

New England North West Visitor Profile

Year ended December 2021

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

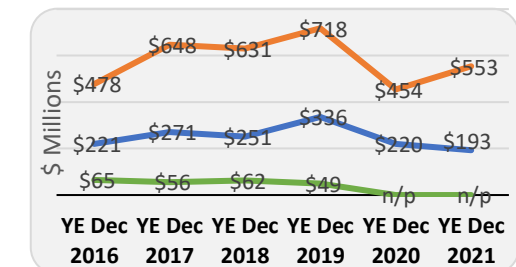
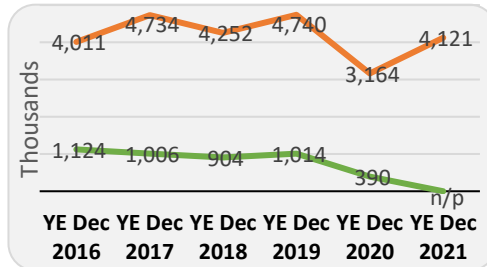
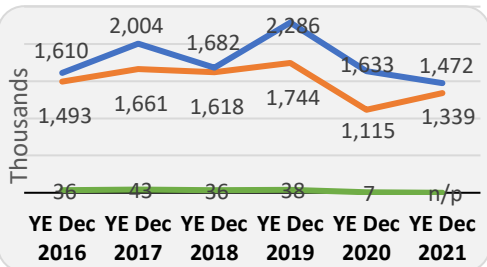
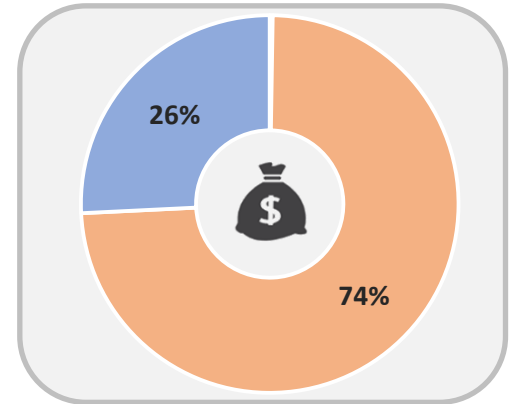
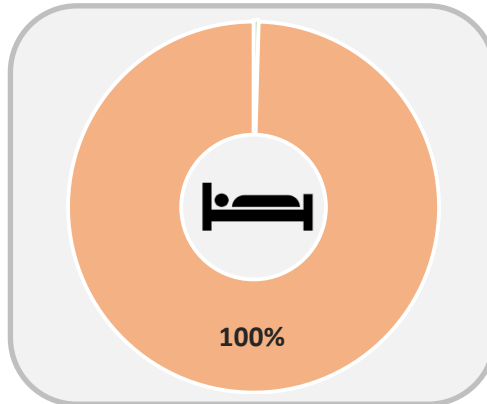
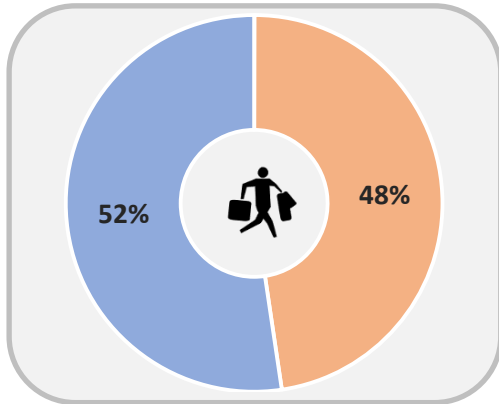


Icons sourced from www.easli.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.3m (+20.1% YoY)
Nights: 4.1m (+30.3% YoY)
Expenditure: \$553.4m (+21.8% YoY)

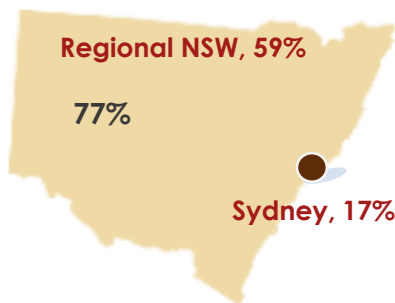
Average spend
\$134 per night
\$413 per visitor

Average length of stay:
3.1 nights

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

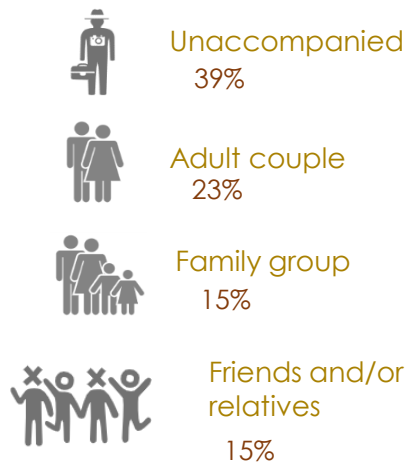
Origin

77% of the visitors came from within New South Wales



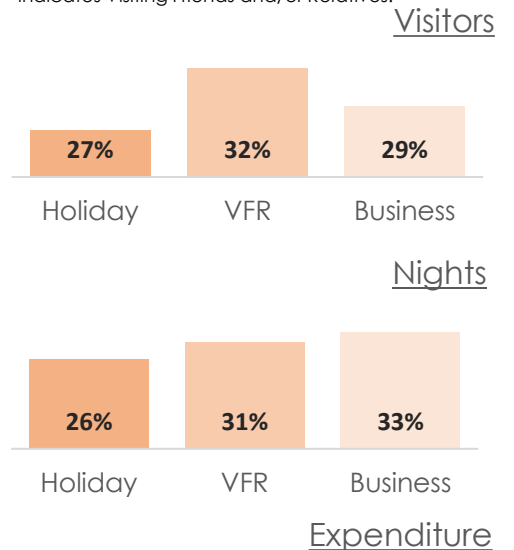
Travel party

39% of the visitors were travelling alone



Purpose of visit

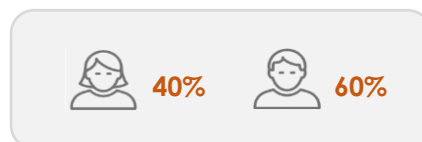
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

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

Gender



New England North West Visitor Profile

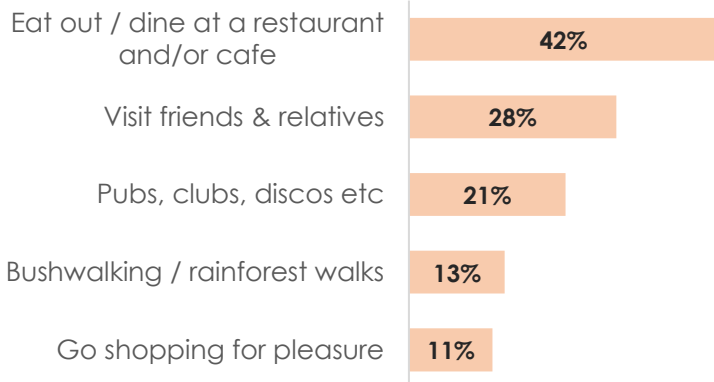
Year ended December 2021

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



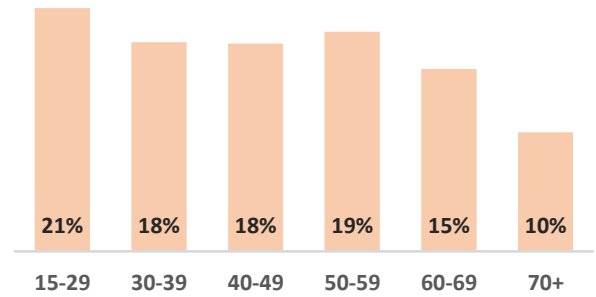
Icons sourced from www.easii.ly

Top 5 activities

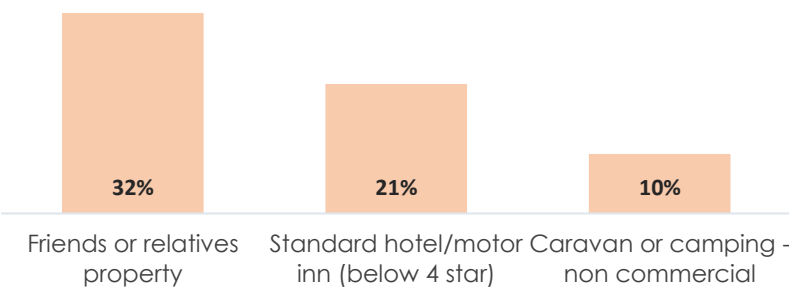


Age

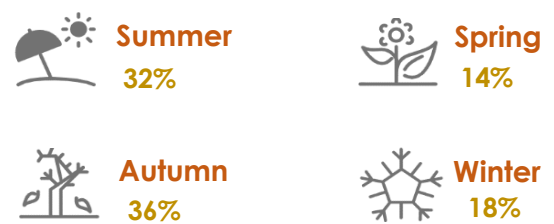
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.5m (-9.8% YoY)
Expenditure: \$192.8m (-12.2% YoY)



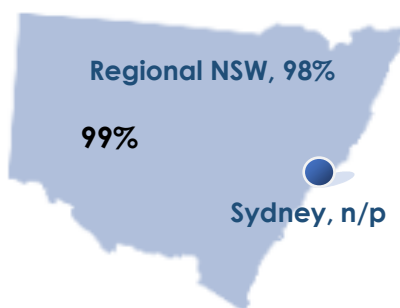
Average spend \$131 per visitor



#8 for visitors
#8 for expenditure
In Regional NSW

Origin

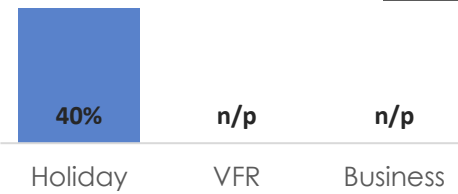
99% of the visitors to the region came from New South Wales



Purpose of visit

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

Visitors

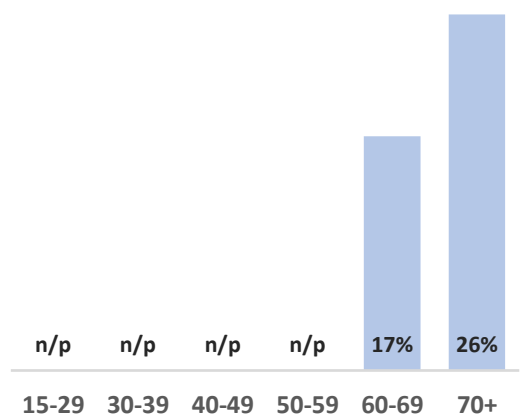


Expenditure

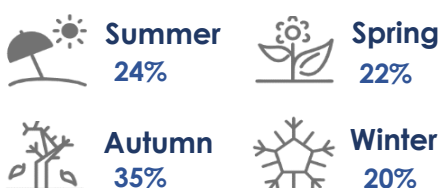


Age

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



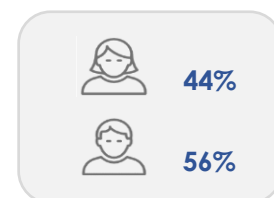
Travel season*



Transport

Private vehicle or company car 99%
Rental car n/p

Gender



*by month returned from the trip

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