

Travel to New England North West 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)	3,220	2,619	2,895	3,161	2,921	3,540	3,366	3,944	2,948	2,893	-1.9%
Nights ('000)	3,851	3,804	3,668	4,001	4,006	4,232	4,526	4,731	3,331	4,300	29.1%
Expenditure (\$ million)	\$699	\$664	\$706	\$730	\$723	\$796	\$932	\$1,014	\$711	\$816	14.7%

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)	1,341	1,285	1,297	1,369	1,438	1,605	1,639	1,753	1,166	1,419	21.7%
Nights (000)	3,851	3,804	3,668	4,001	4,006	4,232	4,526	4,731	3,331	4,300	29.1%
Average Length of Stay	2.9	3.0	2.8	2.9	2.8	2.6	2.8	2.7	2.9	3.0	6.1%
Expenditure (\$ million)	\$417	\$491	\$497	\$495	\$507	\$561	\$658	\$698	\$478	\$606	26.8%
Spend per visitor per night (\$)	\$108	\$129	\$136	\$124	\$126	\$132	\$145	\$148	\$144	\$141	-1.8%
Intrastate visitors (000)	939	932	842	969	963	1,127	1,141	1,237	873	1,028	17.8%
Interstate visitors (000)	402	352	455	400	476	478	498	516	294	391	33.1%
Intrastate nights (000)	2,785	2,373	2,402	2,511	2,652	2,749	3,046	3,356	2,400	3,031	26.3%
Interstate nights (000)	1,066	1,430	1,266	1,490	1,354	1,483	1,480	1,374	931	1,269	36.3%
Intrastate expenditure (\$ million)	\$318	\$354	\$314	\$337	\$335	\$372	\$457	\$496	\$350	\$460	31.3%
Interstate expenditure (\$ million)	\$99	\$137	\$183	\$158	\$171	\$189	\$201	\$202	\$128	\$146	14.4%

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	453	487	449	505	503	547	480	564	331	389	17.7%
Visiting Friends & Relatives	508	404	462	498	486	492	628	586	418	447	7.0%
Business	238	283	264	253	301	379	371	456	312	432	38.6%
Other	158	115	143	137	160	196	184	163	120	159	32.8%
Total	1,341	1,285	1,297	1,369	1,438	1,605	1,639	1,753	1,166	1,419	21.7%

	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	1,449	1,640	1,432	1,456	1,469	1,384	1,433	1,650	1,035	1,081	4.4%
Visiting Friends & Relatives	1,524	1,263	1,377	1,595	1,394	1,510	1,798	1,648	1,177	1,464	24.4%
Business	582	629	635	562	736	882	971	1,076	708	1,384	95.5%
Other	296	272	224	389	407	457	324	356	411	371	-9.9%
Total	3,851	3,804	3,668	4,001	4,006	4,232	4,526	4,731	3,331	4,300	29.1%

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	733	707	646	723	746	856	830	978	683	779	14.0%
Sydney	206	225	196	246	217	270	310	259	189	249	31.7%
Total Intrastate	939	932	842	969	963	1,127	1,141	1,237	873	1,028	17.8%
Victoria	70	68	77	104	77	97	93	95	n/p	n/p	-
Queensland	286	228	320	250	338	322	354	376	196	283	44.1%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	23	37	n/p	33	n/p	46	32	n/p	n/p	n/p	-
Total Interstate	402	352	455	400	476	478	498	516	294	391	33.1%
Grand Total	1,341	1,285	1,297	1,369	1,438	1,605	1,639	1,753	1,166	1,419	21.7%

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	289	154	179	282	258	321	273	341	225	271	20.4%
30-39	211	262	209	157	207	196	228	285	191	259	35.7%
40-49	156	212	225	224	246	302	321	266	184	254	37.9%
50-59	244	239	274	243	243	312	300	262	224	255	13.9%
60-69	296	261	266	303	271	280	311	336	210	226	7.8%
70+	144	156	144	159	213	194	206	264	133	155	16.1%
Total	1,341	1,285	1,297	1,369	1,438	1,605	1,639	1,753	1,166	1,419	21.7%

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	386	300	360	364	447	530	522	572	372	590	58.4%
Adult couple	397	394	338	420	462	434	458	463	326	335	2.6%
Family group - parents and children	281	241	257	238	182	245	245	255	177	188	6.4%
Friends or relatives travelling together with(out) children	212	242	249	260	281	285	279	307	194	205	5.5%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	89	129	91	91	-0.7%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,341	1,285	1,297	1,369	1,438	1,605	1,639	1,753	1,166	1,419	21.7%

Travel to New England North West 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	625	622	715	734	720	834	902	964	509	619	21.5%	
Visit friends & relatives	592	493	549	610	575	611	680	779	443	393	-11.2%	
Pubs, clubs, discos etc	237	299	316	348	287	346	436	458	322	319	-1.0%	
Sightseeing/looking around	280	259	215	274	279	268	327	313	190	180	-5.4%	
Bushwalking / rainforest walks	119	87	111	113	94	164	179	181	107	168	56.0%	

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	1,644	1,484	1,460	1,704	1,550	1,680	1,698	1,727	1,433	1,512	5.5%	
Standard hotel/motor inn (below 4 star)	673	746	809	672	844	722	910	899	681	971	42.6%	
Caravan park or commercial camping ground	609	557	604	637	504	473	820	551	363	395	8.8%	

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	1,211	1,096	1,153	1,212	1,250	1,383	1,412	1,517	1,076	1,326	23.1%	
Aircraft	n/p	78	n/p	n/p	86	113	114	98	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 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)	1,879	1,334	1,598	1,792	1,483	1,935	1,726	2,191	1,782	1,474	-17.3%
Expenditure (\$ million)*	\$282	\$173	\$208	\$235	\$217	\$235	\$274	\$316	\$233	\$210	-10.1%
Spend per visitor (\$)	\$150	\$129	\$130	\$131	\$146	\$121	\$159	\$144	\$131	\$142	8.7%

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	878	509	636	784	724	690	711	927	766	600	-21.6%	
Visiting Friends & Relatives	263	266	n/p	428	n/p	486	374	543	261	n/p	-	
Business	n/p	n/p	n/p	166	n/p	n/p	n/p	357	365	303	-16.9%	
Other	500	360	423	414	299	520	362	364	390	381	-2.2%	
Total	1,879	1,334	1,598	1,792	1,483	1,935	1,726	2,191	1,782	1,474	-17.3%	

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Regional NSW	1,715	1,228	1,427	1,695	1,383	1,759	1,573	1,911	1,669	1,453	-13.0%	
Total Intrastate	1,780	1,258	1,456	1,756	1,404	1,814	1,615	2,059	1,720	1,459	-15.2%	
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	1,879	1,334	1,598	1,792	1,483	1,935	1,726	2,191	1,782	1,474	-17.3%	

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	502	n/p	n/p	-	
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	354	n/p	-	
40-49	401	n/p	n/p	n/p	n/p	n/p	n/p	362	n/p	244	-	
50-59	338	292	n/p	355	233	388	417	369	384	n/p	-	
60-69	273	268	n/p	364	295	422	295	421	270	n/p	-	
70+	192	229	n/p	n/p	309	318	252	328	n/p	357	-	
Total	1,879	1,334	1,598	1,792	1,483	1,935	1,726	2,191	1,782	1,474	-17.3%	

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	716	480	546	586	688	894	836	1059	696	426	-38.8%	
Visit friends & relatives	411	336	481	569	433	643	409	565	371	n/p	-	
Go shopping for pleasure	617	357	282	545	331	416	393	456	355	n/p	-	
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 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	1,849	1,296	1,534	1,769	1,465	1,909	1,642	2,131	1,741	1,465	-15.8%	
Rental car	-	-	-	n/p	-	-	-	n/p	n/p	n/p	-	
n/a	-	-	-	-	-	-	-	-	-	-	-	

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

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