

Travel to Hunter Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



OVERVIEW

| Domestic - overnight & daytrip | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | % change YE Mar22 vs. YE Mar21 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors ('000) | 8,518 | 8,056 | 9,257 | 9,570 | 9,994 | 10,388 | 12,178 | 11,990 | 8,599 | 8,212 | -4.5% |
| Nights ('000) | 7,770 | 7,581 | 8,477 | 8,329 | 8,561 | 9,667 | 11,606 | 11,047 | 9,407 | 9,112 | -3.1% |
| Expenditure (\$ million) | \$1,731 | \$1,937 | \$2,042 | \$2,206 | \$2,128 | \$2,560 | \$2,637 | \$2,784 | \$2,313 | \$2,315 | 0.1% |

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | % change YE Mar22 vs. YE Mar21 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors (000) | 2,791 | 2,837 | 3,023 | 3,152 | 3,289 | 3,853 | 4,238 | 4,197 | 3,370 | 2,997 | -11.1% |
| Nights (000) | 7,770 | 7,581 | 8,477 | 8,329 | 8,561 | 9,667 | 11,606 | 11,047 | 9,407 | 9,112 | -3.1% |
| Average Length of Stay | 2.8 | 2.7 | 2.8 | 2.6 | 2.6 | 2.5 | 2.7 | 2.6 | 2.8 | 3.0 | 8.9% |
| Expenditure (\$ million) | \$1,205 | \$1,336 | \$1,362 | \$1,518 | \$1,413 | \$1,827 | \$1,780 | \$2,009 | \$1,671 | \$1,701 | 1.8% |
| Spend per visitor per night (\$) | \$155 | \$176 | \$161 | \$182 | \$165 | \$189 | \$153 | \$182 | \$178 | \$187 | 5.1% |
| Intrastate visitors (000) | 2,358 | 2,415 | 2,546 | 2,632 | 2,768 | 3,239 | 3,562 | 3,472 | 3,082 | 2,610 | -15.3% |
| Interstate visitors (000) | 433 | 422 | 477 | 519 | 520 | 614 | 676 | 725 | 288 | 387 | 34.4% |
| Intrastate nights (000) | 6,170 | 6,059 | 6,616 | 6,574 | 6,448 | 7,395 | 8,898 | 8,237 | 8,214 | 7,500 | -8.7% |
| Interstate nights (000) | 1,600 | 1,522 | 1,861 | 1,754 | 2,114 | 2,272 | 2,708 | 2,810 | 1,193 | 1,612 | 35.1% |
| Intrastate expenditure (\$ million) | \$974 | \$1,109 | \$1,094 | \$1,246 | \$1,142 | \$1,480 | \$1,406 | \$1,540 | \$1,531 | \$1,483 | -3.1% |
| Interstate expenditure (\$ million) | \$232 | \$227 | \$268 | \$273 | \$272 | \$347 | \$373 | \$469 | \$139 | \$218 | 56.3% |

Purpose of Visit

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Holiday | 1,156 | 1,175 | 1,361 | 1,355 | 1,335 | 1,605 | 1,762 | 1,536 | 1,570 | 1,333 | -15.1% |
| Visiting Friends & Relatives | 1,078 | 1,112 | 1,118 | 1,186 | 1,246 | 1,460 | 1,626 | 1,727 | 1,144 | 1,027 | -10.3% |
| Business | 416 | 416 | 428 | 458 | 504 | 621 | 668 | 714 | 439 | 459 | 4.6% |
| Other | 146 | 151 | 128 | 173 | 224 | 203 | 211 | 246 | 230 | 199 | -13.3% |
| Total | 2,791 | 2,837 | 3,023 | 3,152 | 3,289 | 3,853 | 4,238 | 4,197 | 3,370 | 2,997 | -11.1% |

| | Nights (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Holiday | 3,287 | 3,575 | 4,031 | 3,502 | 3,628 | 3,960 | 4,712 | 4,093 | 4,459 | 4,092 | -8.2% |
| Visiting Friends & Relatives | 2,741 | 2,653 | 2,986 | 3,093 | 3,195 | 3,723 | 4,846 | 4,546 | 3,221 | 2,942 | -8.7% |
| Business | 1,212 | 836 | 1,196 | 1,362 | 1,310 | 1,442 | 1,514 | 1,773 | 1,096 | 1,343 | 22.5% |
| Other | 530 | 518 | 264 | 372 | 429 | 542 | 534 | 635 | 631 | 735 | 16.5% |
| Total | 7,770 | 7,581 | 8,477 | 8,329 | 8,561 | 9,667 | 11,606 | 11,047 | 9,407 | 9,112 | -3.1% |

Origin

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|-------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Regional NSW | 1,277 | 1,374 | 1,215 | 1,257 | 1,266 | 1,509 | 1,588 | 1,647 | 1,256 | 1,218 | -3.0% |
| Sydney | 1,081 | 1,040 | 1,331 | 1,376 | 1,503 | 1,730 | 1,975 | 1,826 | 1,826 | 1,392 | -23.8% |
| Total Intrastate | 2,358 | 2,415 | 2,546 | 2,632 | 2,768 | 3,239 | 3,562 | 3,472 | 3,082 | 2,610 | -15.3% |
| Victoria | 161 | 141 | 134 | 145 | 168 | 149 | 212 | 250 | n/p | 132 | - |
| Queensland | 181 | 180 | 199 | 221 | 239 | 312 | 300 | 327 | 136 | 163 | 19.6% |
| ACT | n/p | n/p | 61 | 73 | n/p | 87 | 86 | 61 | n/p | 59 | - |
| Other Interstate | 61 | 65 | 82 | 80 | 69 | 66 | 78 | 88 | n/p | n/p | - |
| Total Interstate | 433 | 422 | 477 | 519 | 520 | 614 | 676 | 725 | 288 | 387 | 34.4% |
| Grand Total | 2,791 | 2,837 | 3,023 | 3,152 | 3,289 | 3,853 | 4,238 | 4,197 | 3,370 | 2,997 | -11.1% |

Age

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|-------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| 15-29 | 554 | 586 | 701 | 758 | 739 | 882 | 1,103 | 977 | 888 | 656 | -26.1% |
| 30-39 | 454 | 473 | 492 | 536 | 591 | 679 | 753 | 743 | 519 | 542 | 4.4% |
| 40-49 | 551 | 630 | 523 | 490 | 557 | 676 | 670 | 590 | 560 | 560 | 0.0% |
| 50-59 | 542 | 518 | 543 | 633 | 617 | 683 | 678 | 739 | 574 | 495 | -13.9% |
| 60-69 | 462 | 420 | 464 | 510 | 470 | 568 | 632 | 741 | 542 | 489 | -9.8% |
| 70+ | 228 | 210 | 300 | 225 | 315 | 365 | 401 | 407 | 286 | 255 | -10.8% |
| Total | 2,791 | 2,837 | 3,023 | 3,152 | 3,289 | 3,853 | 4,238 | 4,197 | 3,370 | 2,997 | -11.1% |

Travel Party

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|---|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Travelling alone | 666 | 754 | 736 | 812 | 934 | 1,002 | 1,197 | 1,305 | 908 | 891 | -2.0% |
| Adult couple | 843 | 760 | 924 | 911 | 973 | 1,212 | 1,077 | 1,206 | 937 | 776 | -17.2% |
| Family group - parents and children | 563 | 508 | 571 | 577 | 485 | 582 | 702 | 585 | 514 | 554 | 7.7% |
| Friends or relatives travelling together with(out) children | 591 | 658 | 640 | 664 | 719 | 834 | 1,004 | 835 | 896 | 637 | -28.9% |
| Business associates travelling together with(out) spouse | 106 | 123 | 105 | 141 | 145 | 185 | 220 | 241 | 108 | 119 | 10.4% |
| Other | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Total | 2,791 | 2,837 | 3,023 | 3,152 | 3,289 | 3,853 | 4,238 | 4,197 | 3,370 | 2,997 | -11.1% |

Travel to Hunter Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Eat out / dine at a restaurant and/or cafe | 1,447 | 1,655 | 1,826 | 1,847 | 1,983 | 2,442 | 2,714 | 2,656 | 1,750 | 1,665 | -4.9% |
| Visit friends & relatives | 1,300 | 1,402 | 1,428 | 1,339 | 1,488 | 1,692 | 2,067 | 1,995 | 1,183 | 979 | -17.3% |
| Go to the beach | 603 | 679 | 702 | 800 | 731 | 956 | 1,169 | 1,168 | 934 | 823 | -12.0% |
| Pubs, clubs, discos etc | 580 | 571 | 625 | 754 | 678 | 839 | 983 | 1,079 | 631 | 618 | -2.1% |
| Sightseeing/looking around | 661 | 699 | 704 | 775 | 785 | 898 | 1,049 | 940 | 754 | 530 | -29.6% |

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

| | Nights (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Friends or relatives property | 3,169 | 2,946 | 3,411 | 3,098 | 3,474 | 4,010 | 5,400 | 4,706 | 3,938 | 3,240 | -17.7% |
| Standard hotel/motor inn (below 4 star) | 943 | 1,146 | 893 | 1,213 | 1,013 | 1,196 | 1,238 | 1,350 | 869 | 1,452 | 67.0% |
| Rented house/apartment/flat or unit | 1,117 | 880 | 1,125 | 1,009 | 821 | 1,070 | 1,121 | 1,268 | 1,121 | 1,120 | -0.1% |

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

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Private vehicle or company car | 2,466 | 2,390 | 2,632 | 2,685 | 2,840 | 3,343 | 3,697 | 3,504 | 3,177 | 2,718 | -14.4% |
| Aircraft | 200 | 183 | 200 | 208 | 222 | 270 | 276 | 368 | n/p | 141 | - |
| Railway | 72 | 117 | 101 | 143 | 135 | 144 | 170 | 200 | 78 | n/p | - |

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | % change YE Mar22 vs. YE Mar21 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| Visitors (000) | 5,727 | 5,219 | 6,234 | 6,418 | 6,705 | 6,535 | 7,939 | 7,793 | 5,229 | 5,215 | -0.3% |
| Expenditure (\$ million) | \$526 | \$600 | \$679 | \$688 | \$714 | \$733 | \$857 | \$775 | \$642 | \$614 | -4.3% |
| Spend per visitor (\$) | \$92 | \$115 | \$109 | \$107 | \$107 | \$112 | \$108 | \$100 | \$123 | \$118 | -4.0% |

Main Purpose of Trip

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Holiday | 2,258 | 2,247 | 3,026 | 2,861 | 3,113 | 3,153 | 3,710 | 3,177 | 2,297 | 2,255 | -1.8% |
| Visiting Friends & Relatives | 1,976 | 1,760 | 1,634 | 1,862 | 1,918 | 1,963 | 2,490 | 2,527 | 1,490 | 1,277 | -14.3% |
| Business | 742 | 591 | 732 | 810 | 775 | 563 | 901 | 1,239 | 695 | 843 | 21.2% |
| Other | 751 | 621 | 842 | 885 | 899 | 857 | 838 | 850 | 747 | 840 | 12.4% |
| Total | 5,727 | 5,219 | 6,234 | 6,418 | 6,705 | 6,535 | 7,939 | 7,793 | 5,229 | 5,215 | -0.3% |

Origin

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Sydney | 1,682 | 1,748 | 1,830 | 1,904 | 1,758 | 2,139 | 2,451 | 2,109 | 1,228 | 1,212 | -1.3% |
| Regional NSW | 4,032 | 3,471 | 4,373 | 4,501 | 4,938 | 4,382 | 5,471 | 5,628 | 4,001 | 3,992 | -0.2% |
| Total Intrastate | 5,714 | 5,219 | 6,203 | 6,404 | 6,696 | 6,521 | 7,922 | 7,737 | 5,229 | 5,205 | -0.5% |
| Total Interstate | n/p | - | n/p | n/p | n/p | n/p | n/p | n/p | - | n/p | - |
| Total | 5,727 | 5,219 | 6,234 | 6,418 | 6,705 | 6,535 | 7,939 | 7,793 | 5,229 | 5,215 | -0.3% |

Age

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|-------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| 15-29 | 1,044 | 774 | 1,328 | 1,354 | 1,170 | 1,392 | 1,630 | 1,363 | 1,088 | 1,093 | 0.4% |
| 30-39 | 720 | 911 | 1,138 | 1,039 | 1,031 | 1,132 | 1,378 | 1,248 | 766 | 845 | 10.3% |
| 40-49 | 942 | 920 | 1,235 | 1,098 | 1,312 | 1,019 | 1,127 | 1,229 | 713 | 791 | 10.9% |
| 50-59 | 1,250 | 951 | 1,096 | 1,196 | 1,263 | 1,128 | 1,437 | 1,204 | 937 | 964 | 2.9% |
| 60-69 | 1,096 | 1,020 | 923 | 1,166 | 1,143 | 893 | 1,411 | 1,713 | 1,024 | 871 | -15.0% |
| 70+ | 676 | 644 | 514 | 567 | 786 | 972 | 956 | 1,036 | 702 | 652 | -7.1% |
| Total | 5,727 | 5,219 | 6,234 | 6,418 | 6,705 | 6,535 | 7,939 | 7,793 | 5,229 | 5,215 | -0.3% |

Top 5 activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Eat out / dine at a restaurant and/or cafe | 2,403 | 2,663 | 2,556 | 3,192 | 3,338 | 2,955 | 4,227 | 4,034 | 2,253 | 1,818 | -19.3% |
| Visit friends & relatives | 2,019 | 2,181 | 2,275 | 2,215 | 2,172 | 2,218 | 2,951 | 2,706 | 1,285 | 1,091 | -15.1% |
| Go shopping for pleasure | 957 | 1,065 | 1,077 | 1,117 | 1,280 | 1,066 | 1,498 | 1,083 | 830 | 881 | 6.2% |
| Go to the beach | 538 | 610 | 728 | 805 | 688 | 842 | 998 | 1,128 | 623 | 737 | 18.3% |
| Sightseeing/looking around | 786 | 970 | 897 | 936 | 923 | 930 | 1,389 | 1,167 | 674 | 526 | -21.9% |

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

| | Visitors (000) | | | | | | | | | | % change YE Mar22 vs. YE Mar21 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | YE Mar 2013 | YE Mar 2014 | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | |
| Private vehicle or company car | 5,389 | 4,915 | 5,924 | 6,158 | 6,452 | 6,156 | 7,623 | 7,400 | 5,083 | 5,010 | -1.4% |
| 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 | - |

n/p = not publishable; n/a = not available

Hunter includes: Cessnock, Gloucester, Lake Macquarie, Muswellbrook, Newcastle, Pokolbin, Port Stephens and Singleton.