

# New England North West Visitor Profile

Year ended March 2022

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

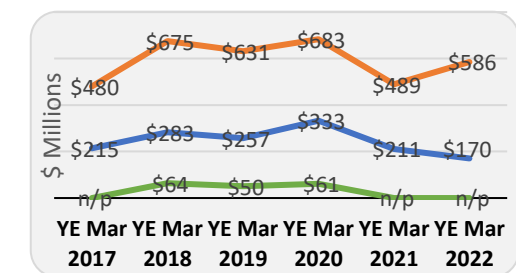
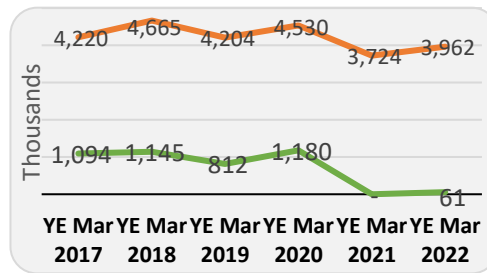
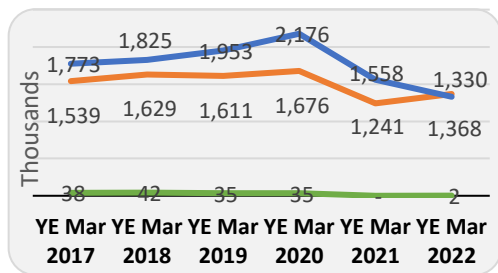
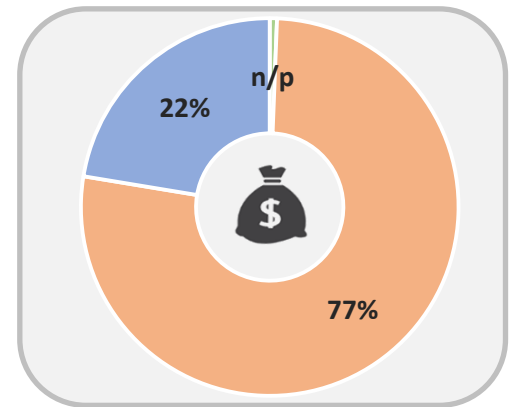
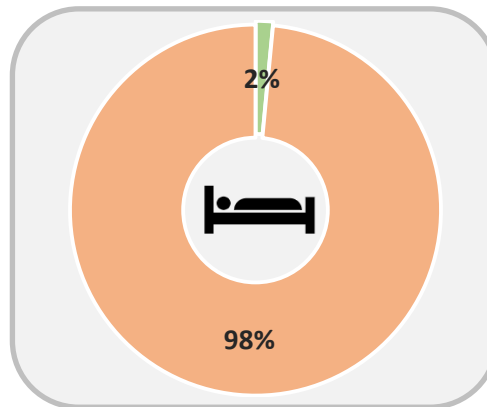
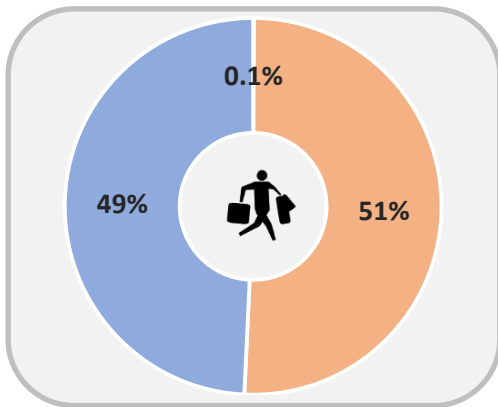


Icons sourced from www.easli.ly

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 1.4m (+10.2% YoY)  
Nights: 4.0m (+6.4% YoY)  
Expenditure: \$585.8m (+19.7% YoY)



Average spend  
\$148 per night  
\$428 per visitor



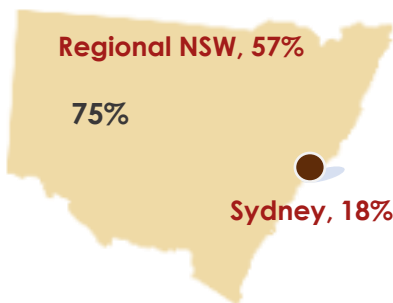
Average length of stay:  
2.9 nights



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

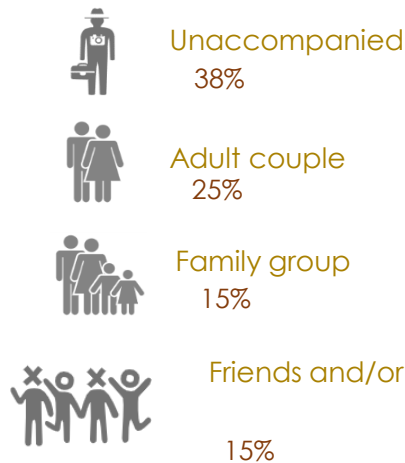
### Origin

75% of the visitors came from within New South Wales



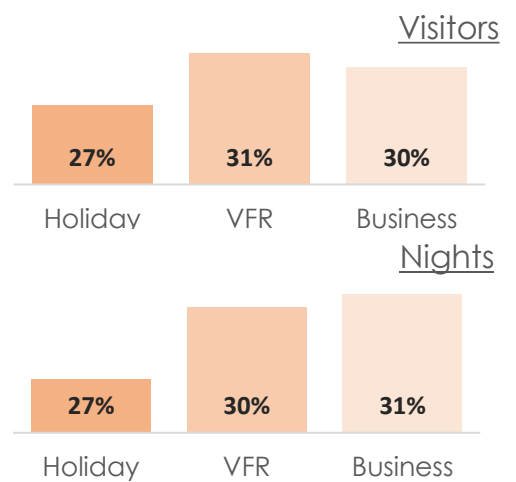
### Travel party

38% of the visitors were travelling alone



### Purpose of visit

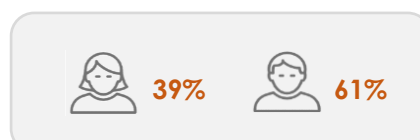
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



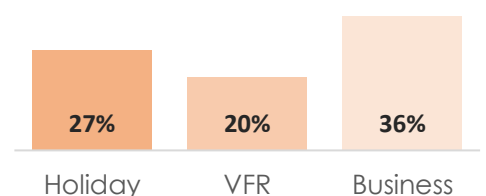
### Transport

Private vehicle or company car, 94%  
Aircraft, n/p

### 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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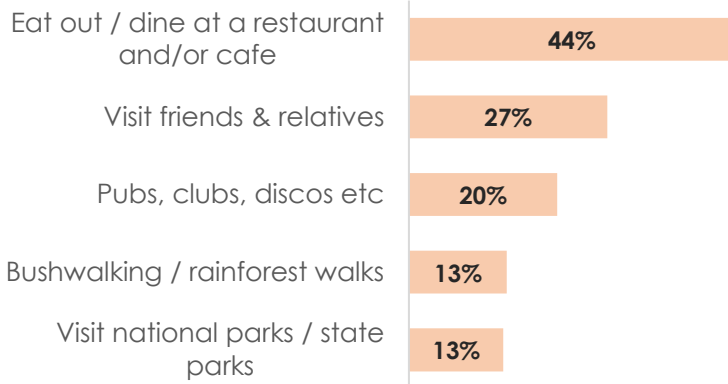
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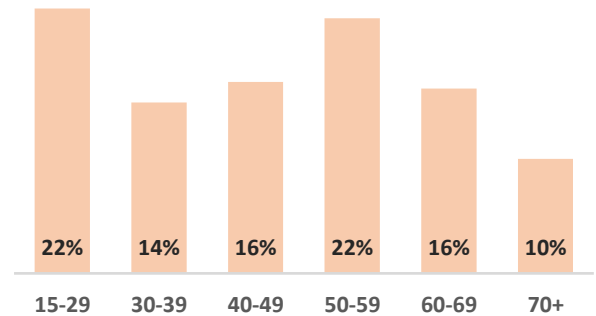
Icons sourced from www.easil.ly

## Top 5 activities

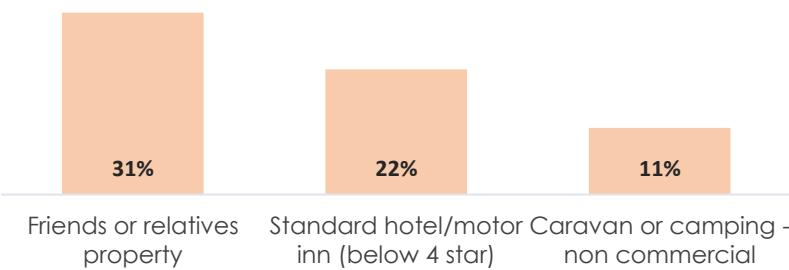


## Age

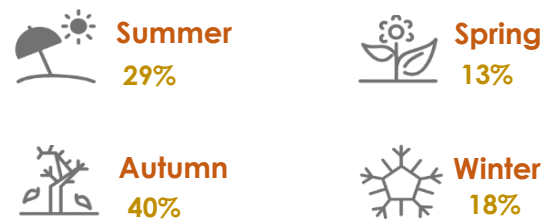
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 1.3m (-14.7% YoY)  
Expenditure: \$170.4m (-19.2% YoY)



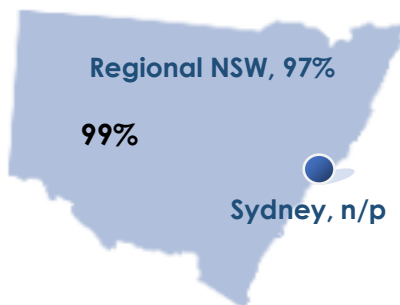
Average spend \$128 per visitor



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

## Origin

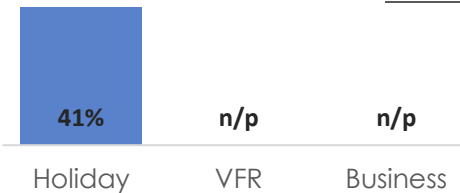
99% of the visitors to the region came from New South Wales



## Purpose of visit

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

### Visitors

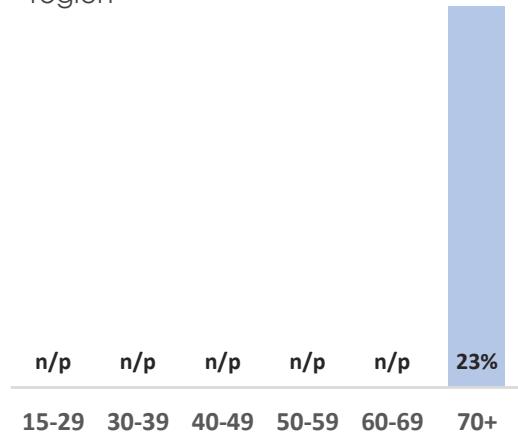


### Expenditure

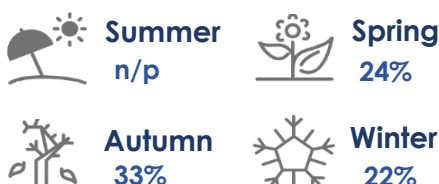


## Age

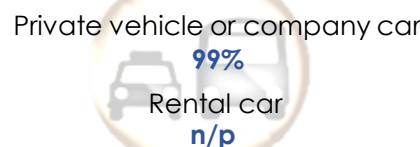
'70 years and over' was the largest age group of the visitors to the region



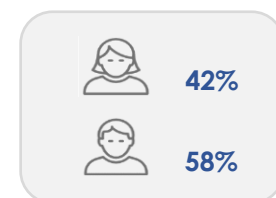
## Travel season\*



## Transport



## 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**