

Hunter Visitor Profile

Year ended March 2022



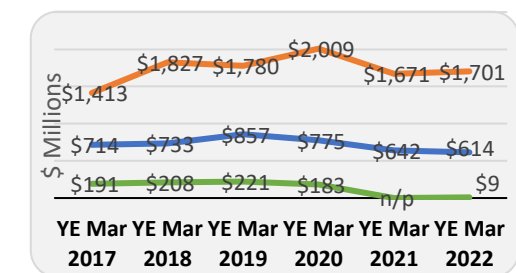
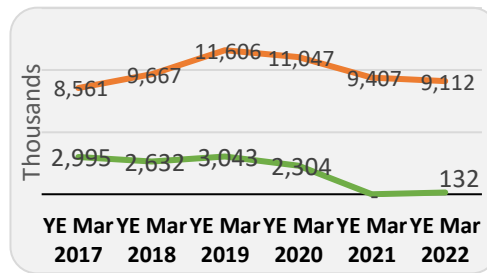
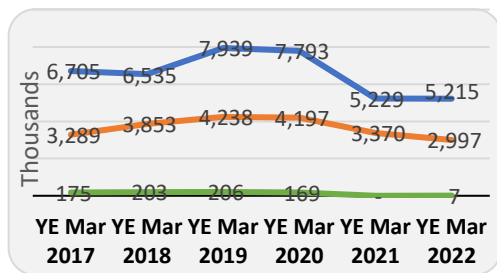
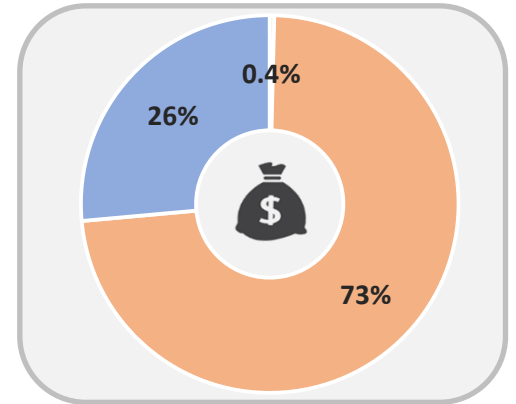
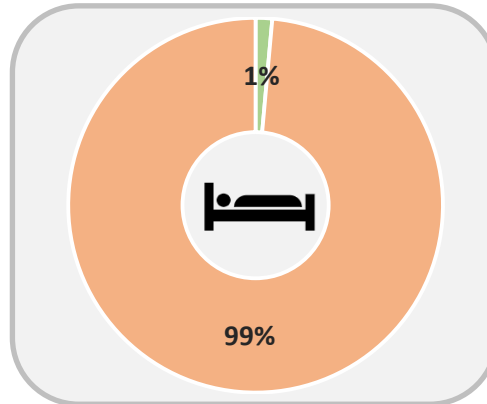
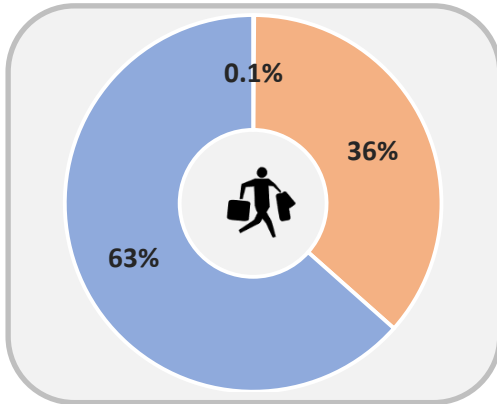
Source: National and International Visitor Surveys, Tourism Research Australia.

Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 3.0m (-11.1% YoY)
Nights: 9.1m (-3.1% YoY)
Expenditure: \$1.7bn (+1.8% YoY)

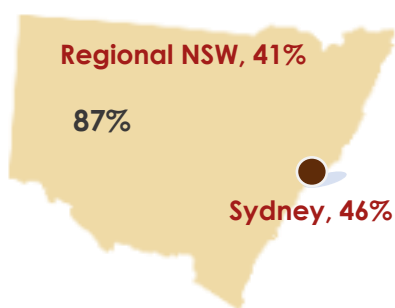
Average spend
\$187 per night
\$568 per visitor

Average length of stay:
3.0 nights

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

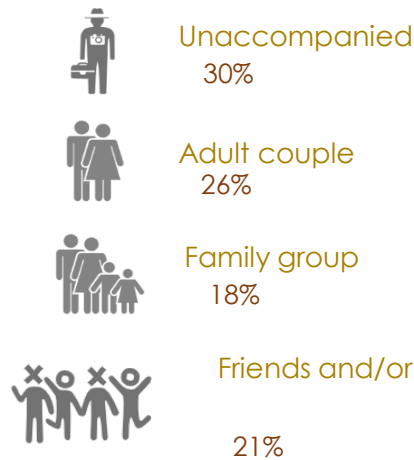
Origin

87% of the visitors came from within New South Wales



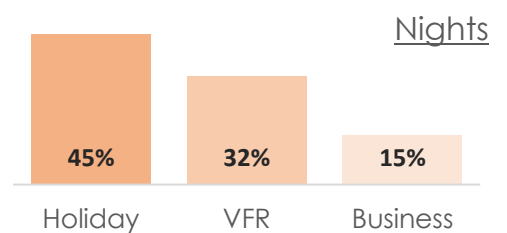
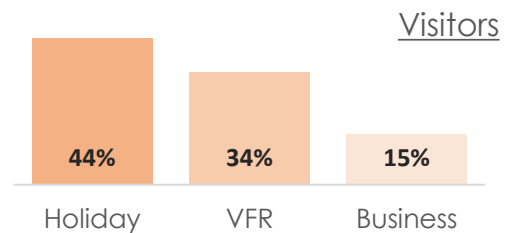
Travel party

30% 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.



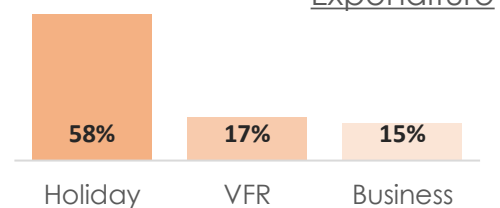
Transport

Private vehicle or company car, 91%
Aircraft, 5%

Gender



Expenditure



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.

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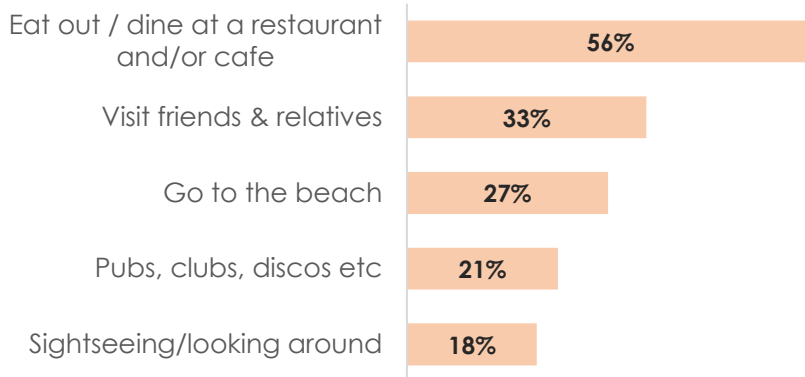
Year ended March 2022



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

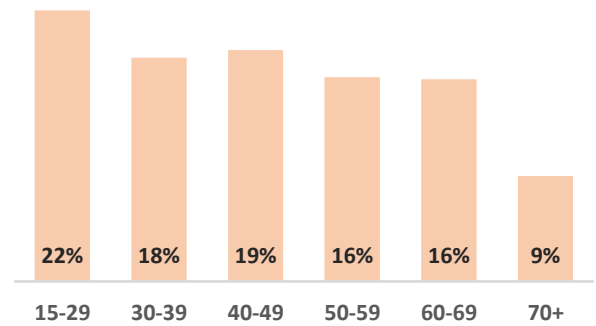
Icons sourced from www.easil.ly

Top 5 activities

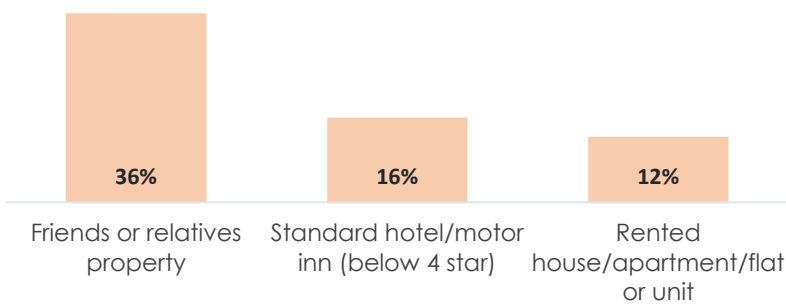


Age

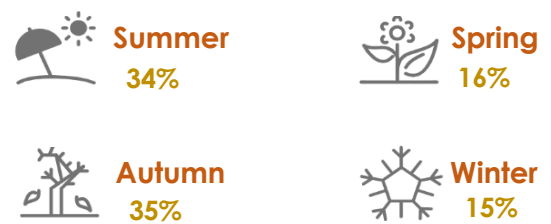
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 5.2m (-0.3% YoY)
Expenditure: \$614.4m (-4.3% YoY)



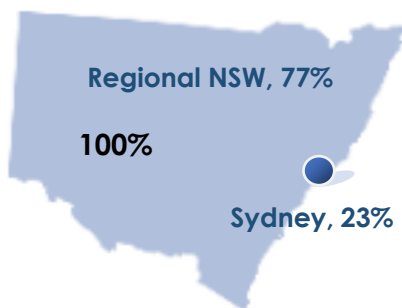
Average spend
\$118 per visitor



#1 for visitors
#2 for expenditure
In Regional NSW

Origin

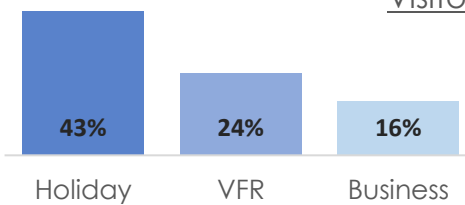
100% of the visitors to the region came from New South Wales



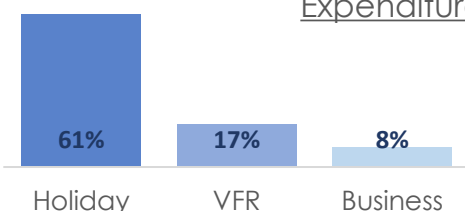
Purpose of visit

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Visitors

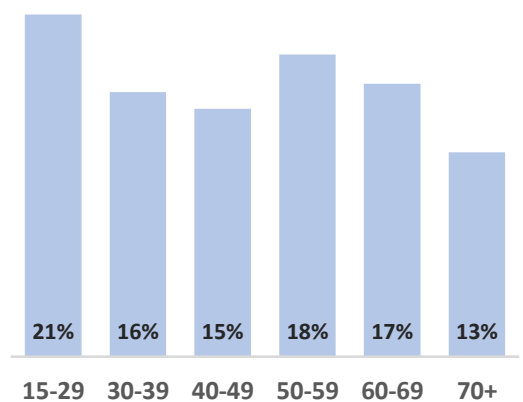


Expenditure

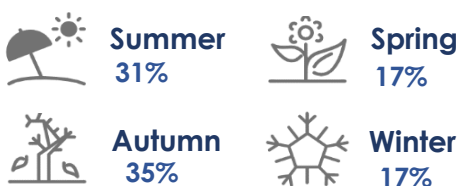


Age

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



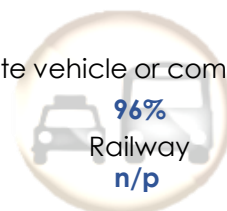
Travel season*



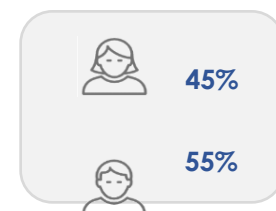
*by month returned from the trip

Transport

Private vehicle or company car



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE