

# Hunter Visitor Profile

Year ended June 2021

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



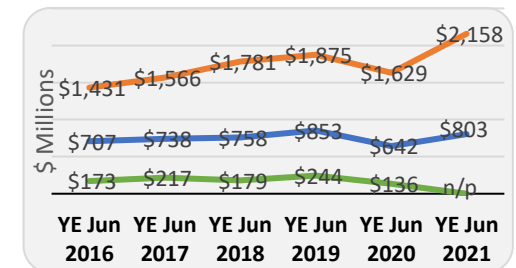
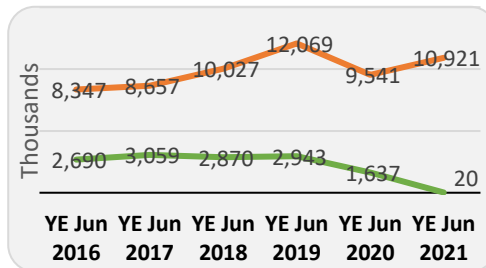
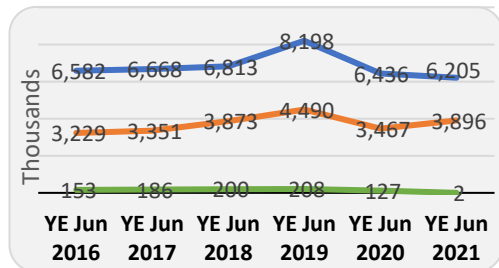
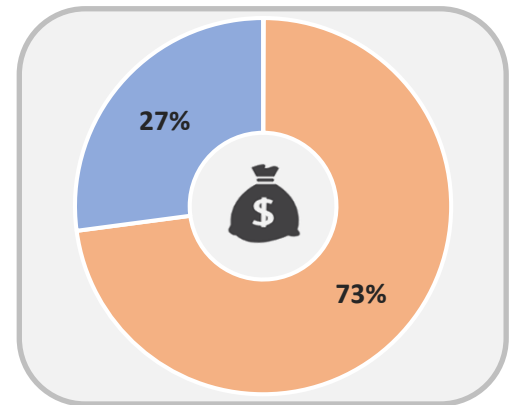
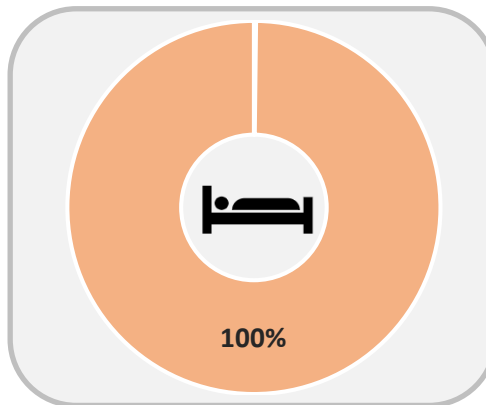
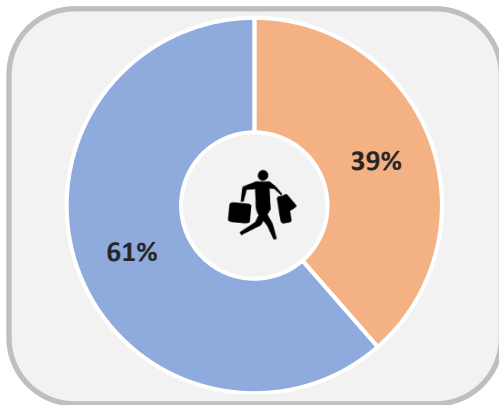
Icons sourced from www.easil.ly

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

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 3.9m (+12.4% YoY)  
Nights: 10.9m (+14.5% YoY)  
Expenditure: \$2.2bn (+32.4% YoY)

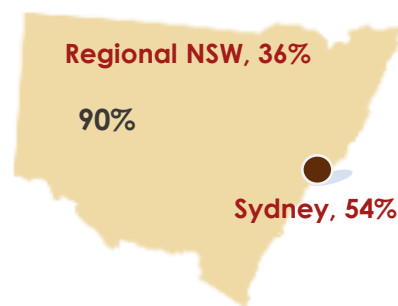
Average spend  
\$198 per night  
\$554 per visitor

Average length of stay:  
2.8 nights

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

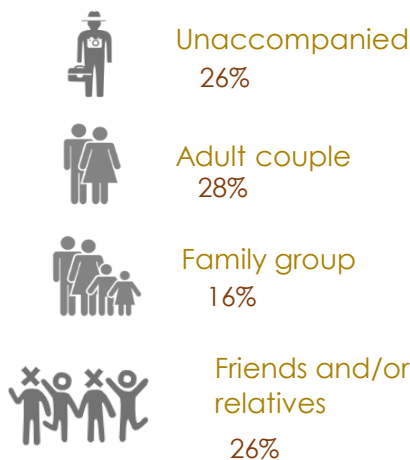
### Origin

90% of the visitors came from within New South Wales



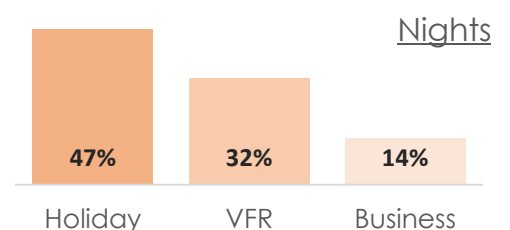
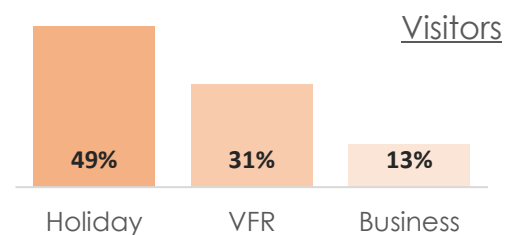
### Travel party

28% of the visitors were an adult couple



### Purpose of visit

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



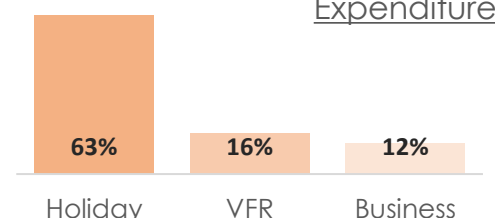
### Transport

Private vehicle or company car, 93%  
Aircraft, 2%

### Gender



### Expenditure



# Hunter Visitor Profile

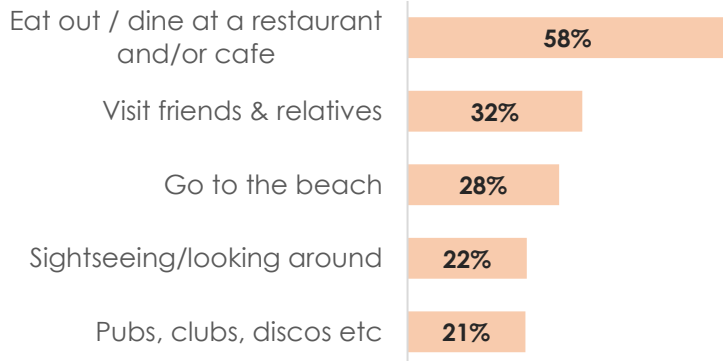
Year ended June 2021

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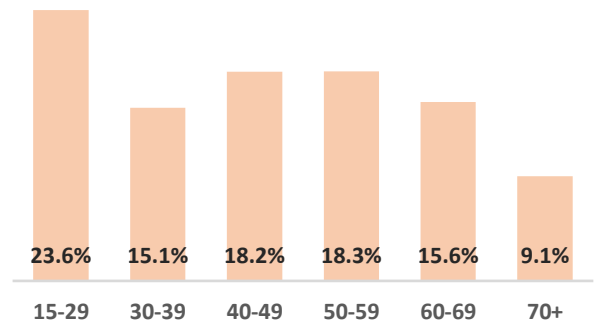
Icons sourced from www.easil.ly

## Top 5 activities

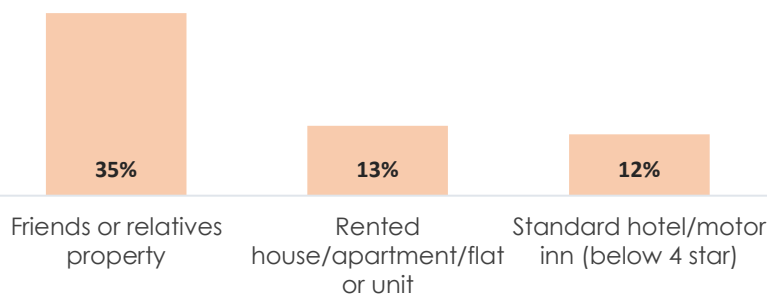


## Age

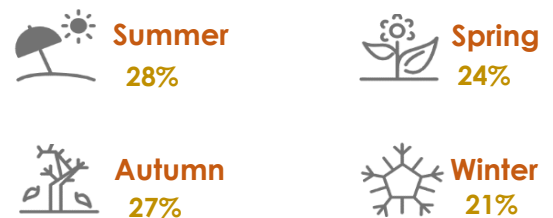
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 6.2m (-3.6% YoY)  
Expenditure: \$802.6m (+24.9% YoY)



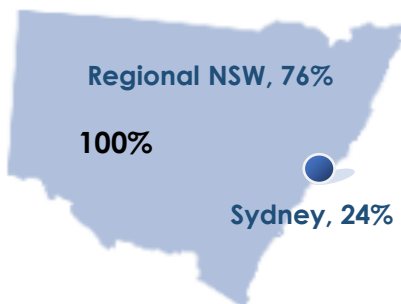
Average spend \$129 per visitor



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

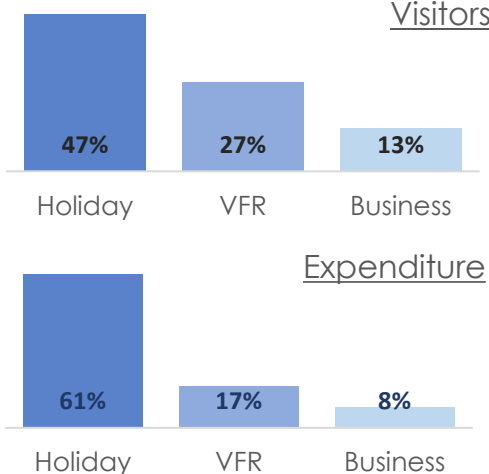
## Origin

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



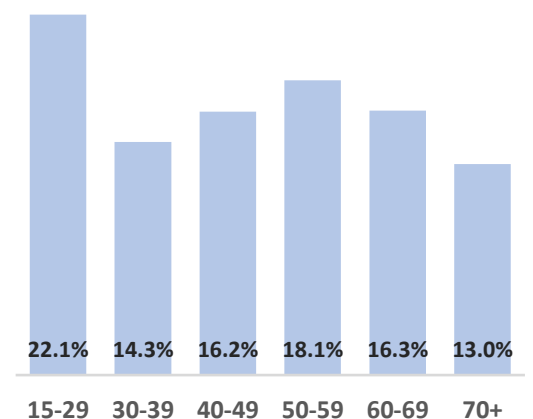
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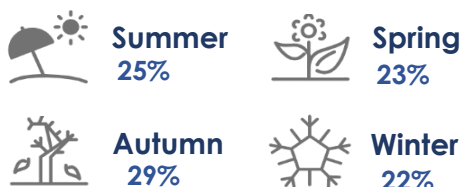


## Age

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



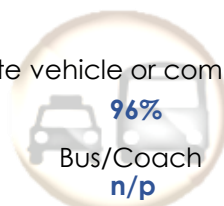
## Travel season\*



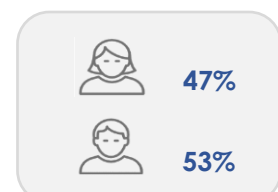
\*by month returned from the trip

## Transport

Private vehicle or company car



## Gender



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