

Travel to Hunter Tourism Region

Year ended September 2022

Source: International and National Visitor Survey, TRA.



OVERVIEW

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% Change YE Sep22 vs YE Sep21
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	8,558	8,916	9,280	10,138	10,378	11,114	12,877	9,301	8,688	10,026	15.4%
Nights ('000)	9,979	10,250	11,233	11,420	12,028	13,053	14,724	10,222	9,746	11,563	18.6%
Expenditure (\$ million)	\$1,992	\$2,147	\$2,286	\$2,356	\$2,586	\$2,774	\$3,030	\$2,201	\$2,529	\$3,169	25.3%
OVERNIGHT (international & domestic)											
Visitors ('000)	3,033	2,984	3,279	3,470	3,709	4,090	4,741	3,337	3,312	3,992	20.5%
Nights ('000)	9,979	10,250	11,233	11,420	12,028	13,053	14,724	10,222	9,746	11,563	18.6%
Expenditure (\$ million)	\$1,446	\$1,456	\$1,659	\$1,634	\$1,858	\$1,964	\$2,174	\$1,656	\$1,808	\$2,369	31.0%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	8,422	8,774	9,114	9,982	10,182	10,916	12,668	9,215	8,686	9,987	15.0%
Nights ('000)	7,778	7,803	8,496	8,816	8,909	10,134	11,951	9,160	9,724	10,785	10.9%
Expenditure (\$ million)	\$1,851	\$1,986	\$2,098	\$2,181	\$2,366	\$2,579	\$2,811	\$2,112	\$2,527	\$3,126	23.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% Change YE Sep22 vs YE Sep21
Visitors (000)	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	3,953	19.4%
Nights (000)	7,778	7,803	8,496	8,816	8,909	10,134	11,951	9,160	9,724	10,785	10.9%
Average Length of Stay	2.7	2.7	2.7	2.7	2.5	2.6	2.6	2.8	2.9	2.7	-7.1%
Expenditure (\$ million)	\$1,306	\$1,296	\$1,471	\$1,459	\$1,638	\$1,769	\$1,955	\$1,567	\$1,806	\$2,325	28.8%
Spend per visitor per night (\$)	\$168	\$166	\$173	\$166	\$184	\$175	\$164	\$171	\$186	\$216	16.1%
Intrastate visitors (000)	2,458	2,377	2,607	2,810	2,950	3,251	3,797	2,828	2,952	3,403	15.3%
Interstate visitors (000)	438	465	507	503	563	642	736	423	358	550	53.6%
Intrastate nights (000)	6,071	6,163	6,478	6,954	6,763	7,750	9,015	7,506	8,131	8,767	7.8%
Interstate nights (000)	1,707	1,639	2,019	1,862	2,146	2,384	2,936	1,654	1,593	2,018	26.7%
Intrastate expenditure (\$ million)	\$1,046	\$1,062	\$1,148	\$1,216	\$1,339	\$1,427	\$1,494	\$1,310	\$1,625	\$1,986	22.2%
Interstate expenditure (\$ million)	\$259	\$234	\$323	\$243	\$298	\$342	\$461	\$257	\$180	\$339	88.2%

Purpose of Visit

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	1,213	1,219	1,336	1,347	1,485	1,616	1,775	1,321	1,546	1,671	8.1%
Visiting Friends & Relatives	1,111	1,118	1,154	1,264	1,292	1,502	1,806	1,258	1,042	1,568	50.5%
Business	435	371	470	551	533	628	739	479	489	536	9.7%
Other	150	151	170	172	240	174	234	216	245	206	-16.1%
Total	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	3,953	19.4%
	Nights (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	3,643	3,554	3,700	3,595	3,887	4,146	4,603	3,876	4,191	4,931	17.6%
Visiting Friends & Relatives	2,703	2,788	3,093	3,346	3,374	3,960	5,128	3,357	3,073	4,131	34.4%
Business	993	977	1,436	1,453	1,145	1,533	1,674	1,280	1,559	1,123	-27.9%
Other	439	484	268	422	503	494	547	647	901	600	-33.5%
Total	7,778	7,803	8,496	8,816	8,909	10,134	11,951	9,160	9,724	10,785	10.9%

Origin

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Regional NSW	1,324	1,223	1,279	1,329	1,354	1,450	1,746	1,250	1,288	1,575	22.3%
Sydney	1,134	1,154	1,328	1,482	1,596	1,800	2,051	1,578	1,664	1,828	9.9%
Total Intrastate	2,458	2,377	2,607	2,810	2,950	3,251	3,797	2,828	2,952	3,403	15.3%
Victoria	141	137	171	135	173	166	248	125	126	171	35.9%
Queensland	185	202	213	217	271	300	332	205	155	242	56.4%
ACT	n/p	n/p	n/p	71	53	101	61	52	n/p	69	-
Other Interstate	73	72	65	80	67	75	95	n/p	n/p	69	-
Total Interstate	438	465	507	503	563	642	736	423	358	550	53.6%
Grand Total	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	3,953	19.4%

Age

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
15-29	576	573	752	823	793	965	1,107	764	782	1,029	31.7%
30-39	451	502	493	543	633	652	818	621	474	718	51.4%
40-49	617	583	504	523	636	667	636	482	634	667	5.2%
50-59	549	502	615	644	599	683	756	568	599	601	0.3%
60-69	481	419	487	518	515	549	776	543	523	603	15.4%
70+	222	263	261	263	338	377	440	273	298	334	12.2%
Total	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	3,953	19.4%

Travel to Hunter Tourism Region

Year ended September 2022

Source: International and National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Travelling alone	771	721	818	932	883	1,043	1,399	930	899	1,207	34.2%
Adult couple	853	752	929	952	1,090	1,134	1,254	883	925	1,035	11.9%
Family group - parents and children	556	541	529	540	584	595	654	523	524	729	39.2%
Friends or relatives travelling together with(out) children	564	696	666	707	738	879	973	747	811	882	8.8%
Business associates travelling together with(out) spouse	125	88	118	159	180	198	224	149	135	87	-35.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,896	2,842	3,113	3,314	3,513	3,892	4,532	3,251	3,310	3,953	19.4%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Eat out / dine at a restaurant and/or cafe	1,596	1,700	1,883	1,933	2,197	2,478	2,832	1,842	1,931	2,123	9.9%
Visit friends & relatives	1,375	1,405	1,382	1,493	1,562	1,767	2,195	1,420	1,031	1,487	44.3%
Go to the beach	687	650	695	782	844	956	1,315	941	911	1,108	21.6%
Pubs, clubs, discos etc	603	609	699	697	769	852	1,044	757	707	933	31.8%
Sightseeing/looking around	732	719	720	776	791	984	1,120	707	641	721	12.4%

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

	Nights (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Friends or relatives property	2,944	2,951	3,488	3,471	3,680	4,405	5,499	3,847	3,656	4,006	9.5%
Standard hotel/motor inn (below 4 star)	1,040	969	1,197	1,090	1,039	1,246	1,308	956	1,201	1,374	14.4%
Rented house/apartment/flat or unit	952	1,012	1,014	1,090	906	882	1,229	1,078	1,228	1,243	1.3%

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

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Private vehicle or company car	2,536	2,408	2,709	2,834	3,005	3,395	3,882	2,869	3,077	3,465	12.6%
Aircraft	202	198	203	215	252	270	352	149	101	270	166.3%
Railway	74	114	109	168	154	139	173	134	81	128	57.9%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% Change YE Sep22 vs YE Sep21
Visitors (000)	137	142	166	156	196	198	208	86	2.0	39	1874.3%
Nights (000)	2,201	2,448	2,737	2,604	3,119	2,919	2,773	1,063	22	779	3415.8%
Average Length of Stay	16.1	17.3	16.5	16.7	15.9	14.8	13.3	12.4	11.1	19.8	78.1%
Expenditure (\$ million)	\$141	\$161	\$188	\$174	\$220	\$195	\$219	\$90	n/p	\$44	-
Spend per visitor per night (\$)	\$64	\$66	\$69	\$67	\$71	\$67	\$79	\$84	-	\$56	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% Change YE Sep22 vs YE Sep21
Visitors (000)	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	6,034	12.2%
Expenditure (\$ million)	\$546	\$691	\$628	\$722	\$729	\$810	\$855	\$545	\$722	\$801	11.0%
Spend per visitor (\$)	\$99	\$116	\$105	\$108	\$109	\$115	\$105	\$91	\$134	\$133	-1.1%

Main Purpose of Trip

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	2,214	2,813	2,828	3,141	3,187	3,374	3,552	2,282	2,485	2,735	10.1%
Visiting Friends & Relatives	1,773	1,804	1,743	1,745	1,970	2,078	2,691	1,854	1,449	1,586	9.5%
Business	805	586	695	802	614	737	1,086	1,009	743	859	15.7%
Other	733	729	735	980	898	834	808	818	699	853	22.0%
Total	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	6,034	12.2%

Origin

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Sydney	1,868	1,699	1,863	1,937	1,898	2,154	2,457	1,590	1,135	1,540	35.6%
Regional NSW	3,653	4,233	4,102	4,713	4,757	4,855	5,638	4,355	4,241	4,484	5.7%
Total Intrastate	5,520	5,932	5,965	6,650	6,655	7,009	8,096	5,946	5,377	6,024	12.0%
Total Interstate	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
Total	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	6,034	12.2%

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Year ended September 2022

Source: International and National Visitor Survey, TRA.



Age

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
15-29	961	1,017	1,259	1,423	1,041	1,530	1,592	1,090	1,178	1,218	3.4%
30-39	653	1,164	1,105	896	1,258	1,073	1,460	904	779	1,064	36.5%
40-49	1,128	998	1,084	1,290	1,136	1,042	1,184	843	865	742	-14.3%
50-59	1,080	1,122	1,181	1,204	1,132	1,280	1,331	1,061	961	1,014	5.5%
60-69	1,036	1,032	905	1,210	1,071	1,115	1,573	1,361	872	1,201	37.6%
70+	668	600	467	646	1,031	983	996	705	720	796	10.5%
Total	5,525	5,932	6,001	6,669	6,669	7,024	8,136	5,964	5,377	6,034	12.2%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Eat out / dine at a restaurant and/or cafe	2,558	2,490	2,875	3,477	3,088	3,432	4,354	2,683	2,360	2,254	-4.5%
Visit friends & relatives	2,053	2,326	2,147	2,094	2,404	2,369	2,898	2,005	1,102	1,548	40.5%
Go shopping for pleasure	1,010	1,145	994	1,239	1,192	1,289	1,231	926	866	998	15.3%
Go to the beach	657	600	697	902	766	703	1,151	879	648	714	10.3%
Sightseeing/looking around	827	957	872	1,085	972	985	1,392	782	664	666	0.3%

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

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Private vehicle or company car	5,152	5,669	5,711	6,430	6,338	6,713	7,762	5,700	5,156	5,826	13.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Railway	n/p	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.