

Travel to New England North West 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)	3,186	2,652	2,891	3,188	2,915	3,262	3,515	3,829	3,103	3,390	9.2%
Nights ('000)	3,783	3,984	3,668	3,978	3,754	4,176	4,591	4,457	3,676	4,907	33.5%
Expenditure (\$ million)	\$703	\$658	\$713	\$738	\$702	\$723	\$934	\$990	\$828	\$906	9.4%

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)	1,325	1,330	1,281	1,398	1,367	1,545	1,635	1,629	1,400	1,619	15.6%
Nights (000)	3,783	3,984	3,668	3,978	3,754	4,176	4,591	4,457	3,676	4,907	33.5%
Average Length of Stay	2.9	3.0	2.9	2.8	2.7	2.7	2.8	2.7	2.6	3.0	15.4%
Expenditure (\$ million)	\$428	\$483	\$496	\$511	\$476	\$529	\$647	\$674	\$573	\$676	18.1%
Spend per visitor per night (\$)	\$113	\$121	\$135	\$129	\$127	\$127	\$141	\$151	\$156	\$138	-11.5%
Intrastate visitors (000)	940	955	841	974	905	1,090	1,169	1,126	981	1,204	22.7%
Interstate visitors (000)	386	375	441	423	463	455	466	503	419	415	-0.9%
Intrastate nights (000)	2,655	2,571	2,353	2,584	2,333	2,715	3,227	3,121	2,493	3,493	40.1%
Interstate nights (000)	1,129	1,413	1,315	1,394	1,421	1,461	1,365	1,336	1,183	1,413	19.5%
Intrastate expenditure (\$ million)	\$311	\$353	\$320	\$352	\$314	\$341	\$456	\$477	\$386	\$523	35.7%
Interstate expenditure (\$ million)	\$117	\$130	\$176	\$159	\$162	\$188	\$191	\$196	\$187	\$153	-18.2%

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	444	483	452	528	490	507	502	502	408	479	17.3%
Visiting Friends & Relatives	515	419	461	498	436	541	549	608	466	528	13.4%
Business	247	301	254	243	306	342	395	380	398	451	13.5%
Other	134	136	134	154	142	163	217	149	141	176	25.2%
Total	1,325	1,330	1,281	1,398	1,367	1,545	1,635	1,629	1,400	1,619	15.6%

	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	1,409	1,665	1,433	1,490	1,425	1,302	1,496	1,536	1,180	1,340	13.6%
Visiting Friends & Relatives	1,599	1,301	1,400	1,545	1,218	1,673	1,653	1,723	1,256	1,722	37.1%
Business	479	778	606	584	702	843	999	861	921	1,369	48.7%
Other	296	239	229	359	409	358	443	338	320	476	48.8%
Total	3,783	3,984	3,668	3,978	3,754	4,176	4,591	4,457	3,676	4,907	33.5%

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	731	720	652	746	692	840	843	879	771	901	16.8%
Sydney	209	235	189	229	213	250	326	247	210	303	44.3%
Total Intrastate	940	955	841	974	905	1,090	1,169	1,126	981	1,204	22.7%
Victoria	62	69	69	98	89	99	81	74	106	n/p	-
Queensland	282	238	312	278	325	302	328	385	258	300	16.1%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	30	32	n/p	33	n/p	38	45	n/p	n/p	n/p	-
Total Interstate	386	375	441	423	463	455	466	503	419	415	-0.9%
Grand Total	1,325	1,330	1,281	1,398	1,367	1,545	1,635	1,629	1,400	1,619	15.6%

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	266	224	156	296	220	317	270	309	267	321	20.6%
30-39	205	251	226	156	220	199	172	304	228	273	19.7%
40-49	177	179	255	191	257	274	351	216	223	295	32.6%
50-59	251	258	254	256	249	270	314	256	261	276	5.7%
60-69	304	264	248	335	240	293	296	317	237	276	16.3%
70+	122	155	142	163	181	193	230	227	184	177	-3.9%
Total	1,325	1,330	1,281	1,398	1,367	1,545	1,635	1,629	1,400	1,619	15.6%

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	341	368	347	323	438	503	538	534	452	625	38.3%
Adult couple	409	386	343	457	404	396	486	432	395	393	-0.4%
Family group - parents and children	284	252	248	255	182	246	229	231	204	229	12.2%
Friends or relatives travelling together with(out) children	220	231	249	260	273	316	246	298	208	260	25.1%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	98	98	132	100	-24.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,325	1,330	1,281	1,398	1,367	1,545	1,635	1,629	1,400	1,619	15.6%

Travel to New England North West 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	612	644	689	747	679	803	860	924	670	730	8.9%	
Visit friends & relatives	595	506	542	611	541	641	604	753	531	507	-4.6%	
Pubs, clubs, discos etc	249	267	317	360	282	320	381	453	399	378	-5.3%	
Sightseeing/looking around	256	276	223	284	259	264	287	334	230	218	-5.2%	
Bushwalking / rainforest walks	90	110	108	112	96	148	167	199	109	195	79.9%	

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	1,642	1,593	1,540	1,578	1,389	1,784	1,697	1,662	1,402	1,912	36.3%	
Standard hotel/motor inn (below 4 star)	714	764	793	762	770	658	853	973	656	1,193	81.9%	
Caravan or camping - non commercial	476	530	458	341	555	589	532	490	412	453	10.0%	

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	1,175	1,183	1,098	1,266	1,181	1,321	1,405	1,429	1,247	1,512	21.2%	
Aircraft	n/p	n/p	97	n/p	82	133	106	96	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	-	

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)	1,860	1,321	1,609	1,791	1,548	1,717	1,880	2,200	1,703	1,771	4.0%
Expenditure (\$ million)*	\$276	\$175	\$217	\$227	\$226	\$195	\$287	\$317	\$255	\$230	-10.0%
Spend per visitor (\$)	\$148	\$132	\$135	\$127	\$146	\$113	\$153	\$144	\$150	\$130	-13.5%

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	852	520	615	770	745	607	823	910	646	795	23.1%	
Visiting Friends & Relatives	267	n/p	n/p	410	n/p	393	430	518	334	n/p	-	
Business	291	n/p	n/p	n/p	n/p	n/p	n/p	380	379	381	0.6%	
Other	450	334	424	451	308	460	445	392	344	384	11.8%	
Total	1,860	1,321	1,609	1,791	1,548	1,717	1,880	2,200	1,703	1,771	4.0%	

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Regional NSW	1,669	1,237	1,480	1,667	1,410	1,570	1,743	1,928	1,557	1,717	10.3%	
Total Intrastate	1,775	1,254	1,510	1,707	1,464	1,624	1,761	2,062	1,637	1,731	5.7%	
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	1,860	1,321	1,609	1,791	1,548	1,717	1,880	2,200	1,703	1,771	4.0%	

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	531	n/p	n/p	-	
30-39	401	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
40-49	382	n/p	437	n/p	n/p	n/p	n/p	n/p	n/p	275	-	
50-59	333	327	202	353	242	418	316	421	340	283	-16.8%	
60-69	292	227	228	468	288	374	335	404	273	287	5.4%	
70+	179	220	n/p	n/p	308	276	302	350	n/p	330	-	
Total	1,860	1,321	1,609	1,791	1,548	1,717	1,880	2,200	1,703	1,771	4.0%	

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	680	486	573	589	652	807	899	1046	666	629	-5.5%	
Go shopping for pleasure	554	425	289	515	312	400	459	426	351	312	-11.1%	
Visit friends & relatives	442	285	502	520	454	588	506	540	408	289	-29.2%	
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Sightseeing/looking around	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 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	1,810	1,295	1,533	1,767	1,530	1,691	1,831	2,122	1,646	1,771	7.6%	
n/a	-	-	-	-	-	-	-	-	-	-	-	
n/a	-	-	-	-	-	-	-	-	-	-	-	

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

New England North West includes: Armidale, Glen Innes, Inverell, Moree, Narrabri, Tamworth and Tenterfield.