

# Hunter Visitor Profile

Year ended March 2021

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



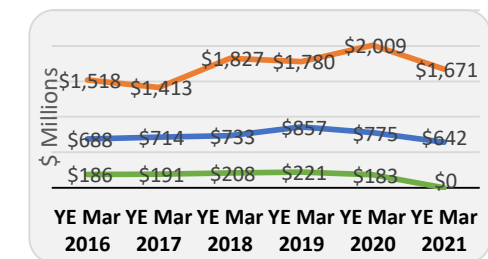
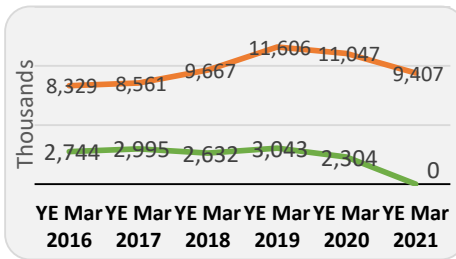
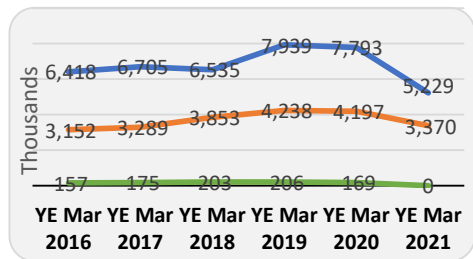
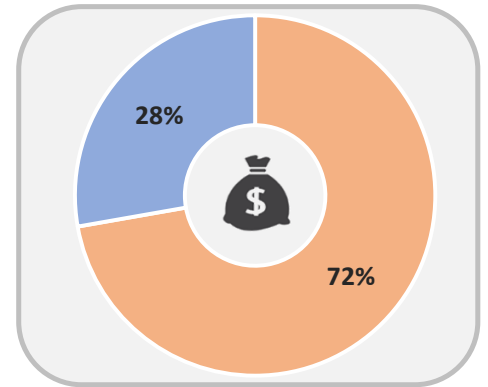
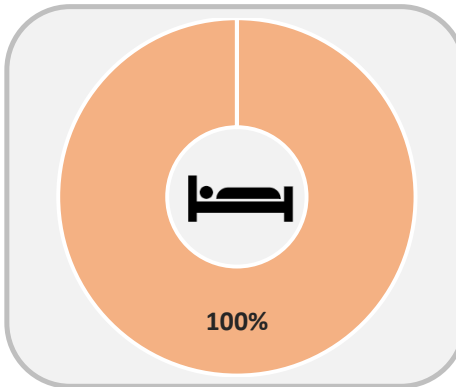
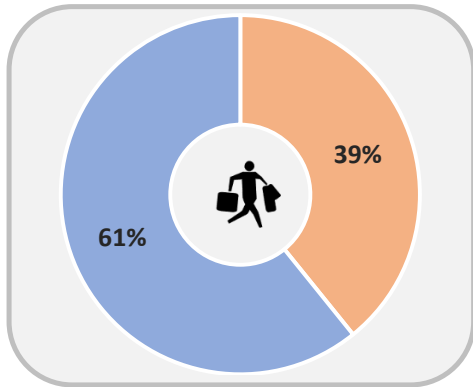
Icons sourced from www.easil.ly

Note: International data for YE March 2021 is not available for this tourism region.

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 3.4m (-19.7% YoY)  
Nights: 9.4m (-14.8% YoY)  
Expenditure: \$1.7bn (-16.8% YoY)



Average spend  
\$178 per night  
\$496 per visitor



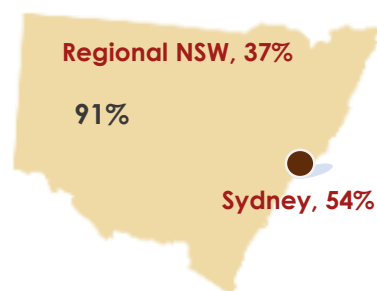
Average length of stay:  
2.8 nights



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

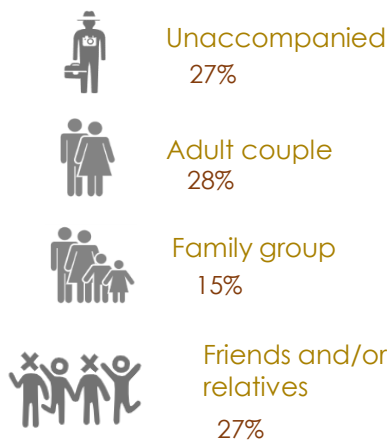
### Origin

91% of the visitors came from within New South Wales



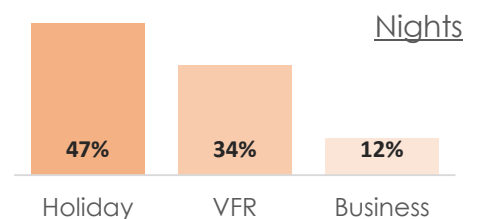
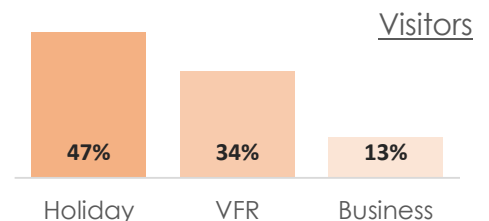
### Travel party

28% of the visitors were adult couple



### Purpose of visit

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



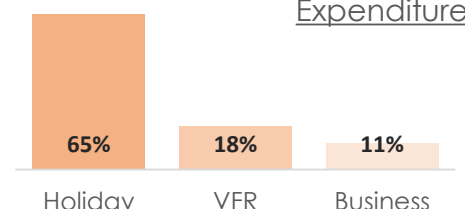
### Transport

Private vehicle or company car, 94%  
Railway, 2%

### Gender



### Expenditure



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.

# Hunter Visitor Profile

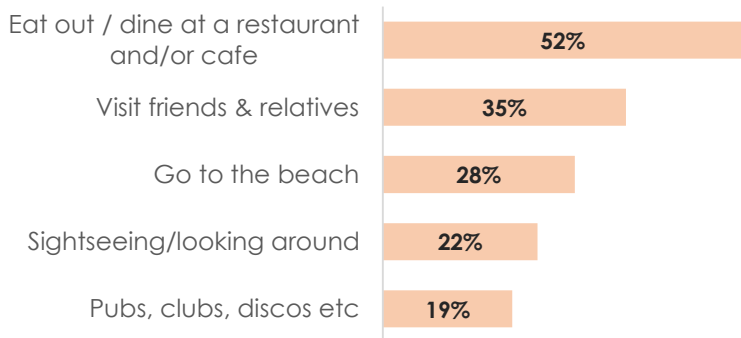
Year ended March 2021

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



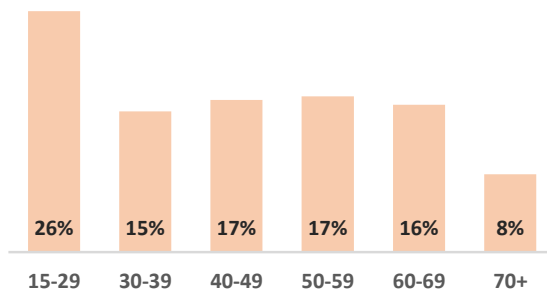
Icons sourced from www.easilly

## Top 5 activities

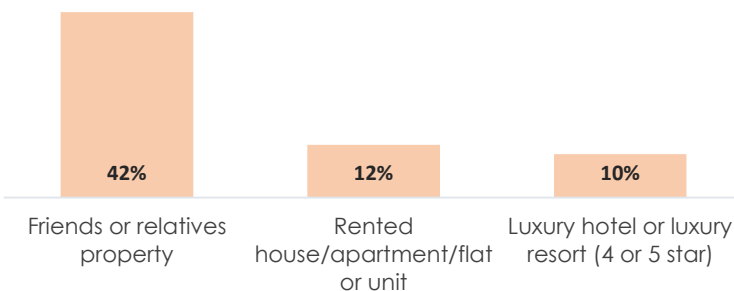


## Age

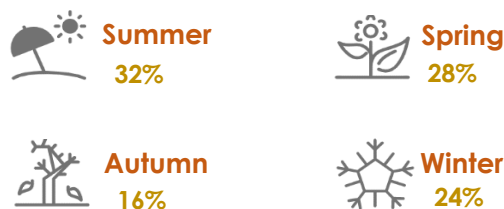
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 5.2m (-32.9% YoY)  
Expenditure: \$642.0m (-17.2% YoY)



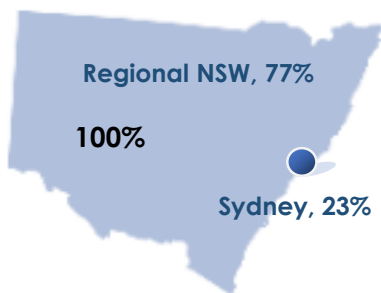
Average spend \$123 per visitor



#2 for visitors  
#1 for expenditure  
**In Regional NSW**

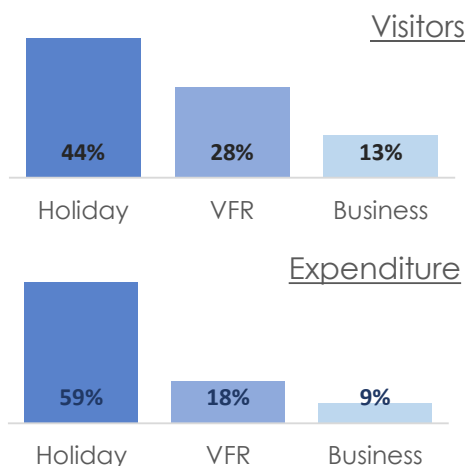
## Origin

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



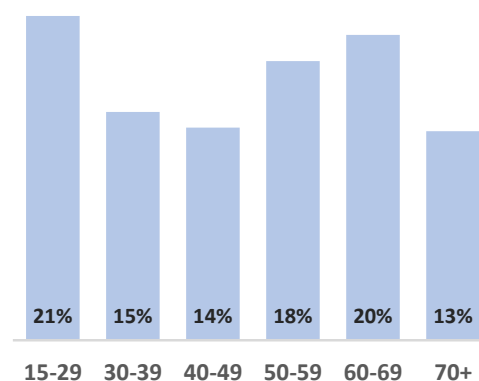
## Purpose of visit

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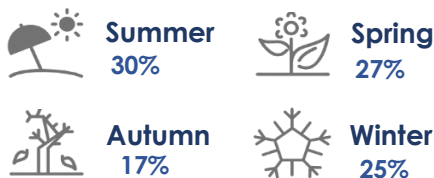


## Age

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



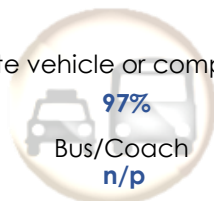
## Travel season\*



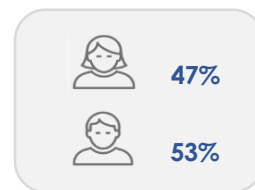
\*by month returned from the trip

## Transport

Private vehicle or company car



## Gender



**INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE**