

# Travel to Hunter Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



## OVERVIEW

Domestic - overnight & daytrip	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors ('000)	8,886	8,264	8,585	9,206	9,811	10,019	10,686	12,688	9,903	10,101	2.0%
Nights ('000)	7,638	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	10,921	14.5%
Expenditure (\$ million)	\$1,847	\$1,757	\$1,932	\$2,104	\$2,138	\$2,304	\$2,539	\$2,728	\$2,272	\$2,960	30.3%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors (000)	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	12.4%
Nights (000)	7,638	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	10,921	14.5%
Average Length of Stay	2.8	2.8	2.7	2.8	2.6	2.6	2.6	2.7	2.8	2.8	1.8%
Expenditure (\$ million)	\$1,231	\$1,238	\$1,287	\$1,461	\$1,431	\$1,566	\$1,781	\$1,875	\$1,629	\$2,158	32.4%
Spend per visitor per night (\$)	\$161	\$157	\$170	\$169	\$171	\$181	\$178	\$155	\$171	\$198	15.7%
Intrastate visitors (000)	2,261	2,430	2,429	2,567	2,760	2,789	3,255	3,776	2,891	3,513	21.5%
Interstate visitors (000)	427	433	418	524	468	563	618	714	576	383	-33.5%
Intrastate nights (000)	5,631	6,228	6,124	6,645	6,772	6,380	7,711	9,201	7,300	9,327	27.8%
Interstate nights (000)	2,008	1,667	1,463	2,013	1,575	2,277	2,315	2,868	2,242	1,595	-28.9%
Intrastate expenditure (\$ million)	\$990	\$985	\$1,082	\$1,145	\$1,218	\$1,266	\$1,435	\$1,460	\$1,261	\$1,961	55.5%
Interstate expenditure (\$ million)	\$241	\$253	\$204	\$316	\$214	\$300	\$346	\$416	\$368	\$197	-46.5%

### Purpose of Visit

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	1,192	1,163	1,221	1,363	1,325	1,411	1,620	1,786	1,234	1,914	55.1%
Visiting Friends & Relatives	962	1,132	1,118	1,116	1,241	1,267	1,445	1,789	1,458	1,227	-15.8%
Business	433	408	387	496	474	491	663	701	578	512	-11.4%
Other	116	169	140	132	201	216	173	242	221	261	17.7%
Total	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	12.4%

	Nights (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	3,426	3,431	3,507	3,974	3,478	3,730	4,064	4,620	3,716	5,103	37.3%
Visiting Friends & Relatives	2,639	2,725	2,817	2,994	3,119	3,277	3,860	5,273	3,751	3,475	-7.4%
Business	1,326	1,062	842	1,434	1,299	1,236	1,605	1,586	1,510	1,512	0.1%
Other	247	676	421	255	450	414	499	591	565	832	47.3%
Total	7,638	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	10,921	14.5%

### Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Regional NSW	1,134	1,348	1,318	1,255	1,327	1,260	1,487	1,714	1,353	1,418	4.8%
Sydney	1,127	1,082	1,111	1,312	1,433	1,528	1,768	2,061	1,538	2,095	36.2%
<b>Total Intrastate</b>	2,261	2,430	2,429	2,567	2,760	2,789	3,255	3,776	2,891	3,513	21.5%
Victoria	141	150	124	165	119	183	160	230	192	117	-38.8%
Queensland	165	182	182	210	217	262	298	322	266	173	-34.8%
ACT	n/p	n/p	n/p	68	63	n/p	91	74	56	57	0.7%
Other Interstate	71	62	67	81	69	74	69	88	62	n/p	-
<b>Total Interstate</b>	427	433	418	524	468	563	618	714	576	383	-33.5%
<b>Grand Total</b>	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	12.4%

### Age

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
15-29	491	561	606	723	785	731	933	1,169	804	921	14.5%
30-39	463	505	463	482	551	602	674	791	659	589	-10.7%
40-49	534	548	617	531	507	602	690	632	492	711	44.6%
50-59	545	528	521	610	615	595	655	759	588	712	21.2%
60-69	478	478	402	483	512	512	542	706	623	608	-2.3%
70+	177	243	237	262	259	309	379	432	302	356	17.9%
Total	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	12.4%

### Travel Party

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Travelling alone	532	742	722	777	866	919	1,041	1,352	1,041	998	-4.1%
Adult couple	918	840	749	967	931	1,017	1,138	1,202	1,002	1,077	7.5%
Family group - parents and children	577	582	525	534	565	526	576	693	516	630	22.1%
Friends or relatives travelling together with(out) children	475	587	708	646	668	714	857	1,017	684	1,026	50.0%
Business associates travelling together with(out) spouse	151	87	108	125	149	141	219	192	207	146	-29.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,688	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	12.4%



# Travel to Hunter Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Eat out / dine at a restaurant and/or cafe	1,484	1,498	1,688	1,867	1,853	2,101	2,425	2,792	2,152	2,264	5.2%
Visit friends & relatives	1,188	1,392	1,410	1,383	1,424	1,510	1,680	2,234	1,632	1,237	-24.2%
Go to the beach	611	667	655	712	813	772	950	1,247	997	1,074	7.7%
Sightseeing/looking around	664	687	737	696	765	757	956	1,134	731	845	15.7%
Pubs, clubs, discos etc	579	627	572	664	747	714	793	1,051	869	834	-4.1%

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

	Nights (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Friends or relatives property	2,828	3,144	2,988	3,429	3,177	3,584	4,204	5,778	4,189	3,827	-8.7%
Rented house/apartment/flat or unit	1,190	1,055	996	995	1,071	909	912	1,244	1,004	1,469	46.3%
Standard hotel/motor inn (below 4 star)	1,129	965	1,022	1,086	1,145	1,046	1,233	1,221	1,106	1,289	16.5%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Private vehicle or company car	2,330	2,524	2,420	2,684	2,772	2,855	3,394	3,864	2,942	3,643	23.8%
Aircraft	185	212	172	215	186	256	260	313	268	97	-63.7%
Railway	69	67	125	86	172	136	127	200	157	88	-44.1%

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors (000)	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	-3.6%
Expenditure (\$ million)	\$615	\$520	\$645	\$644	\$707	\$738	\$758	\$853	\$642	\$803	24.9%
Spend per visitor (\$)	\$99	\$96	\$112	\$105	\$107	\$111	\$111	\$104	\$100	\$129	29.6%

### Main Purpose of Trip

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	2,373	2,289	2,468	3,029	2,980	3,105	3,321	3,664	2,512	2,936	16.9%
Visiting Friends & Relatives	1,996	1,677	1,903	1,670	1,829	1,997	1,937	2,597	2,151	1,665	-22.6%
Business	966	682	671	652	799	710	635	1,128	983	807	-17.9%
Other	862	753	695	764	974	855	921	808	791	797	0.8%
Total	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	-3.6%

### Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Sydney	1,598	1,735	1,840	1,807	1,912	1,876	2,197	2,448	1,659	1,499	-9.7%
Regional NSW	4,569	3,661	3,898	4,277	4,656	4,768	4,607	5,732	4,731	4,706	-0.5%
<b>Total Intrastate</b>	6,168	5,396	5,738	6,084	6,568	6,644	6,804	8,180	6,390	6,205	-2.9%
<b>Total Interstate</b>	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	-3.6%

### Age

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
15-29	1,110	903	957	1,281	1,422	1,087	1,443	1,686	1,120	1,374	22.7%
30-39	1,116	616	1,085	1,148	970	1,085	1,088	1,469	1,039	889	-14.4%
40-49	1,104	969	951	1,135	1,145	1,316	1,105	1,176	878	1,005	14.4%
50-59	1,178	1,199	1,058	1,156	1,216	1,143	1,297	1,318	1,043	1,123	7.7%
60-69	1,074	1,015	1,040	970	1,226	1,059	965	1,484	1,543	1,009	-34.6%
70+	615	699	647	425	603	977	916	1,066	813	804	-1.0%
Total	6,198	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	-3.6%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Eat out / dine at a restaurant and/or cafe	2,516	2,361	2,796	2,712	3,236	3,191	3,157	4,492	3,063	2,795	-8.8%
Visit friends & relatives	2,334	1,833	2,381	2,067	2,272	2,407	2,192	2,926	2,294	1,388	-39.5%
Go shopping for pleasure	1,190	994	1,060	1,035	1,158	1,242	1,172	1,402	958	1,019	6.3%
Sightseeing/looking around	788	809	1,008	941	962	878	954	1,485	931	783	-15.9%
Go to the beach	584	550	722	649	908	648	791	1,091	947	752	-20.6%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Private vehicle or company car	5,884	5,024	5,465	5,830	6,300	6,357	6,497	7,872	6,107	5,975	-2.1%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Railway	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.