

Travel to Hunter Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors ('000)	8,847	8,278	8,944	9,453	9,972	10,555	10,880	13,056	8,440	8,408	-0.4%
Nights ('000)	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	9,353	10.3%
Expenditure (\$ million)	\$1,796	\$1,839	\$1,999	\$2,176	\$2,166	\$2,504	\$2,517	\$2,962	\$2,091	\$2,276	8.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	0.1%
Nights (000)	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	9,353	10.3%
Average Length of Stay	2.9	2.6	2.8	2.7	2.6	2.5	2.7	2.7	2.8	3.0	10.1%
Expenditure (\$ million)	\$1,209	\$1,252	\$1,334	\$1,504	\$1,446	\$1,726	\$1,754	\$2,104	\$1,530	\$1,611	5.3%
Spend per visitor per night (\$)	\$148	\$174	\$161	\$176	\$165	\$189	\$166	\$171	\$180	\$172	-4.5%
Intrastate visitors (000)	2,344	2,362	2,505	2,639	2,807	3,138	3,237	3,831	2,834	2,737	-3.4%
Interstate visitors (000)	438	396	470	510	532	580	676	790	243	343	41.0%
Intrastate nights (000)	6,289	5,737	6,503	6,662	6,701	7,010	7,877	9,333	7,496	7,665	2.3%
Interstate nights (000)	1,887	1,472	1,768	1,895	2,039	2,126	2,701	2,991	986	1,687	71.0%
Intrastate expenditure (\$ million)	\$960	\$1,023	\$1,103	\$1,208	\$1,170	\$1,431	\$1,365	\$1,600	\$1,406	\$1,440	2.4%
Interstate expenditure (\$ million)	\$249	\$229	\$231	\$295	\$277	\$294	\$389	\$503	\$124	\$171	38.0%

Purpose of Visit

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	1,195	1,171	1,282	1,359	1,413	1,535	1,584	1,768	1,383	1,381	-0.2%
Visiting Friends & Relatives	1,072	1,070	1,127	1,178	1,251	1,417	1,491	1,879	1,105	1,004	-9.1%
Business	390	393	432	468	513	551	687	745	391	492	25.8%
Other	130	138	147	166	180	250	177	255	217	219	1.0%
Total	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	0.1%

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	3,471	3,519	3,803	3,635	3,801	3,835	4,152	4,833	3,893	3,900	0.2%
Visiting Friends & Relatives	2,715	2,592	2,870	3,131	3,244	3,630	4,232	5,118	2,920	3,098	6.1%
Business	1,494	678	1,221	1,430	1,317	1,164	1,677	1,753	1,030	1,539	49.4%
Other	496	420	376	361	378	506	517	620	639	815	27.6%
Total	8,176	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	9,353	10.3%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Regional NSW	1,273	1,302	1,262	1,264	1,334	1,438	1,437	1,790	1,160	1,257	8.4%
Sydney	1,071	1,060	1,243	1,374	1,473	1,700	1,800	2,041	1,673	1,480	-11.6%
Total Intrastate	2,344	2,362	2,505	2,639	2,807	3,138	3,237	3,831	2,834	2,737	-3.4%
Victoria	178	106	136	168	161	170	174	275	n/p	134	-
Queensland	168	188	207	207	228	276	332	346	124	131	5.9%
ACT	n/p	n/p	60	66	55	71	96	64	n/p	n/p	-
Other Interstate	55	71	67	69	88	63	74	106	n/p	n/p	-
Total Interstate	438	396	470	510	532	580	676	790	243	343	41.0%
Grand Total	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	0.1%

Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
15-29	567	492	678	778	789	813	995	1,137	762	713	-6.5%
30-39	439	467	515	512	553	688	726	804	480	518	7.7%
40-49	542	605	588	441	562	667	636	671	503	547	8.8%
50-59	550	496	531	632	639	642	690	761	543	536	-1.3%
60-69	469	467	396	535	487	568	491	809	526	500	-4.8%
70+	214	232	267	250	309	341	375	438	262	266	1.6%
Total	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	0.1%

Travel Party

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Travelling alone	622	693	795	809	946	965	1,088	1,378	870	918	5.6%
Adult couple	890	781	847	897	996	1,183	1,060	1,249	886	795	-10.2%
Family group - parents and children	580	546	541	560	499	556	651	707	477	481	0.8%
Friends or relatives travelling together with(out) children	556	593	655	686	723	800	870	1,003	750	720	-4.0%
Business associates travelling together with(out) spouse	105	114	97	139	147	177	206	260	83	146	75.4%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,782	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	0.1%

Travel to Hunter Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Eat out / dine at a restaurant and/or cafe	1,493	1,536	1,766	1,883	2,020	2,317	2,503	2,980	1,591	1,756	10.4%
Visit friends & relatives	1,286	1,335	1,436	1,376	1,496	1,654	1,825	2,249	1,202	928	-22.8%
Go to the beach	630	663	683	778	749	855	1,078	1,333	876	793	-9.5%
Pubs, clubs, discos etc	591	543	643	742	732	742	920	1,144	629	580	-7.8%
Sightseeing/looking around	686	702	675	739	853	847	966	1,089	650	563	-13.3%

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

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Friends or relatives property	3,173	2,764	3,171	3,448	3,367	3,938	4,635	5,460	3,605	3,442	-4.5%
Standard hotel/motor inn (below 4 star)	965	1,035	951	1,215	1,060	1,096	1,242	1,419	751	1,366	82.0%
Rented house/apartment/flat or unit	1,401	885	1,034	1,114	996	947	995	1,324	978	1,185	21.1%

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	2,426	2,405	2,571	2,692	2,868	3,225	3,389	3,878	2,851	2,849	-0.1%
Aircraft	200	168	182	216	231	248	287	401	n/p	88	-
Railway	78	83	119	138	132	148	152	215	88	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	-0.7%
Expenditure (\$ million)	\$586	\$587	\$665	\$673	\$720	\$779	\$763	\$859	\$561	\$666	18.6%
Spend per visitor (\$)	\$97	\$106	\$111	\$107	\$109	\$114	\$109	\$102	\$105	\$125	19.4%

Main Purpose of Trip

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	2,262	2,365	2,833	2,952	3,111	3,268	3,321	3,601	2,111	2,396	13.5%
Visiting Friends & Relatives	1,919	1,883	1,684	1,819	1,841	2,014	2,046	2,767	1,651	1,330	-19.5%
Business	889	643	699	714	772	566	866	1,192	838	851	1.5%
Other	996	628	752	819	910	989	733	876	764	751	-1.7%
Total	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	-0.7%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Sydney	1,595	1,828	1,753	1,937	1,816	2,070	2,106	2,509	1,293	1,094	-15.3%
Regional NSW	4,462	3,687	4,198	4,349	4,798	4,752	4,843	5,880	4,061	4,232	4.2%
Total Intrastate	6,058	5,515	5,951	6,286	6,614	6,823	6,949	8,388	5,354	5,327	-0.5%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	-0.7%

Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
15-29	996	937	1,224	1,267	1,271	1,320	1,380	1,612	1,003	1,345	34.1%
30-39	1,047	825	990	1,123	939	1,269	1,096	1,556	762	814	6.8%
40-49	1,009	1,100	1,079	1,161	1,306	1,076	1,087	1,072	903	715	-20.8%
50-59	1,238	910	1,209	1,169	1,207	1,175	1,273	1,349	931	1,012	8.7%
60-69	1,093	1,073	924	1,052	1,232	959	1,158	1,794	1,130	756	-33.1%
70+	684	674	541	532	678	1,038	973	1,054	634	685	8.1%
Total	6,066	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	-0.7%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Eat out / dine at a restaurant and/or cafe	2,462	2,574	2,524	3,055	3,372	3,224	3,672	4,347	2,330	2,086	-10.5%
Visit friends & relatives	2,126	2,115	2,316	2,103	2,246	2,403	2,399	2,948	1,634	1,055	-35.4%
Go shopping for pleasure	1,062	1,074	1,074	1,065	1,237	1,221	1,296	1,278	751	939	25.0%
Sightseeing/looking around	880	907	938	897	992	965	1,162	1,300	673	608	-9.7%
Go to the beach	574	680	688	788	735	848	760	1,226	717	582	-18.9%

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	5,771	5,156	5,708	5,988	6,349	6,547	6,700	7,984	5,139	5,123	-0.3%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	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.