

New England North West Visitor Profile

Year ended March 2021

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



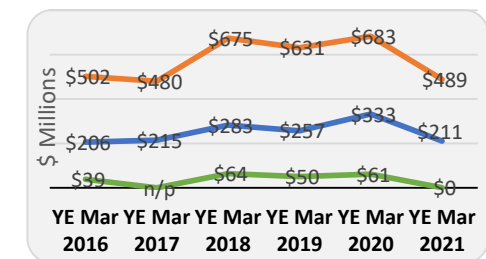
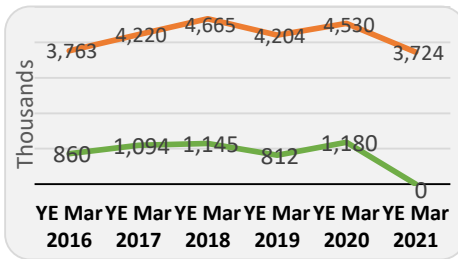
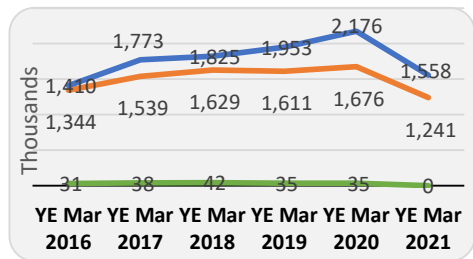
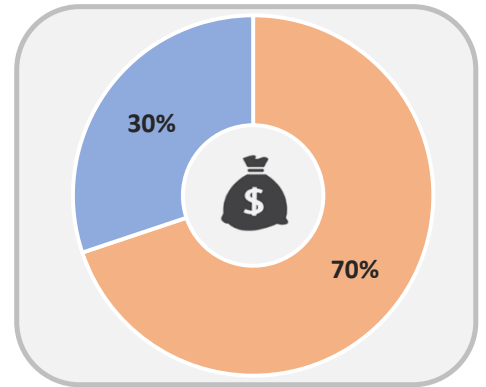
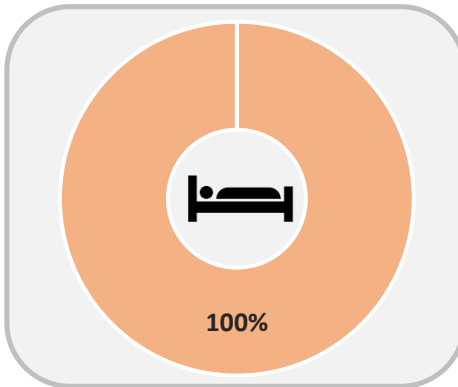
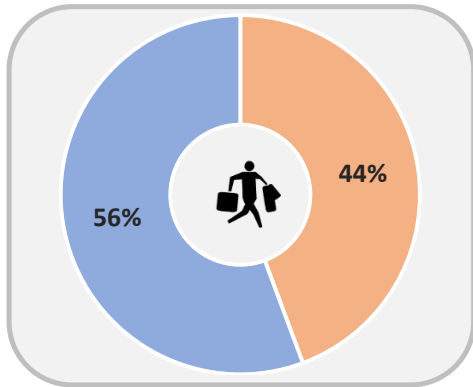
Icons sourced from www.easil.ly

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: 1.2m (-26.0% YoY)
Nights: 3.7m (-17.8% YoY)
Expenditure: \$489.2m (-28.4% YoY)

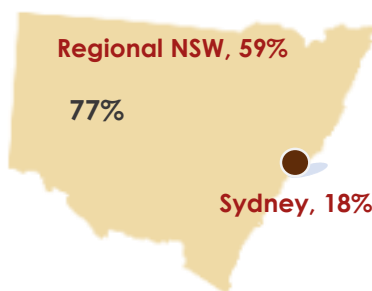
Average spend
\$131 per night
\$394 per visitor

Average length of stay:
3.0 nights

#7 for visitors
#6 for nights
#8 for expenditure
In Regional NSW

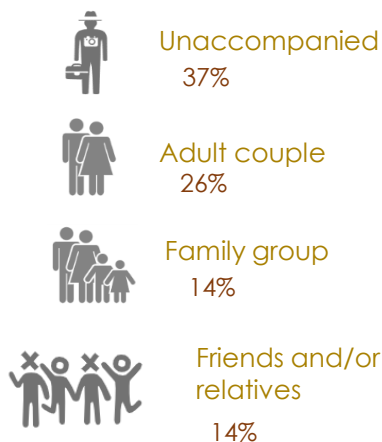
Origin

77% of the visitors came from within New South Wales



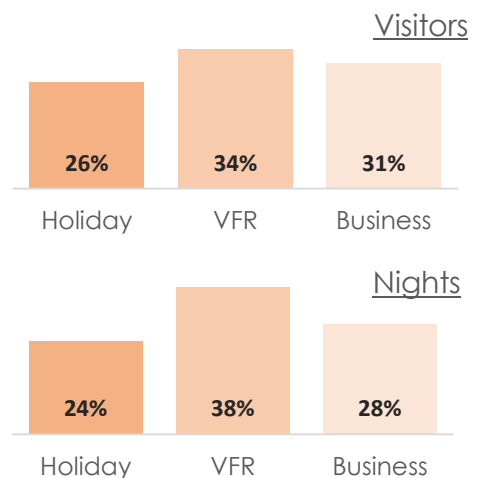
Travel party

37% of the visitors were travelling alone



Purpose of visit

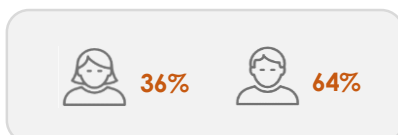
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 93%
Aircraft, n/p

Gender



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.

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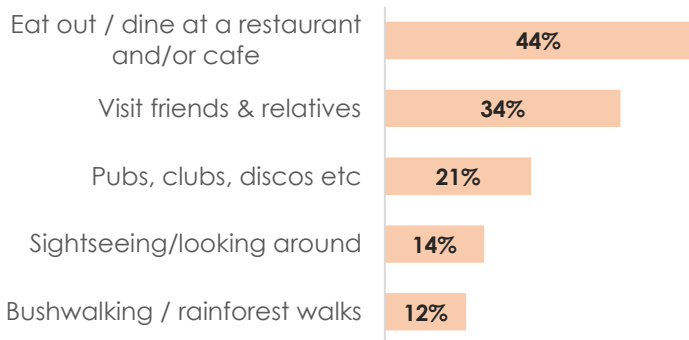
Year ended March 2021

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



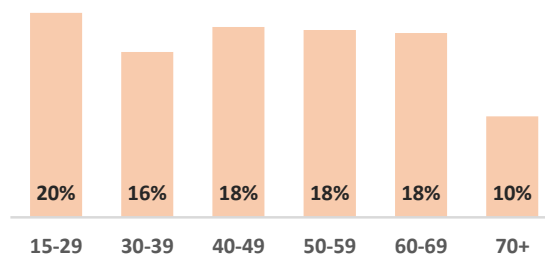
Icons sourced from www.easil.ly

Top 5 activities

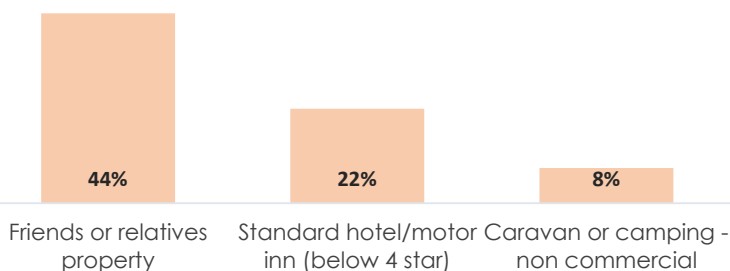


Age

'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: 1.6m (-28.4% YoY)
Expenditure: \$211.0m (-36.6% YoY)



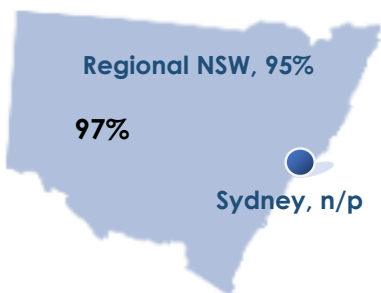
Average spend \$135 per visitor



#8 for visitors
#8 for expenditure
In Regional NSW

Origin

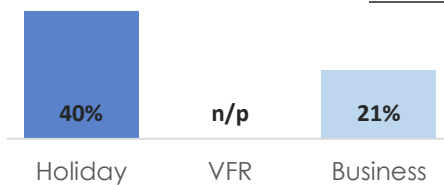
97% of the visitors to the region came from New South Wales



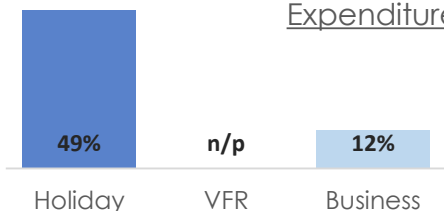
Purpose of visit

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

Visitors

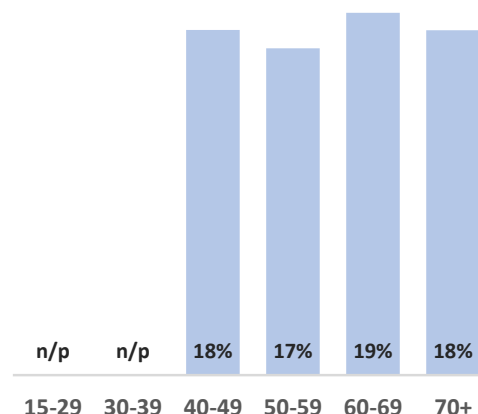


Expenditure

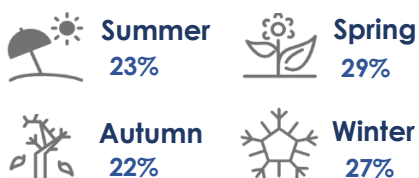


Age

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



Travel season*



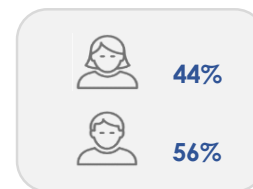
*by month returned from the trip

Transport

Private vehicle or company car



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE