

# Travel to Hunter Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



## OVERVIEW

Domestic - overnight & daytrip	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors ('000)	8,843	8,422	8,774	9,114	9,982	10,182	10,916	12,668	9,215	8,686	-5.7%
Nights ('000)	7,930	7,778	7,803	8,496	8,816	8,909	10,134	11,951	9,160	9,724	6.2%
Expenditure (\$ million)	\$1,782	\$1,851	\$1,986	\$2,098	\$2,181	\$2,366	\$2,579	\$2,811	\$2,112	\$2,527	19.7%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	2,750	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	1.8%
Nights (000)	7,930	7,778	7,803	8,496	8,816	8,909	10,134	11,951	9,160	9,724	6.2%
Average Length of Stay	2.9	2.7	2.7	2.7	2.7	2.5	2.6	2.6	2.8	2.9	4.3%
Expenditure (\$ million)	\$1,189	\$1,306	\$1,296	\$1,471	\$1,459	\$1,638	\$1,769	\$1,955	\$1,567	\$1,806	15.3%
Spend per visitor per night (\$)	\$150	\$168	\$166	\$173	\$166	\$184	\$175	\$164	\$171	\$186	8.6%
Intrastate visitors (000)	2,347	2,458	2,377	2,607	2,810	2,950	3,251	3,797	2,828	2,952	4.4%
Interstate visitors (000)	404	438	465	507	503	563	642	736	423	358	-15.4%
Intrastate nights (000)	6,039	6,071	6,163	6,478	6,954	6,763	7,750	9,015	7,506	8,131	8.3%
Interstate nights (000)	1,891	1,707	1,639	2,019	1,862	2,146	2,384	2,936	1,654	1,593	-3.7%
Intrastate expenditure (\$ million)	\$984	\$1,046	\$1,062	\$1,148	\$1,216	\$1,339	\$1,427	\$1,494	\$1,310	\$1,625	24.1%
Interstate expenditure (\$ million)	\$204	\$259	\$234	\$323	\$243	\$298	\$342	\$461	\$257	\$180	-29.8%

### Purpose of Visit

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	1,168	1,213	1,219	1,336	1,347	1,485	1,616	1,775	1,321	1,546	17.1%
Visiting Friends & Relatives	1,071	1,111	1,118	1,154	1,264	1,292	1,502	1,806	1,258	1,042	-17.2%
Business	397	435	371	470	551	533	628	739	479	489	2.1%
Other	128	150	151	170	172	240	174	234	216	245	13.5%
Total	2,750	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	1.8%

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	3,391	3,643	3,554	3,700	3,595	3,887	4,146	4,603	3,876	4,191	8.1%
Visiting Friends & Relatives	2,809	2,703	2,788	3,093	3,346	3,374	3,960	5,128	3,357	3,073	-8.5%
Business	1,279	993	977	1,436	1,453	1,145	1,533	1,674	1,280	1,559	21.8%
Other	451	439	484	268	422	503	494	547	647	901	39.3%
Total	7,930	7,778	7,803	8,496	8,816	8,909	10,134	11,951	9,160	9,724	6.2%

### Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Regional NSW	1,240	1,324	1,223	1,279	1,329	1,354	1,450	1,746	1,250	1,288	3.1%
Sydney	1,107	1,134	1,154	1,328	1,482	1,596	1,800	2,051	1,578	1,664	5.4%
<b>Total Intrastate</b>	<b>2,347</b>	<b>2,458</b>	<b>2,377</b>	<b>2,607</b>	<b>2,810</b>	<b>2,950</b>	<b>3,251</b>	<b>3,797</b>	<b>2,828</b>	<b>2,952</b>	<b>4.4%</b>
Victoria	157	141	137	171	135	173	166	248	125	126	0.2%
Queensland	156	185	202	213	217	271	300	332	205	155	-24.6%
ACT	n/p	n/p	n/p	n/p	71	53	101	61	52	n/p	-
Other Interstate	58	73	72	65	80	67	75	95	n/p	n/p	-
<b>Total Interstate</b>	<b>404</b>	<b>438</b>	<b>465</b>	<b>507</b>	<b>503</b>	<b>563</b>	<b>642</b>	<b>736</b>	<b>423</b>	<b>358</b>	<b>-15.4%</b>
<b>Grand Total</b>	<b>2,750</b>	<b>2,896</b>	<b>2,842</b>	<b>3,113</b>	<b>3,314</b>	<b>3,513</b>	<b>3,892</b>	<b>4,532</b>	<b>3,251</b>	<b>3,310</b>	<b>1.8%</b>

### Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	535	576	573	752	823	793	965	1,107	764	782	2.4%
30-39	512	451	502	493	543	633	652	818	621	474	-23.7%
40-49	522	617	583	504	523	636	667	636	482	634	31.5%
50-59	512	549	502	615	644	599	683	756	568	599	5.5%
60-69	462	481	419	487	518	515	549	776	543	523	-3.6%
70+	207	222	263	261	263	338	377	440	273	298	8.9%
Total	2,750	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	1.8%

### Travel Party

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Travelling alone	569	771	721	818	932	883	1,043	1,399	930	899	-3.3%
Adult couple	922	853	752	929	952	1,090	1,134	1,254	883	925	4.7%
Family group - parents and children	591	556	541	529	540	584	595	654	523	524	0.0%
Friends or relatives travelling together with(out) children	510	564	696	666	707	738	879	973	747	811	8.5%
Business associates travelling together with(out) spouse	128	125	88	118	159	180	198	224	149	135	-9.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,750	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	1.8%

# Travel to Hunter Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	1,502	1,596	1,700	1,883	1,933	2,197	2,478	2,832	1,842	1,931	4.8%
Visit friends & relatives	1,282	1,375	1,405	1,382	1,493	1,562	1,767	2,195	1,420	1,031	-27.4%
Go to the beach	639	687	650	695	782	844	956	1,315	941	911	-3.1%
Pubs, clubs, discos etc	595	603	609	699	697	769	852	1,044	757	707	-6.6%
Sightseeing/looking around	670	732	719	720	776	791	984	1,120	707	641	-9.3%

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

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Friends or relatives property	3,208	2,944	2,951	3,488	3,471	3,680	4,405	5,499	3,847	3,656	-4.9%
Rented house/apartment/flat or unit	1,340	952	1,012	1,014	1,090	906	882	1,229	1,078	1,228	13.9%
Standard hotel/motor inn (below 4 star)	992	1,040	969	1,197	1,090	1,039	1,246	1,308	956	1,201	25.6%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	2,406	2,536	2,408	2,709	2,834	3,005	3,395	3,882	2,869	3,077	7.3%
Aircraft	183	202	198	203	215	252	270	352	149	101	-31.8%
Railway	75	74	114	109	168	154	139	173	134	81	-39.4%

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	6,093	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	-9.8%
Expenditure (\$ million)	\$593	\$546	\$691	\$628	\$722	\$729	\$810	\$855	\$545	\$722	32.3%
Spend per visitor (\$)	\$97	\$99	\$116	\$105	\$108	\$109	\$115	\$105	\$91	\$134	46.8%

### Main Purpose of Trip

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	2,294	2,214	2,813	2,828	3,141	3,187	3,374	3,552	2,282	2,485	8.9%
Visiting Friends & Relatives	1,976	1,773	1,804	1,743	1,745	1,970	2,078	2,691	1,854	1,449	-21.9%
Business	854	805	586	695	802	614	737	1,086	1,009	743	-26.4%
Other	969	733	729	735	980	898	834	808	818	699	-14.6%
Total	6,093	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	-9.8%

### Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Sydney	1,478	1,868	1,699	1,863	1,937	1,898	2,154	2,457	1,590	1,135	-28.6%
Regional NSW	4,607	3,653	4,233	4,102	4,713	4,757	4,855	5,638	4,355	4,241	-2.6%
<b>Total Intrastate</b>	6,085	5,520	5,932	5,965	6,650	6,655	7,009	8,096	5,946	5,377	-9.6%
<b>Total Interstate</b>	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	6,093	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	-9.8%

### Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	1,143	961	1,017	1,259	1,423	1,041	1,530	1,592	1,090	1,178	8.1%
30-39	1,043	653	1,164	1,105	896	1,258	1,073	1,460	904	779	-13.8%
40-49	1,073	1,128	998	1,084	1,290	1,136	1,042	1,184	843	865	2.7%
50-59	1,131	1,080	1,122	1,181	1,204	1,132	1,280	1,331	1,061	961	-9.4%
60-69	1,038	1,036	1,032	905	1,210	1,071	1,115	1,573	1,361	872	-35.9%
70+	664	668	600	467	646	1,031	983	996	705	720	2.2%
Total	6,093	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	-9.8%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	2,517	2,558	2,490	2,875	3,477	3,088	3,432	4,354	2,683	2,360	-12.0%
Visit friends & relatives	2,194	2,053	2,326	2,147	2,094	2,404	2,369	2,898	2,005	1,102	-45.1%
Go shopping for pleasure	1,130	1,010	1,145	994	1,239	1,192	1,289	1,231	926	866	-6.6%
Sightseeing/looking around	870	827	957	872	1,085	972	985	1,392	782	664	-15.1%
Go to the beach	568	657	600	697	902	766	703	1,151	879	648	-26.3%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	5,801	5,152	5,669	5,711	6,430	6,338	6,713	7,762	5,700	5,156	-9.5%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	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.