

# Hunter Visitor Profile

Year ended September 2021

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



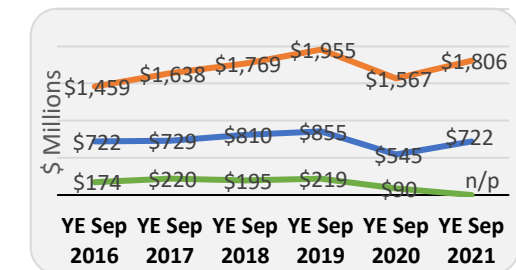
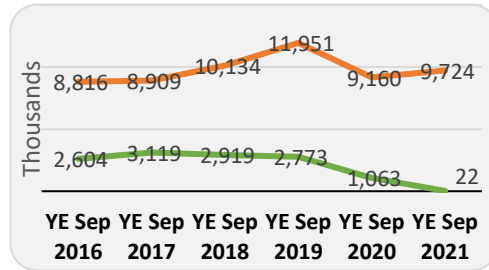
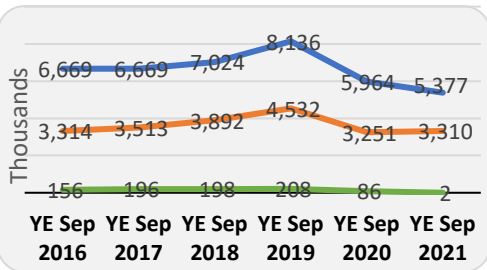
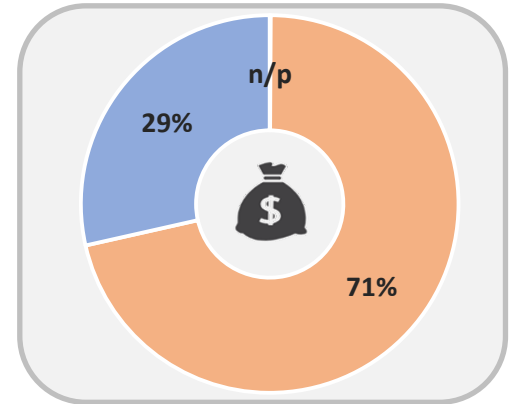
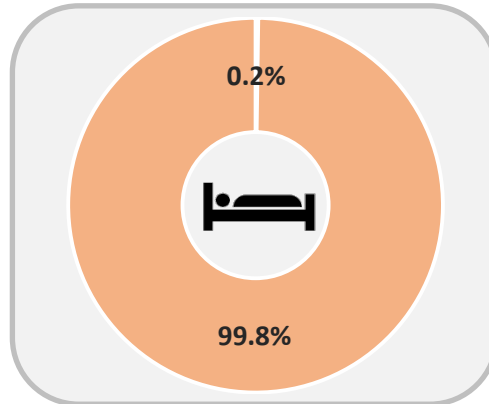
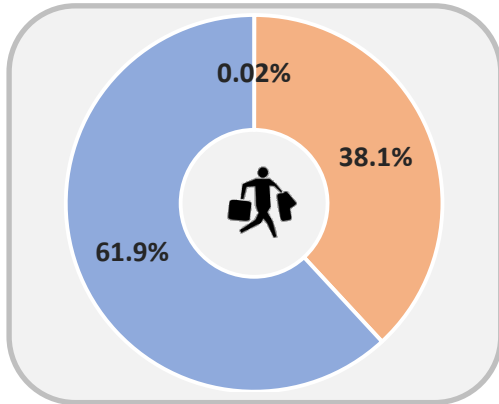
Icons sourced from www.easil.ly

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

## TOTAL DOMESTIC & INTERNATIONAL



International travel Domestic overnight travel Domestic daytrip travel



## Domestic overnight travel

Visitors: 3.3m (+1.8% YoY)  
Nights: 9.7m (+6.2% YoY)  
Expenditure: \$1.8bn (+15.3% YoY)



Average spend  
\$186 per night  
\$546 per visitor



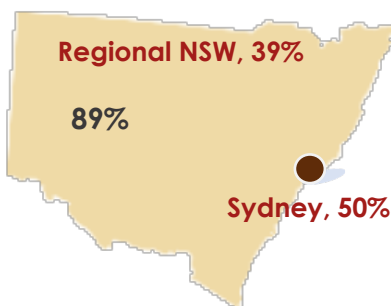
Average length of stay:  
2.9 nights



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

### Origin

89% of the visitors came from within New South Wales



### Travel party

28% of the visitors were adult couple



Unaccompanied  
27%



Adult couple  
28%



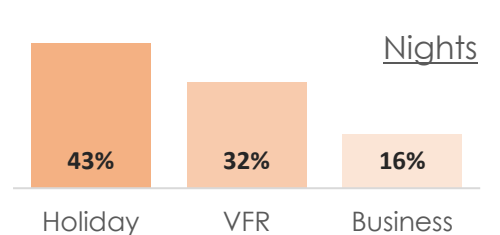
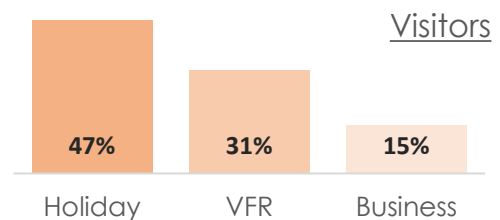
Family group  
16%



Friends and/or relatives  
24%

### 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, 3%

### Gender

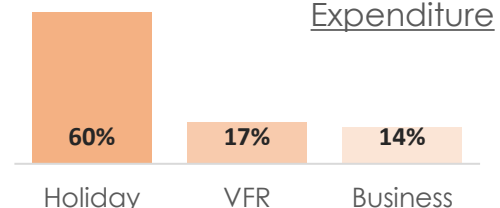


51%



49%

### Expenditure



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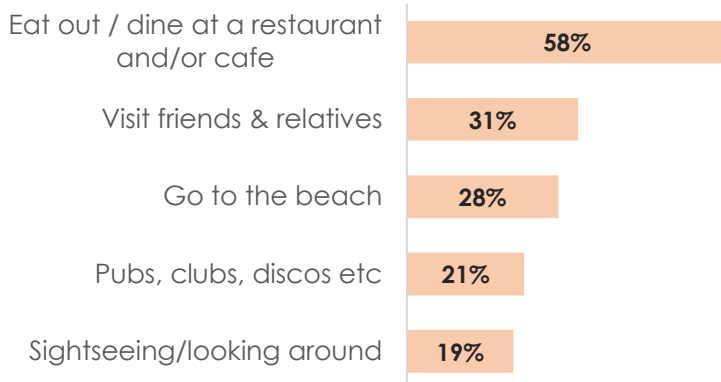
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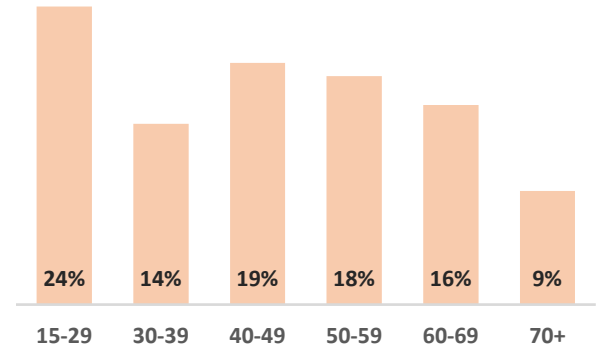
Icons sourced from www.easil.ly

## Top 5 activities

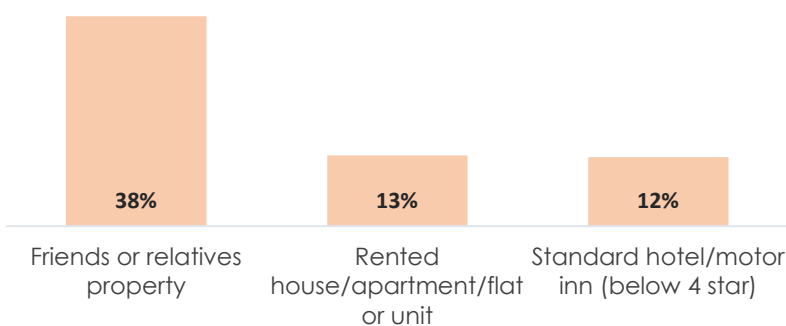


## Age

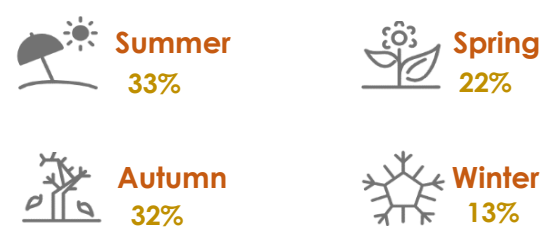
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 5.4m (-9.8% YoY)  
Expenditure: \$721.6m (+32.3% YoY)



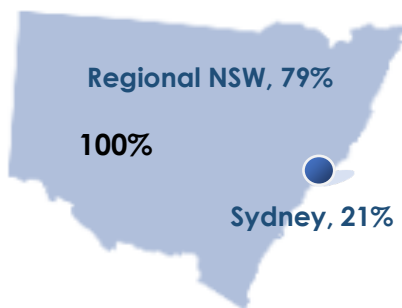
Average spend \$134 per visitor



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

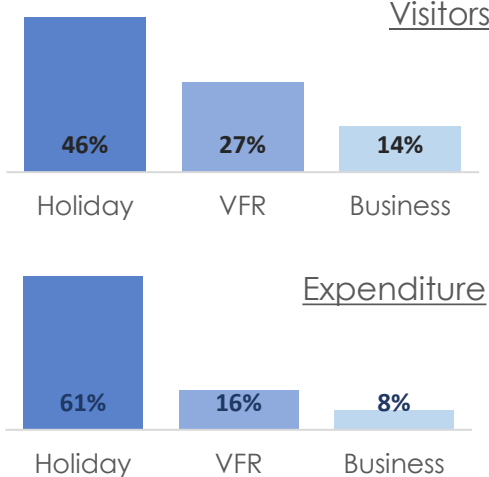
## Origin

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



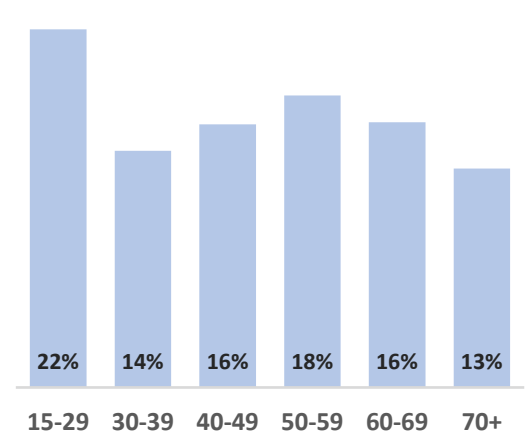
## Purpose of visit

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

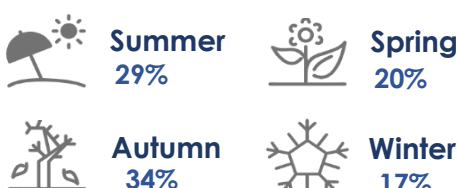


## Age

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

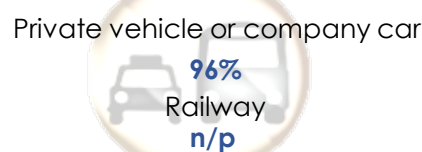


## Travel season\*

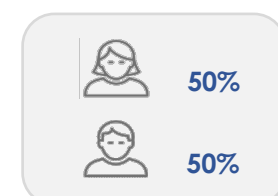


\*by month returned from the trip

## Transport



## Gender



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

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