

New England North West Visitor Profile

Year ended June 2021

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



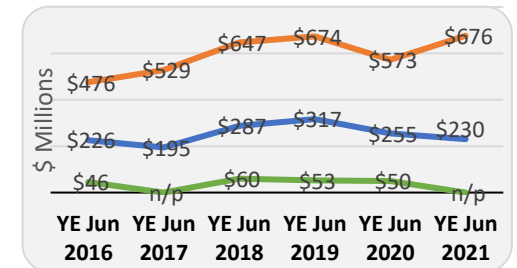
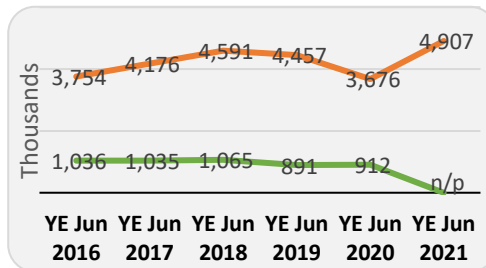
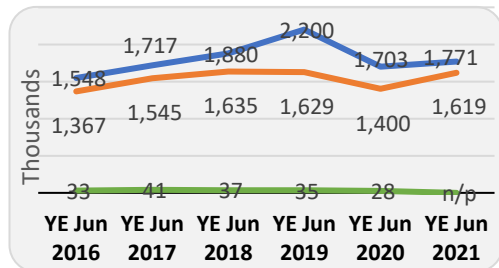
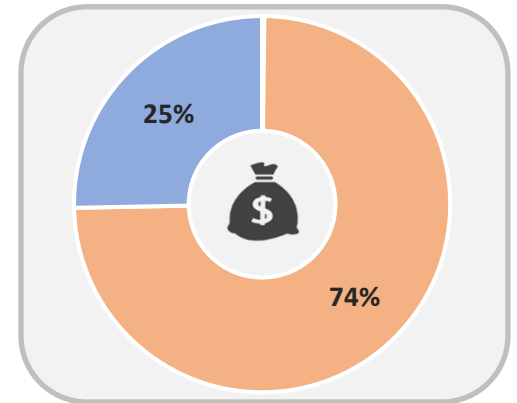
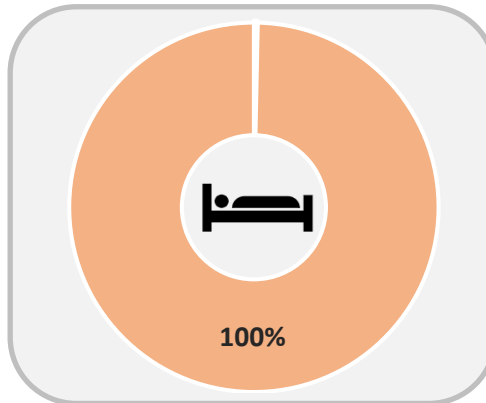
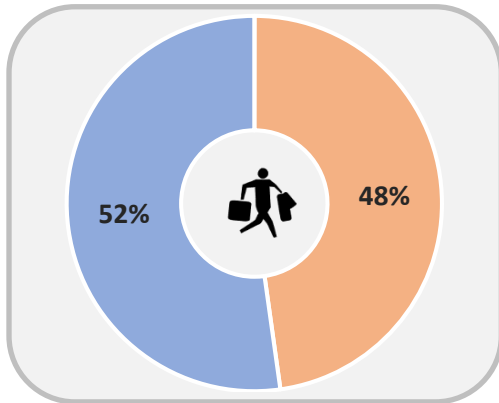
Icons sourced from www.easil.ly

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: 1.6m (+15.6% YoY)
Nights: 4.9m (+33.5% YoY)
Expenditure: \$676.3m (+18.1% YoY)

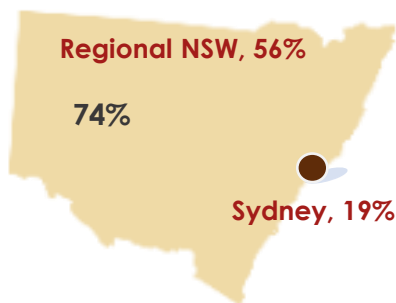
Average spend
\$138 per night
\$418 per visitor

Average length of stay:
3.0 nights

#6 for visitors
#5 for nights
#6 for expenditure
In Regional NSW

Origin

74% of the visitors came from within New South Wales



Travel party

39% of the visitors were travelling alone

Unaccompanied
39%

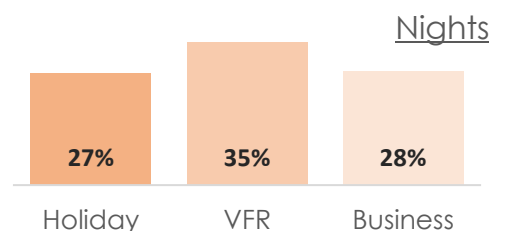
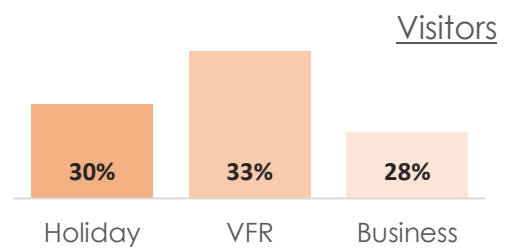
Adult couple
24%

Family group
14%

Friends and/or relatives
16%

Purpose of visit

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

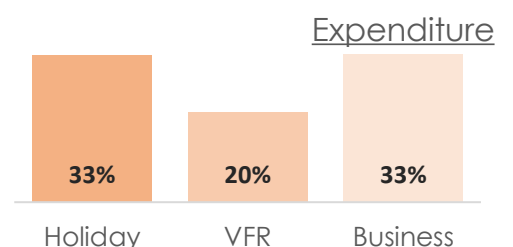


Transport

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

Gender

38% 62%



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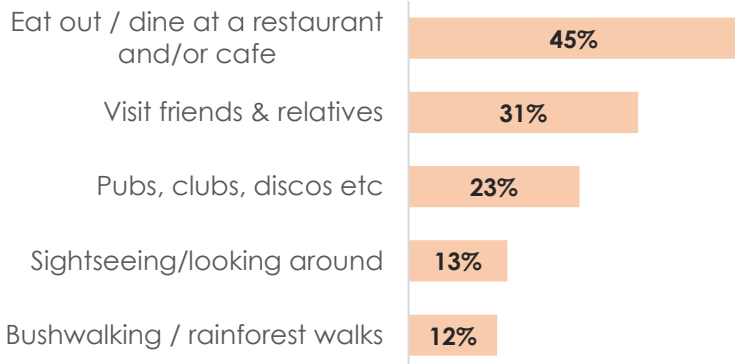
Year ended June 2021

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



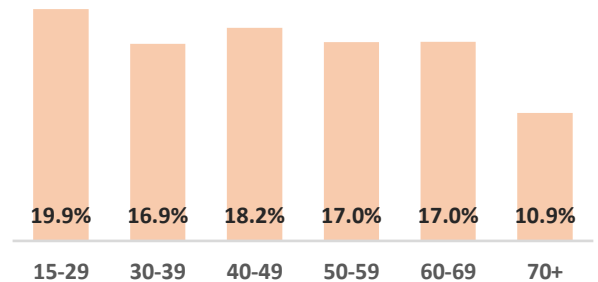
Icons sourced from www.easii.ly

Top 5 activities

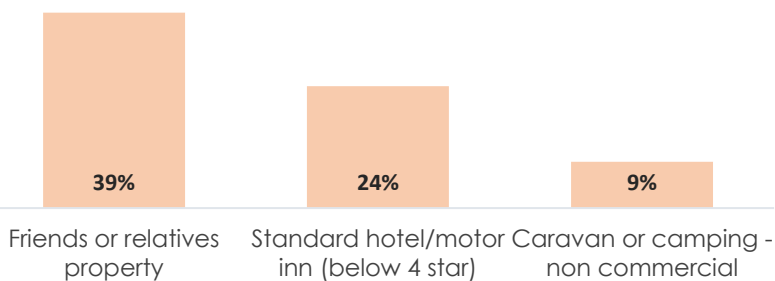


Age

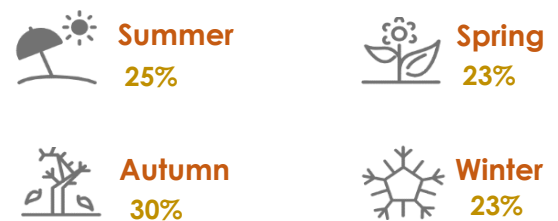
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.8m (+4.0% YoY)
Expenditure: \$229.8m (-10.0% YoY)



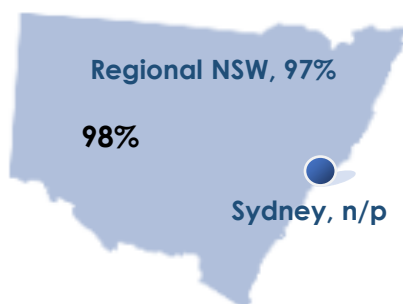
Average spend \$130 per visitor



#8 for visitors
#8 for expenditure
In Regional NSW

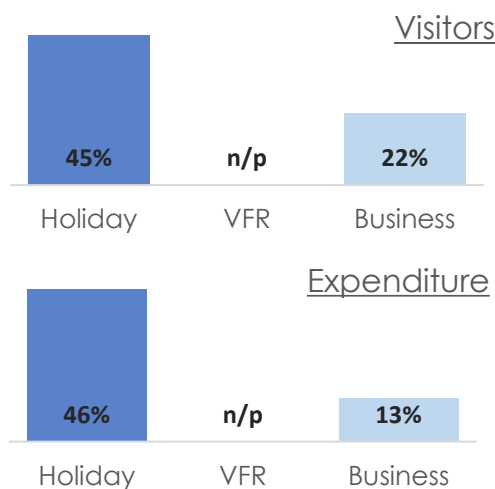
Origin

98% of the visitors to the region came from New South Wales



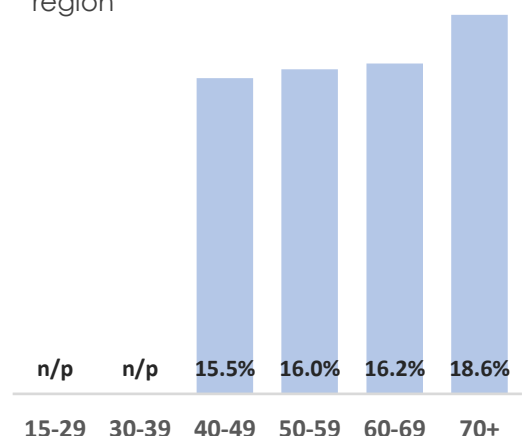
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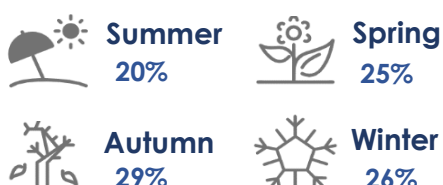


Age

'70 years and over' was the largest age group of the visitors to the region



Travel season*



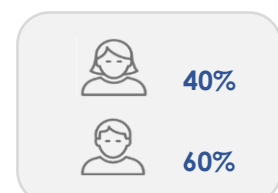
*by month returned from the trip

Transport

Private vehicle or company car



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE