

Travel to Hunter Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



OVERVIEW

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
DOMESTIC (overnight & daytrip)											
Visitors ('000)	8,278	8,944	9,453	9,972	10,555	10,880	13,056	8,440	8,408	10,856	29.1%
Nights ('000)	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	9,353	11,521	23.2%
Expenditure (\$ million)	\$1,839	\$1,999	\$2,176	\$2,166	\$2,504	\$2,517	\$2,962	\$2,091	\$2,276	\$3,766	65.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	4,296	39.5%
Nights (000)	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	9,353	11,521	23.2%
Average Length of Stay	2.6	2.8	2.7	2.6	2.5	2.7	2.7	2.8	3.0	2.7	-11.7%
Expenditure (\$ million)	\$1,252	\$1,334	\$1,504	\$1,446	\$1,726	\$1,754	\$2,104	\$1,530	\$1,611	\$2,836	76.1%
Spend per visitor per night (\$)	\$174	\$161	\$176	\$165	\$189	\$166	\$171	\$180	\$172	\$246	43.0%
Intrastate visitors (000)	2,362	2,505	2,639	2,807	3,138	3,237	3,831	2,834	2,737	3,614	32.0%
Interstate visitors (000)	396	470	510	532	580	676	790	243	343	682	98.8%
Intrastate nights (000)	5,737	6,503	6,662	6,701	7,010	7,877	9,333	7,496	7,665	9,100	18.7%
Interstate nights (000)	1,472	1,768	1,895	2,039	2,126	2,701	2,991	986	1,687	2,421	43.5%
Intrastate expenditure (\$ million)	\$1,023	\$1,103	\$1,208	\$1,170	\$1,431	\$1,365	\$1,600	\$1,406	\$1,440	\$2,380	65.3%
Interstate expenditure (\$ million)	\$229	\$231	\$295	\$277	\$294	\$389	\$503	\$124	\$171	\$457	167.6%

Purpose of Visit

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Holiday	1,171	1,282	1,359	1,413	1,535	1,584	1,768	1,383	1,381	1,868	35.3%
Visiting Friends & Relatives	1,070	1,127	1,178	1,251	1,417	1,491	1,879	1,105	1,004	1,658	65.1%
Business	393	432	468	513	551	687	745	391	492	582	18.3%
Other	138	147	166	180	250	177	255	217	219	212	-3.2%
Total	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	4,296	39.5%

	Nights (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Holiday	3,519	3,803	3,635	3,801	3,835	4,152	4,833	3,893	3,900	5,212	33.6%
Visiting Friends & Relatives	2,592	2,870	3,131	3,244	3,630	4,232	5,118	2,920	3,098	4,290	38.4%
Business	678	1,221	1,430	1,317	1,164	1,677	1,753	1,030	1,539	1,377	-10.5%
Other	420	376	361	378	506	517	620	639	815	642	-21.2%
Total	7,210	8,271	8,556	8,740	9,136	10,578	12,325	8,482	9,353	11,521	23.2%

Origin

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Regional NSW	1,302	1,262	1,264	1,334	1,438	1,437	1,790	1,160	1,257	1,688	34.2%
Sydney	1,060	1,243	1,374	1,473	1,700	1,800	2,041	1,673	1,480	1,926	30.2%
Total Intrastate	2,362	2,505	2,639	2,807	3,138	3,237	3,831	2,834	2,737	3,614	32.0%
Victoria	106	136	168	161	170	174	275	n/p	134	188	40.0%
Queensland	188	207	207	228	276	332	346	124	131	333	153.8%
ACT	n/p	60	66	55	71	96	64	n/p	n/p	83	-
Other Interstate	71	67	69	88	63	74	106	n/p	n/p	79	-
Total Interstate	396	470	510	532	580	676	790	243	343	682	98.8%
Grand Total	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	4,296	39.5%

Age

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
15-29	492	678	778	789	813	995	1,137	762	713	1,054	47.9%
30-39	467	515	512	553	688	726	804	480	518	735	42.1%
40-49	605	588	441	562	667	636	671	503	547	732	33.8%
50-59	496	531	632	639	642	690	761	543	536	720	34.1%
60-69	467	396	535	487	568	491	809	526	500	654	30.8%
70+	232	267	250	309	341	375	438	262	266	401	50.6%
Total	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	4,296	39.5%

Travel to Hunter Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Travelling alone	693	795	809	946	965	1,088	1,378	870	918	1,222	33.0%
Adult couple	781	847	897	996	1,183	1,060	1,249	886	795	1,263	58.7%
Family group - parents and children	546	541	560	499	556	651	707	477	481	767	59.6%
Friends or relatives travelling together with(out) children	593	655	686	723	800	870	1,003	750	720	925	28.4%
Business associates travelling together with(out) spouse	114	97	139	147	177	206	260	83	146	104	-28.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,758	2,976	3,149	3,339	3,718	3,913	4,621	3,077	3,081	4,296	39.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Eat out / dine at a restaurant and/or cafe	1,536	1,766	1,883	2,020	2,317	2,503	2,980	1,591	1,756	2,342	33.4%
Visit friends & relatives	1,335	1,436	1,376	1,496	1,654	1,825	2,249	1,202	928	1,662	79.2%
Go to the beach	663	683	778	749	855	1,078	1,333	876	793	1,175	48.2%
Pubs, clubs, discos etc	543	643	742	732	742	920	1,144	629	580	1,085	87.0%
Sightseeing/looking around	702	675	739	853	847	966	1,089	650	563	843	49.7%

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

	Nights (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Friends or relatives property	2,764	3,171	3,448	3,367	3,938	4,635	5,460	3,605	3,442	4,306	25.1%
Standard hotel/motor inn (below 4 star)	1,035	951	1,215	1,060	1,096	1,242	1,419	751	1,366	1,476	8.1%
Rented house/apartment/flat or unit	885	1,034	1,114	996	947	995	1,324	978	1,185	1,239	4.6%

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

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Private vehicle or company car	2,405	2,571	2,692	2,868	3,225	3,389	3,878	2,851	2,849	3,745	31.5%
Aircraft	168	182	216	231	248	287	401	n/p	88	343	289.3%
Railway	83	119	138	132	148	152	215	88	n/p	130	-

Travel to Hunter Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	6,560	23.1%
Expenditure (\$ million)	\$587	\$665	\$673	\$720	\$779	\$763	\$859	\$561	\$666	\$930	39.7%
Spend per visitor (\$)	\$106	\$111	\$107	\$109	\$114	\$109	\$102	\$105	\$125	\$142	13.4%

Main Purpose of Trip

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Holiday	2,365	2,833	2,952	3,111	3,268	3,321	3,601	2,111	2,396	2,850	19.0%
Visiting Friends & Relatives	1,883	1,684	1,819	1,841	2,014	2,046	2,767	1,651	1,330	1,857	39.7%
Business	643	699	714	772	566	866	1,192	838	851	858	0.8%
Other	628	752	819	910	989	733	876	764	751	994	32.4%
Total	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	6,560	23.1%

Origin

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Sydney	1,828	1,753	1,937	1,816	2,070	2,106	2,509	1,293	1,094	1,756	60.4%
Regional NSW	3,687	4,198	4,349	4,798	4,752	4,843	5,880	4,061	4,232	4,773	12.8%
Total Intrastate	5,515	5,951	6,286	6,614	6,823	6,949	8,388	5,354	5,327	6,529	22.6%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
Total	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	6,560	23.1%

Age

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
15-29	937	1,224	1,267	1,271	1,320	1,380	1,612	1,003	1,345	1,113	-17.2%
30-39	825	990	1,123	939	1,269	1,096	1,556	762	814	1,099	35.0%
40-49	1,100	1,079	1,161	1,306	1,076	1,087	1,072	903	715	963	34.7%
50-59	910	1,209	1,169	1,207	1,175	1,273	1,349	931	1,012	1,167	15.3%
60-69	1,073	924	1,052	1,232	959	1,158	1,794	1,130	756	1,362	80.1%
70+	674	541	532	678	1,038	973	1,054	634	685	856	24.9%
Total	5,520	5,968	6,304	6,633	6,837	6,967	8,435	5,363	5,327	6,560	23.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Eat out / dine at a restaurant and/or cafe	2,574	2,524	3,055	3,372	3,224	3,672	4,347	2,330	2,086	2,660	27.5%
Visit friends & relatives	2,115	2,316	2,103	2,246	2,403	2,399	2,948	1,634	1,055	1,882	78.5%
Go shopping for pleasure	1,074	1,074	1,065	1,237	1,221	1,296	1,278	751	939	931	-0.9%
Sightseeing/looking around	907	938	897	992	965	1,162	1,300	673	608	777	27.9%
Go to the beach	680	688	788	735	848	760	1,226	717	582	749	28.8%

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

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Private vehicle or company car	5,156	5,708	5,988	6,349	6,547	6,700	7,984	5,139	5,123	6,302	23.0%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable; '-' = not available

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