

Travel to New England North West 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)	2,814	2,829	3,048	2,754	3,312	3,454	3,564	3,852	2,799	2,698	-3.6%
Nights ('000)	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	3,724	3,962	6.4%
Expenditure (\$ million)	\$703	\$687	\$696	\$708	\$695	\$957	\$889	\$1,016	\$700	\$756	8.0%

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)	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	1,368	10.2%
Nights (000)	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	3,724	3,962	6.4%
Average Length of Stay	3.1	2.8	2.8	2.8	2.7	2.9	2.6	2.7	3.0	2.9	-3.5%
Expenditure (\$ million)	\$490	\$476	\$480	\$502	\$480	\$675	\$631	\$683	\$489	\$586	19.7%
Spend per visitor per night (\$)	\$115	\$134	\$128	\$133	\$114	\$145	\$150	\$151	\$131	\$148	12.5%
Intrastate visitors (000)	987	868	889	919	1,073	1,121	1,137	1,162	960	1,021	6.4%
Interstate visitors (000)	408	391	426	426	466	508	474	515	281	347	23.4%
Intrastate nights (000)	2,810	2,322	2,463	2,330	2,786	3,070	2,924	3,138	2,779	2,847	2.5%
Interstate nights (000)	1,448	1,222	1,282	1,433	1,434	1,595	1,280	1,392	944	1,115	18.1%
Intrastate expenditure (\$ million)	\$354	\$318	\$329	\$332	\$334	\$433	\$458	\$470	\$384	\$438	14.0%
Interstate expenditure (\$ million)	\$136	\$158	\$151	\$170	\$147	\$242	\$174	\$214	\$105	\$148	40.6%

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	480	475	470	490	511	493	498	537	324	366	13.1%
Visiting Friends & Relatives	478	424	478	463	511	538	634	539	424	426	0.3%
Business	303	257	228	277	352	425	344	438	383	410	7.1%
Other	143	123	158	126	175	189	153	180	123	175	41.7%
Total	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	1,368	10.2%

	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	1,637	1,492	1,420	1,374	1,420	1,423	1,475	1,579	885	1,060	19.8%
Visiting Friends & Relatives	1,516	1,339	1,385	1,389	1,585	1,596	1,785	1,441	1,404	1,207	-14.0%
Business	799	475	600	695	793	1,196	673	1,064	1,046	1,234	18.0%
Other	307	238	340	305	421	450	271	447	389	462	18.8%
Total	4,258	3,543	3,745	3,763	4,220	4,665	4,204	4,530	3,724	3,962	6.4%

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	735	676	667	701	829	830	866	916	737	773	4.9%
Sydney	251	191	222	218	244	291	271	246	223	248	11.3%
Total Intrastate	987	868	889	919	1,073	1,121	1,137	1,162	960	1,021	6.4%
Victoria	82	68	80	82	103	95	75	113	n/p	n/p	-
Queensland	260	267	303	287	306	363	346	340	198	268	35.1%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	29	40	n/p	n/p	41	39	34	n/p	n/p	n/p	-
Total Interstate	408	391	426	426	466	508	474	515	281	347	23.4%
Grand Total	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	1,368	10.2%

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	297	n/p	260	235	289	291	296	328	246	307	24.9%
30-39	260	210	144	210	211	179	282	280	199	198	-0.5%
40-49	149	246	217	215	298	336	253	229	229	222	-3.2%
50-59	267	227	263	240	258	323	268	282	225	296	31.3%
60-69	274	281	297	266	272	292	295	319	221	214	-3.4%
70+	147	161	135	178	212	209	217	238	121	133	9.4%
Total	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	1,368	10.2%

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	410	333	320	381	508	553	507	539	465	522	12.2%
Adult couple	408	331	427	411	423	465	438	463	325	345	6.2%
Family group - parents and children	267	252	208	223	246	211	231	244	173	199	14.8%
Friends or relatives travelling together with(out) children	239	239	266	245	285	270	308	271	174	203	17.3%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	103	95	131	102	88	-13.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,394	1,259	1,315	1,344	1,539	1,629	1,611	1,676	1,241	1,368	10.2%

Travel to New England North West 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	672	664	713	689	783	860	904	846	551	608	10.3%	
Visit friends & relatives	591	499	576	556	623	605	748	657	422	371	-12.2%	
Pubs, clubs, discos etc	255	316	330	303	299	409	431	478	262	277	5.6%	
Bushwalking / rainforest walks	107	105	110	101	114	169	218	109	146	183	25.3%	
Visit national parks / state parks	129	127	130	101	122	146	138	104	141	176	24.9%	

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	1,834	1,472	1,373	1,536	1,755	1,660	1,707	1,606	1,637	1,238	-24.4%	
Standard hotel/motor inn (below 4 star)	732	747	796	745	704	845	877	909	815	852	4.5%	
Caravan or camping - non commercial	549	446	345	420	566	670	446	521	304	454	49.2%	

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	1,253	1,066	1,194	1,171	1,321	1,387	1,430	1,463	1,151	1,282	11.4%	
Aircraft	n/p	92	n/p	86	116	129	83	87	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	-	

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)	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	1,330	-14.7%
Expenditure (\$ million)*	\$213	\$211	\$216	\$206	\$215	\$283	\$257	\$333	\$211	\$170	-19.2%
Spend per visitor (\$)	\$150	\$134	\$125	\$146	\$121	\$155	\$132	\$153	\$135	\$128	-5.4%

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	536	641	707	709	642	817	729	899	626	550	-12.1%	
Visiting Friends & Relatives	n/p	n/p	471	n/p	472	371	512	411	n/p	n/p	-	
Business	n/p	n/p	182	n/p	n/p	n/p	n/p	492	335	n/p	-	
Other	412	427	372	336	382	485	412	373	382	265	-30.7%	
Total	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	1,330	-14.7%	

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	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	n/p	n/p	-	
Regional NSW	1,351	1,422	1,611	1,277	1,621	1,737	1,690	1,986	1,484	1,296	-12.7%	
Total Intrastate	1,359	1,458	1,649	1,337	1,675	1,737	1,797	2,091	1,518	1,311	-13.7%	
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	1,330	-14.7%	

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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	479	n/p	n/p	-	
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	351	n/p	n/p	-	
40-49	276	n/p	n/p	n/p	n/p	n/p	n/p	388	276	n/p	-	
50-59	305	244	303	248	310	332	434	433	261	n/p	-	
60-69	218	235	394	328	346	337	396	340	290	n/p	-	
70+	240	n/p	n/p	n/p	322	350	344	n/p	276	310	12.5%	
Total	1,420	1,571	1,732	1,410	1,773	1,825	1,953	2,176	1,558	1,330	-14.7%	

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	504	607	541	585	774	918	899	948	567	402	-29.2%	
Go shopping for pleasure	483	321	471	338	384	516	317	465	n/p	n/p	-	
Visit friends & relatives	292	417	592	313	628	526	499	537	299	n/p	-	
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	307	n/p	n/p	-	

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	1,378	1,503	1,689	1,396	1,743	1,820	1,838	2,112	1,558	1,313	-15.7%	
Rental car	-	-	n/p	-	-	-	-	n/p	-	n/p	-	
Aircraft	n/p	n/p	n/p	-	n/p	-	n/p	n/p	-	n/p	-	

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

New England North West includes: Armidale, Glen Innes, Inverell, Moree, Narrabri, Tamworth and Tenterfield.