5%
Business	536	692	523	626	703	656	1,279	624	1,136	747	-34.3%
Other	244	335	254	271	326	424	466	308	441	332	-24.7%
Total	3,456	4,168	3,554	3,797	3,898	4,011	4,734	4,252	4,740	3,164	-33.2%

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	664	735	666	689	716	776	838	868	973	644	-33.8%
Sydney	208	229	192	227	223	229	297	299	249	198	-20.3%
Total Intrastate	872	964	858	916	939	1,005	1,134	1,168	1,222	842	-31.1%
Victoria	68	80	75	n/p	94	95	99	71	112	n/p	-
Queensland	254	314	239	298	267	321	375	329	358	189	-47.2%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	25	36	n/p	n/p	44	44	n/p	n/p	n/p	-
Total Interstate	358	446	370	425	405	488	527	450	522	273	-47.7%
Grand Total	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	1,115	-36.1%

Travel to New England North West 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	202	339	n/p	235	251	283	297	306	324	208	-35.8%
30-39	244	203	253	181	187	223	190	223	330	145	-56.2%
40-49	188	172	229	217	225	243	381	260	243	196	-19.4%
50-59	271	243	215	275	247	250	309	306	263	222	-15.5%
60-69	236	307	255	292	275	282	281	307	329	224	-31.9%
70+	89	147	165	142	159	213	204	216	254	120	-52.8%
Total	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	1,115	-36.1%

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	304	410	288	361	390	443	565	531	569	379	-33.3%
Adult couple	362	405	355	390	391	472	444	441	473	325	-31.4%
Family group - parents and children	291	303	258	215	230	209	232	235	263	146	-44.5%
Friends or relatives travelling together with(out) children	175	235	224	267	243	308	282	299	276	170	-38.2%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	87	n/p	n/p	114	n/p	137	92	-33.3%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,230	1,410	1,227	1,341	1,344	1,493	1,661	1,618	1,744	1,115	-36.1%

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	500	691	623	734	668	780	889	897	889	522	-41.3%
Visit friends & relatives	500	589	502	588	548	629	612	735	709	391	-44.9%
Pubs, clubs, discos etc	199	269	305	311	347	300	376	427	482	273	-43.5%
Sightseeing/looking around	208	303	233	224	264	281	294	321	307	163	-46.8%
Go shopping for pleasure	196	230	234	222	201	194	191	206	173	137	-20.9%

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	1,494	1,791	1,551	1,442	1,643	1,539	1,715	1,818	1,708	1,321	-22.6%
Standard hotel/motor inn (below 4 star)	727	695	756	831	647	777	833	887	934	721	-22.8%
Caravan park or commercial camping ground	558	520	521	637	686	472	645	599	595	310	-48.0%

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	1,085	1,282	1,046	1,183	1,180	1,295	1,416	1,407	1,536	1,042	-32.1%
Aircraft	n/p	n/p	102	n/p	n/p	95	134	100	86	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

	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)	36	34	36	31	31	36	43	36	38	7	-81.5%
Nights (000)	564	807	982	747	824	1,124	1,006	904	1,014	390	-61.5%
Average Length of Stay	15.5	23.7	27.5	24.2	27.0	31.5	23.4	25.4	27.0	56.3	108.5%
Expenditure (\$ million)*	\$33	\$42	\$45	\$49	\$38	\$65	\$56	\$62	\$49	n/p	-
Spend per visitor per night (\$)	\$58	\$52	\$45	\$66	\$46	\$58	\$56	\$69	\$49	-	-

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	23	16	19	17	19	20	23	18	22	n/p	-
Visiting Friends & Relatives	6	12	11	9	6	11	16	9	9	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	2	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	-
Total	36	34	36	31	31	36	43	36	38	7	-81.5%

Travel to New England North West 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)	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	1,633	-28.5%
Expenditure (\$ million)*	\$223	\$275	\$179	\$221	\$201	\$221	\$271	\$251	\$336	\$220	-34.6%
Spend per visitor (\$)	\$131	\$160	\$117	\$139	\$129	\$137	\$135	\$149	\$147	\$135	-8.5%

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	939	713	576	681	697	687	807	664	930	711	-23.6%
Visiting Friends & Relatives	n/p	293	270	n/p	n/p	390	453	343	540	n/p	-
Business	281	n/p	n/p	n/p	n/p	n/p	n/p	n/p	392	390	-0.4%
Other	292	487	434	387	359	364	481	386	424	304	-28.3%
Total	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	1,633	-28.5%

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,420	1,587	1,408	1,455	1,450	1,481	1,871	1,515	2,007	1,543	-23.2%
Total Intrastate	1,558	1,630	1,451	1,488	1,516	1,526	1,880	1,587	2,142	1,576	-26.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	1,633	-28.5%

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	496	n/p	-
30-39	322	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	263	328	n/p	419	n/p	n/p	n/p	n/p	387	239	-38.2%
50-59	347	325	296	218	289	254	382	461	382	316	-17.2%
60-69	238	261	248	368	314	332	395	289	416	262	-37.1%
70+	193	212	222	n/p	n/p	321	320	277	n/p	n/p	-
Total	1,701	1,719	1,531	1,590	1,560	1,610	2,004	1,682	2,286	1,633	-28.5%

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	612	687	559	526	550	728	962	843	1037	573	-44.7%
Visit friends & relatives	383	373	432	466	485	540	582	376	577	375	-35.0%
Go shopping for pleasure	445	587	335	362	415	377	485	348	477	293	-38.5%
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	351	n/p	-
Bushwalking / rainforest walks	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 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	1,661	1,682	1,471	1,550	1,527	1,602	1,977	1,564	2,237	1,618	-27.6%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	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.