

Travel to Hunter 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)	9,341	8,518	8,056	9,257	9,570	9,994	10,388	12,178	11,990	8,599	-28.3%
Nights ('000)	7,865	7,770	7,581	8,477	8,329	8,561	9,667	11,606	11,047	9,407	-14.8%
Expenditure (\$ million)	\$1,910	\$1,731	\$1,937	\$2,042	\$2,206	\$2,128	\$2,560	\$2,637	\$2,784	\$2,313	-16.9%

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)	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	3,370	-19.7%
Nights (000)	7,865	7,770	7,581	8,477	8,329	8,561	9,667	11,606	11,047	9,407	-14.8%
Average Length of Stay	2.7	2.8	2.7	2.8	2.6	2.6	2.5	2.7	2.6	2.8	6.1%
Expenditure (\$ million)	\$1,277	\$1,205	\$1,336	\$1,362	\$1,518	\$1,413	\$1,827	\$1,780	\$2,009	\$1,671	-16.8%
Spend per visitor per night (\$)	\$162	\$155	\$176	\$161	\$182	\$165	\$189	\$153	\$182	\$178	-2.3%
Intrastate visitors (000)	2,412	2,358	2,415	2,546	2,632	2,768	3,239	3,562	3,472	3,082	-11.2%
Interstate visitors (000)	453	433	422	477	519	520	614	676	725	288	-60.3%
Intrastate nights (000)	5,886	6,170	6,059	6,616	6,574	6,448	7,395	8,898	8,237	8,214	-0.3%
Interstate nights (000)	1,979	1,600	1,522	1,861	1,754	2,114	2,272	2,708	2,810	1,193	-57.5%
Intrastate expenditure (\$ million)	\$1,023	\$974	\$1,109	\$1,094	\$1,246	\$1,142	\$1,480	\$1,406	\$1,540	\$1,531	-0.5%
Interstate expenditure (\$ million)	\$254	\$232	\$227	\$268	\$273	\$272	\$347	\$373	\$469	\$139	-70.3%

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	1,282	1,156	1,175	1,361	1,355	1,335	1,605	1,762	1,536	1,570	2.2%
Visiting Friends & Relatives	1,028	1,078	1,112	1,118	1,186	1,246	1,460	1,626	1,727	1,144	-33.7%
Business	445	416	416	428	458	504	621	668	714	439	-38.5%
Other	126	146	151	128	173	224	203	211	246	230	-6.6%
Total	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	3,370	-19.7%

	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	3,480	3,287	3,575	4,031	3,502	3,628	3,960	4,712	4,093	4,459	8.9%
Visiting Friends & Relatives	2,726	2,741	2,653	2,986	3,093	3,195	3,723	4,846	4,546	3,221	-29.1%
Business	1,361	1,212	836	1,196	1,362	1,310	1,442	1,514	1,773	1,096	-38.2%
Other	299	530	518	264	372	429	542	534	635	631	-0.7%
Total	7,865	7,770	7,581	8,477	8,329	8,561	9,667	11,606	11,047	9,407	-14.8%

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	1,219	1,277	1,374	1,215	1,257	1,266	1,509	1,588	1,647	1,256	-23.7%
Sydney	1,193	1,081	1,040	1,331	1,376	1,503	1,730	1,975	1,826	1,826	0.0%
Total Intrastate	2,412	2,358	2,415	2,546	2,632	2,768	3,239	3,562	3,472	3,082	-11.2%
Victoria	127	161	141	134	145	168	149	212	250	n/p	-
Queensland	210	181	180	199	221	239	312	300	327	136	-58.4%
ACT	n/p	n/p	n/p	61	73	n/p	87	86	61	n/p	-
Other Interstate	69	61	65	82	80	69	66	78	88	n/p	-
Total Interstate	453	433	422	477	519	520	614	676	725	288	-60.3%
Grand Total	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	3,370	-19.7%

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	579	554	586	701	758	739	882	1,103	977	888	-9.1%
30-39	508	454	473	492	536	591	679	753	743	519	-30.2%
40-49	565	551	630	523	490	557	676	670	590	560	-5.1%
50-59	574	542	518	543	633	617	683	678	739	574	-22.3%
60-69	477	462	420	464	510	470	568	632	741	542	-26.8%
70+	162	228	210	300	225	315	365	401	407	286	-29.7%
Total	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	3,370	-19.7%

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	575	666	754	736	812	934	1,002	1,197	1,305	908	-30.4%
Adult couple	976	843	760	924	911	973	1,212	1,077	1,206	937	-22.3%
Family group - parents and children	650	563	508	571	577	485	582	702	585	514	-12.1%
Friends or relatives travelling together with(out) children	493	591	658	640	664	719	834	1,004	835	896	7.3%
Business associates travelling together with(out) spouse	137	106	123	105	141	145	185	220	241	108	-55.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,865	2,791	2,837	3,023	3,152	3,289	3,853	4,238	4,197	3,370	-19.7%

Travel to Hunter 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	1,586	1,447	1,655	1,826	1,847	1,983	2,442	2,714	2,656	1,750	-34.1%
Visit friends & relatives	1,298	1,300	1,402	1,428	1,339	1,488	1,692	2,067	1,995	1,183	-40.7%
Go to the beach	618	603	679	702	800	731	956	1,169	1,168	934	-20.0%
Sightseeing/looking around	763	661	699	704	775	785	898	1,049	940	754	-19.8%
Pubs, clubs, discos etc	643	580	571	625	754	678	839	983	1,079	631	-41.5%

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	3,084	3,169	2,946	3,411	3,098	3,474	4,010	5,400	4,706	3,938	-16.3%
Rented house/apartment/flat or unit	1,046	1,117	880	1,125	1,009	821	1,070	1,121	1,268	1,121	-11.6%
Luxury hotel or luxury resort (4 or 5 star)	695	635	672	935	714	891	1,077	957	902	925	2.6%

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	2,447	2,466	2,390	2,632	2,685	2,840	3,343	3,697	3,504	3,177	-9.3%
Railway	95	72	117	101	143	135	144	170	200	78	-61.2%
Aircraft	220	200	183	200	208	222	270	276	368	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)	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	5,229	-32.9%
Expenditure (\$ million)	\$634	\$526	\$600	\$679	\$688	\$714	\$733	\$857	\$775	\$642	-17.2%
Spend per visitor (\$)	\$98	\$92	\$115	\$109	\$107	\$107	\$112	\$108	\$100	\$123	23.4%

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	2,662	2,258	2,247	3,026	2,861	3,113	3,153	3,710	3,177	2,297	-27.7%
Visiting Friends & Relatives	1,892	1,976	1,760	1,634	1,862	1,918	1,963	2,490	2,527	1,490	-41.0%
Business	1,004	742	591	732	810	775	563	901	1,239	695	-43.9%
Other	918	751	621	842	885	899	857	838	850	747	-12.1%
Total	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	5,229	-32.9%

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	1,619	1,682	1,748	1,830	1,904	1,758	2,139	2,451	2,109	1,228	-41.8%
Regional NSW	4,757	4,032	3,471	4,373	4,501	4,938	4,382	5,471	5,628	4,001	-28.9%
Total Intrastate	6,376	5,714	5,219	6,203	6,404	6,696	6,521	7,922	7,737	5,229	-32.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	5,229	-32.9%

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	1,118	1,044	774	1,328	1,354	1,170	1,392	1,630	1,363	1,088	-20.2%
30-39	1,223	720	911	1,138	1,039	1,031	1,132	1,378	1,248	766	-38.6%
40-49	1,074	942	920	1,235	1,098	1,312	1,019	1,127	1,229	713	-42.0%
50-59	1,347	1,250	951	1,096	1,196	1,263	1,128	1,437	1,204	937	-22.2%
60-69	1,064	1,096	1,020	923	1,166	1,143	893	1,411	1,713	1,024	-40.2%
70+	650	676	644	514	567	786	972	956	1,036	702	-32.3%
Total	6,476	5,727	5,219	6,234	6,418	6,705	6,535	7,939	7,793	5,229	-32.9%

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	2,649	2,403	2,663	2,556	3,192	3,338	2,955	4,227	4,034	2,253	-44.1%
Visit friends & relatives	2,276	2,019	2,181	2,275	2,215	2,172	2,218	2,951	2,706	1,285	-52.5%
Go shopping for pleasure	1,257	957	1,065	1,077	1,117	1,280	1,066	1,498	1,083	830	-23.4%
Sightseeing/looking around	928	786	970	897	936	923	930	1,389	1,167	674	-42.3%
Go to the beach	602	538	610	728	805	688	842	998	1,128	623	-44.8%

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	6,135	5,389	4,915	5,924	6,158	6,452	6,156	7,623	7,400	5,083	-31.3%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable; n/a = not available

Hunter includes: Cessnock, Gloucester, Lake Macquarie, Muswellbrook, Newcastle, Pokolbin, Port Stephens and Singleton.