

Travel to Hunter Tourism Region

Year ended June 2022

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	% Change YE Jun22 vs YE Jun21
Visitors ('000)	8,264	8,585	9,206	9,811	10,019	10,686	12,688	9,903	10,101	8,025	-20.5%
Nights ('000)	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	10,921	8,803	-19.4%
Expenditure (\$ million)	\$1,757	\$1,932	\$2,104	\$2,138	\$2,304	\$2,539	\$2,728	\$2,272	\$2,960	\$2,383	-19.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	% Change YE Jun22 vs YE Jun21
Visitors (000)	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	3,057	-21.5%
Nights (000)	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	10,921	8,803	-19.4%
Average Length of Stay	2.8	2.7	2.8	2.6	2.6	2.6	2.7	2.8	2.8	2.9	2.7%
Expenditure (\$ million)	\$1,238	\$1,287	\$1,461	\$1,431	\$1,566	\$1,781	\$1,875	\$1,629	\$2,158	\$1,754	-18.7%
Spend per visitor per night (\$)	\$157	\$170	\$169	\$171	\$181	\$178	\$155	\$171	\$198	\$199	0.8%
Intrastate visitors (000)	2,430	2,429	2,567	2,760	2,789	3,255	3,776	2,891	3,513	2,631	-25.1%
Interstate visitors (000)	433	418	524	468	563	618	714	576	383	426	11.2%
Intrastate nights (000)	6,228	6,124	6,645	6,772	6,380	7,711	9,201	7,300	9,327	7,124	-23.6%
Interstate nights (000)	1,667	1,463	2,013	1,575	2,277	2,315	2,868	2,242	1,595	1,680	5.3%
Intrastate expenditure (\$ million)	\$985	\$1,082	\$1,145	\$1,218	\$1,266	\$1,435	\$1,460	\$1,261	\$1,961	\$1,493	-23.9%
Interstate expenditure (\$ million)	\$253	\$204	\$316	\$214	\$300	\$346	\$416	\$368	\$197	\$261	32.4%

Purpose of Visit

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Holiday	1,163	1,221	1,363	1,325	1,411	1,620	1,786	1,234	1,914	1,280	-33.1%
Visiting Friends & Relatives	1,132	1,118	1,116	1,241	1,267	1,445	1,789	1,458	1,227	1,196	-2.6%
Business	408	387	496	474	491	663	701	578	512	450	-12.2%
Other	169	140	132	201	216	173	242	221	261	155	-40.5%
Total	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	3,057	-21.5%

	Nights (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Holiday	3,431	3,507	3,974	3,478	3,730	4,064	4,620	3,716	5,103	3,947	-22.6%
Visiting Friends & Relatives	2,725	2,817	2,994	3,119	3,277	3,860	5,273	3,751	3,475	3,245	-6.6%
Business	1,062	842	1,434	1,299	1,236	1,605	1,586	1,510	1,512	987	-34.7%
Other	676	421	255	450	414	499	591	565	832	625	-24.9%
Total	7,895	7,588	8,658	8,347	8,657	10,027	12,069	9,541	10,921	8,803	-19.4%

Origin

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Regional NSW	1,348	1,318	1,255	1,327	1,260	1,487	1,714	1,353	1,418	1,325	-6.6%
Sydney	1,082	1,111	1,312	1,433	1,528	1,768	2,061	1,538	2,095	1,307	-37.6%
Total Intrastate	2,430	2,429	2,567	2,760	2,789	3,255	3,776	2,891	3,513	2,631	-25.1%
Victoria	150	124	165	119	183	160	230	192	117	123	4.6%
Queensland	182	182	210	217	262	298	322	266	173	206	18.5%
ACT	n/p	n/p	68	63	n/p	91	74	56	57	n/p	-
Other Interstate	62	67	81	69	74	69	88	62	n/p	n/p	-
Total Interstate	433	418	524	468	563	618	714	576	383	426	11.2%
Grand Total	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	3,057	-21.5%

Age

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
15-29	561	606	723	785	731	933	1,169	804	921	788	-14.4%
30-39	505	463	482	551	602	674	791	659	589	530	-10.1%
40-49	548	617	531	507	602	690	632	492	711	506	-28.8%
50-59	528	521	610	615	595	655	759	588	712	479	-32.7%
60-69	478	402	483	512	512	542	706	623	608	490	-19.5%
70+	243	237	262	259	309	379	432	302	356	265	-25.5%
Total	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	3,057	-21.5%

Travel Party

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Travelling alone	742	722	777	866	919	1,041	1,352	1,041	998	968	-3.0%
Adult couple	840	749	967	931	1,017	1,138	1,202	1,002	1,077	737	-31.5%
Family group - parents and children	582	525	534	565	526	576	693	516	630	561	-11.0%
Friends or relatives travelling together with(out) children	587	708	646	668	714	857	1,017	684	1,026	705	-31.3%
Business associates travelling together with(out) spouse	87	108	125	149	141	219	192	207	146	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,862	2,847	3,091	3,229	3,351	3,873	4,490	3,467	3,896	3,057	-21.5%

Travel to Hunter Tourism Region

Year ended June 2022

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Eat out / dine at a restaurant and/or cafe	1,498	1,688	1,867	1,853	2,101	2,425	2,792	2,152	2,264	1,543	-31.9%
Visit friends & relatives	1,392	1,410	1,383	1,424	1,510	1,680	2,234	1,632	1,237	1,123	-9.2%
Go to the beach	667	655	712	813	772	950	1,247	997	1,074	869	-19.1%
Pubs, clubs, discos etc	627	572	664	747	714	793	1,051	869	834	663	-20.4%
Sightseeing/looking around	687	737	696	765	757	956	1,134	731	845	543	-35.8%

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

	Nights (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Friends or relatives property	3,144	2,988	3,429	3,177	3,584	4,204	5,778	4,189	3,827	3,389	-11.4%
Standard hotel/motor inn (below 4 star)	965	1,022	1,086	1,145	1,046	1,233	1,221	1,106	1,289	1,191	-7.7%
Rented house/apartment/flat or unit	1,055	996	995	1,071	909	912	1,244	1,004	1,469	1,013	-31.0%

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

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Private vehicle or company car	2,524	2,420	2,684	2,772	2,855	3,394	3,864	2,942	3,643	2,702	-25.8%
Aircraft	212	172	215	186	256	260	313	268	97	209	114.8%
Railway	67	125	86	172	136	127	200	157	88	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	% Change YE Jun22 vs YE Jun21
Visitors (000)	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	4,968	-19.9%
Expenditure (\$ million)	\$520	\$645	\$644	\$707	\$738	\$758	\$853	\$642	\$803	\$629	-21.6%
Spend per visitor (\$)	\$96	\$112	\$105	\$107	\$111	\$111	\$104	\$100	\$129	\$127	-2.1%

Main Purpose of Trip

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Holiday	2,289	2,468	3,029	2,980	3,105	3,321	3,664	2,512	2,936	2,238	-23.8%
Visiting Friends & Relatives	1,677	1,903	1,670	1,829	1,997	1,937	2,597	2,151	1,665	1,183	-28.9%
Business	682	671	652	799	710	635	1,128	983	807	751	-6.9%
Other	753	695	764	974	855	921	808	791	797	796	-0.2%
Total	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	4,968	-19.9%

Origin

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Sydney	1,735	1,840	1,807	1,912	1,876	2,197	2,448	1,659	1,499	1,112	-25.8%
Regional NSW	3,661	3,898	4,277	4,656	4,768	4,607	5,732	4,731	4,706	3,846	-18.3%
Total Intrastate	5,396	5,738	6,084	6,568	6,644	6,804	8,180	6,390	6,205	4,958	-20.1%
Total Interstate	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
Total	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	4,968	-19.9%

Age

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
15-29	903	957	1,281	1,422	1,087	1,443	1,686	1,120	1,374	1,037	-24.6%
30-39	616	1,085	1,148	970	1,085	1,088	1,469	1,039	889	842	-5.3%
40-49	969	951	1,135	1,145	1,316	1,105	1,176	878	1,005	633	-37.0%
50-59	1,199	1,058	1,156	1,216	1,143	1,297	1,318	1,043	1,123	902	-19.7%
60-69	1,015	1,040	970	1,226	1,059	965	1,484	1,543	1,009	875	-13.3%
70+	699	647	425	603	977	916	1,066	813	804	679	-15.5%
Total	5,401	5,738	6,115	6,582	6,668	6,813	8,198	6,436	6,205	4,968	-19.9%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Eat out / dine at a restaurant and/or cafe	2,361	2,796	2,712	3,236	3,191	3,157	4,492	3,063	2,795	1,620	-42.0%
Visit friends & relatives	1,833	2,381	2,067	2,272	2,407	2,192	2,926	2,294	1,388	1,010	-27.3%
Go shopping for pleasure	994	1,060	1,035	1,158	1,242	1,172	1,402	958	1,019	807	-20.8%
Go to the beach	550	722	649	908	648	791	1,091	947	752	658	-12.4%
Sightseeing/looking around	809	1,008	941	962	878	954	1,485	931	783	551	-29.6%

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

	Visitors (000)										% Change YE Jun22 vs YE Jun21
	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	
Private vehicle or company car	5,024	5,465	5,830	6,300	6,357	6,497	7,872	6,107	5,975	4,778	-20.0%
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.