

# Travel to New England North West Tourism Region

## Year ended March 2021



Source: National Visitor Survey, TRA.

### OVERVIEW

Domestic - overnight & daytrip	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	3,224	2,814	2,829	3,048	2,754	3,312	3,454	3,564	3,852	2,799	-27.3%
Nights ('000)	3,784	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	3,724	-17.8%
Expenditure (\$ million)*	\$763	\$703	\$687	\$696	\$708	\$695	\$957	\$889	\$1,016	\$700	-31.1%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	-26.0%
Nights (000)	3,784	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	3,724	-17.8%
Average Length of Stay	2.8	3.1	2.8	2.8	2.8	2.7	2.9	2.6	2.7	3.0	11.0%
Expenditure (\$ million)*	\$499	\$490	\$476	\$480	\$502	\$480	\$675	\$631	\$683	\$489	-28.4%
Spend per visitor per night (\$)	\$132	\$115	\$134	\$128	\$133	\$114	\$145	\$150	\$151	\$131	-12.9%
Intrastate visitors (000)	917	987	868	889	919	1,073	1,121	1,137	1,162	960	-17.4%
Interstate visitors (000)	438	408	391	426	426	466	508	474	515	281	-45.4%
Intrastate nights (000)	2,481	2,810	2,322	2,463	2,330	2,786	3,070	2,924	3,138	2,779	-11.4%
Interstate nights (000)	1,303	1,448	1,222	1,282	1,433	1,434	1,595	1,280	1,392	944	-32.2%
Intrastate expenditure (\$million)	\$344	\$354	\$318	\$329	\$332	\$334	\$433	\$458	\$470	\$384	-18.2%
Interstate expenditure (\$ million)	\$155	\$136	\$158	\$151	\$170	\$147	\$242	\$174	\$214	\$105	-50.9%

#### Purpose of Visit

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	467	480	475	470	490	511	493	498	537	324	-39.7%
Visiting Friends & Relatives	504	478	424	478	463	511	538	634	539	424	-21.2%
Business	259	303	257	228	277	352	425	344	438	383	-12.7%
Other	141	143	123	158	126	175	189	153	180	123	-31.5%
Total	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	-26.0%

  

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	1,361	1,637	1,492	1,420	1,374	1,420	1,423	1,475	1,579	885	-44.0%
Visiting Friends & Relatives	1,589	1,516	1,339	1,385	1,389	1,585	1,596	1,785	1,441	1,404	-2.5%
Business	545	799	475	600	695	793	1,196	673	1,064	1,046	-1.7%
Other	289	307	238	340	305	421	450	271	447	389	-13.0%
Total	3,784	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	3,724	-17.8%

#### Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Regional NSW	712	735	676	667	701	829	830	866	916	737	-19.6%
Sydney	205	251	191	222	218	244	291	271	246	223	-9.1%
<b>Total Intrastate</b>	917	987	868	889	919	1,073	1,121	1,137	1,162	960	-17.4%
Victoria	74	82	68	80	82	103	95	75	113	n/p	-
Queensland	323	260	267	303	287	306	363	346	340	198	-41.7%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	27	29	40	n/p	n/p	41	39	34	n/p	n/p	-
<b>Total Interstate</b>	438	408	391	426	426	466	508	474	515	281	-45.4%
<b>Grand Total</b>	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	-26.0%

#### Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	256	297	n/p	260	235	289	291	296	328	246	-25.1%
30-39	243	260	210	144	210	211	179	282	280	199	-29.0%
40-49	206	149	246	217	215	298	336	253	229	229	-0.2%
50-59	264	267	227	263	240	258	323	268	282	225	-20.3%
60-69	282	274	281	297	266	272	292	295	319	221	-30.5%
70+	104	147	161	135	178	212	209	217	238	121	-49.1%
Total	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	-26.0%

#### Travel Party

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Travelling alone	333	410	333	320	381	508	553	507	539	465	-13.8%
Adult couple	395	408	331	427	411	423	465	438	463	325	-29.9%
Family group - parents and children	326	267	252	208	223	246	211	231	244	173	-29.0%
Friends or relatives travelling together with(out) children	205	239	239	266	245	285	270	308	271	174	-36.0%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	103	95	131	102	-22.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,355	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	-26.0%

# Travel to New England North West Tourism Region

## Year ended March 2021



Source: National Visitor Survey, TRA.

### Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	588	672	664	713	689	783	860	904	846	551	-34.9%
Visit friends & relatives	572	591	499	576	556	623	605	748	657	422	-35.7%
Pubs, clubs, discos etc	253	255	316	330	303	299	409	431	478	262	-45.2%
Sightseeing/looking around	239	267	259	244	260	255	280	345	284	178	-37.4%
Bushwalking / rainforest walks	96	107	105	110	101	114	169	218	109	146	33.5%

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

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Friends or relatives property	1,657	1,834	1,472	1,373	1,536	1,755	1,660	1,707	1,606	1,637	2.0%
Standard hotel/motor inn (below 4 star)	743	732	747	796	745	704	845	877	909	815	-10.3%
Caravan or camping - non commercial	444	549	446	345	420	566	670	446	521	304	-41.6%

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	1,183	1,253	1,066	1,194	1,171	1,321	1,387	1,430	1,463	1,151	-21.3%
Aircraft	76	n/p	92	n/p	86	116	129	83	87	n/p	-
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	-28.4%
Expenditure (\$ million)*	\$264	\$213	\$211	\$216	\$206	\$215	\$283	\$257	\$333	\$211	-36.6%
Spend per visitor (\$)	\$141	\$150	\$134	\$125	\$146	\$121	\$155	\$132	\$153	\$135	-11.4%

### Main Purpose of Trip

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	915	536	641	707	709	642	817	729	899	626	-30.4%
Visiting Friends & Relatives	277	n/p	n/p	471	n/p	472	371	512	411	n/p	-
Business	266	n/p	n/p	182	n/p	n/p	n/p	n/p	492	335	-32.1%
Other	412	412	427	372	336	382	485	412	373	382	2.5%
Total	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	-28.4%

### Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,610	1,351	1,422	1,611	1,277	1,621	1,737	1,690	1,986	1,484	-25.3%
<b>Total Intrastate</b>	1,768	1,359	1,458	1,649	1,337	1,675	1,737	1,797	2,091	1,518	-27.4%
<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	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	-28.4%

### Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	479	n/p	-
30-39	451	n/p	n/p	n/p	n/p	n/p	n/p	n/p	351	n/p	-
40-49	340	276	n/p	n/p	n/p	n/p	n/p	n/p	388	276	-28.8%
50-59	340	305	244	303	248	310	332	434	433	261	-39.6%
60-69	298	218	235	394	328	346	337	396	340	290	-14.7%
70+	169	240	n/p	n/p	n/p	322	350	344	n/p	276	-
Total	1,870	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	-28.4%

### Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	708	504	607	541	585	774	918	899	948	567	-40.2%
Visit friends & relatives	464	292	417	592	313	628	526	499	537	299	-44.4%
Go shopping for pleasure	488	483	321	471	338	384	516	317	465	n/p	-
Sightseeing/looking around	315	n/p	n/p	n/p	n/p	n/p	n/p	n/p	307	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 Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	1,840	1,378	1,503	1,689	1,396	1,743	1,820	1,838	2,112	1,558	-26.2%
Aircraft	n/p	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.