

# Hunter Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



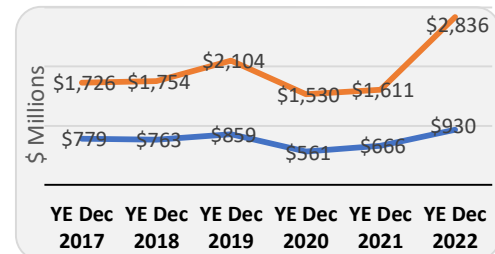
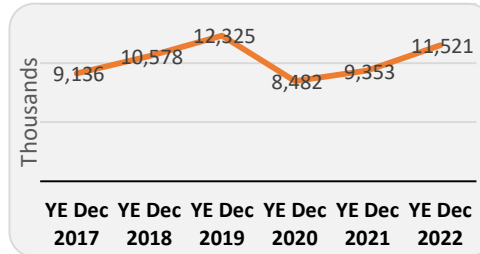
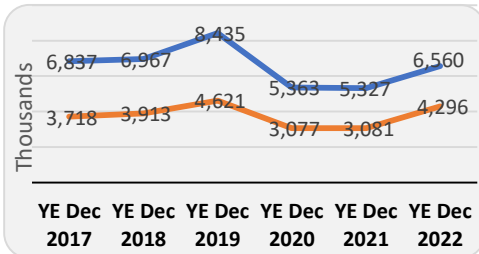
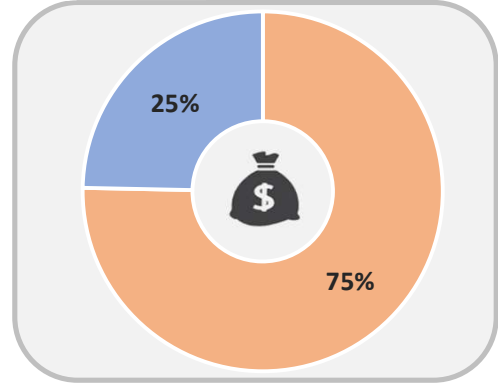
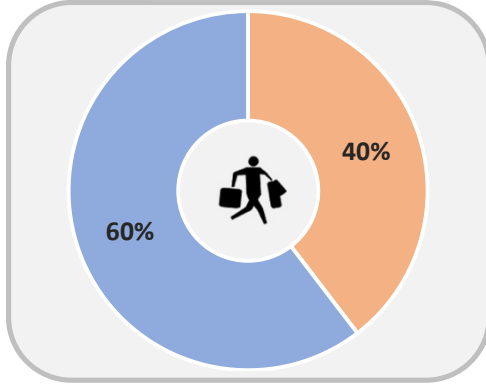
Icons sourced from www.easil.ly

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

## TOTAL DOMESTIC



Domestic overnight travel    Domestic daytrip travel



## Domestic overnight travel

Visitors: 4.3m (+39.5% YoY)  
Nights: 11.5m (+23.2% YoY)  
Expenditure: \$2.8bn (+76.1% YoY)



Average spend  
\$246 per night  
\$660 per visitor



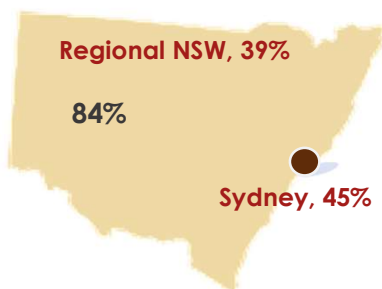
Average length of stay:  
2.7 nights



#3 for visitors  
#3 for nights  
#3 for expenditure  
**In Regional NSW**

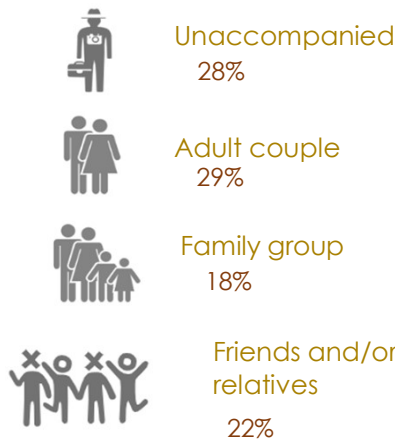
### Origin

84% of the visitors came from within New South Wales



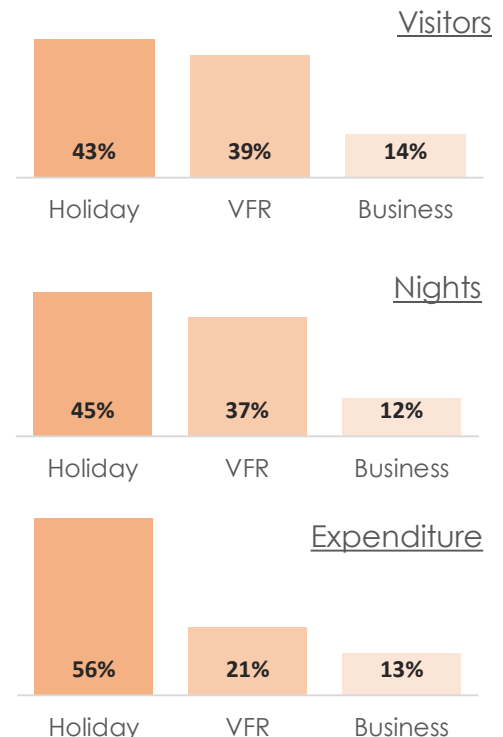
### Travel party

29% of the visitors were adult couple



### Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



### Transport

Private vehicle or company car, 87%  
Aircraft, 8%

### Gender



# Hunter Visitor Profile

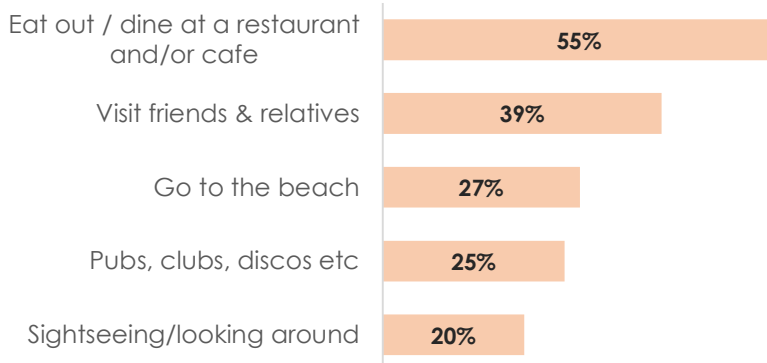
Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



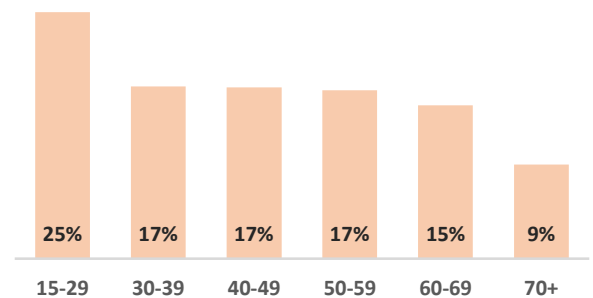
Icons sourced from www.easil.ly

## Top 5 activities

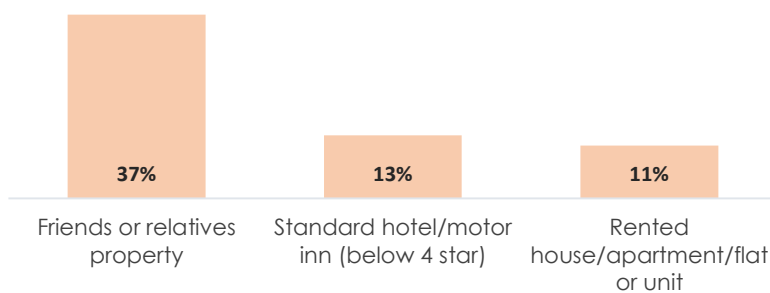


## Age

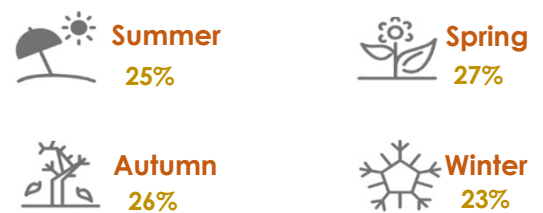
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 6.6m (+23.1% YoY)  
Expenditure: \$929.9m (+39.7% YoY)



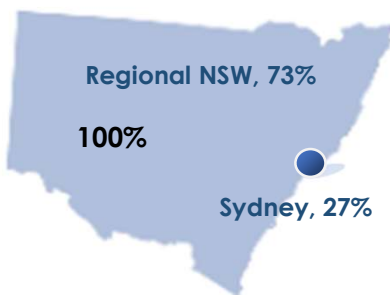
Average spend \$142 per visitor



#2 for visitors  
#1 for expenditure  
**In Regional NSW**

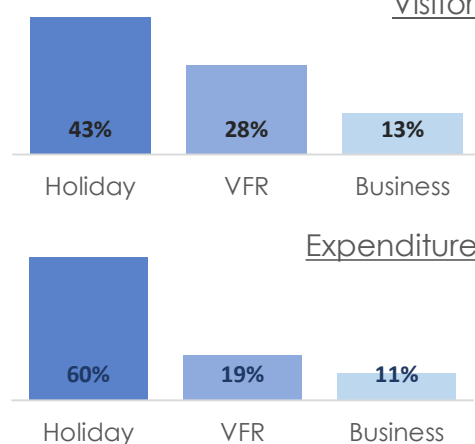
## Origin

100% of the visitors to the region came from New South Wales



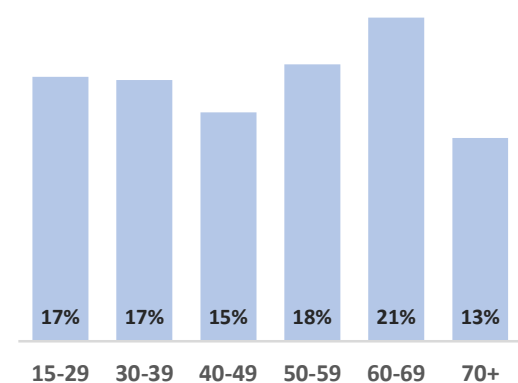
## Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

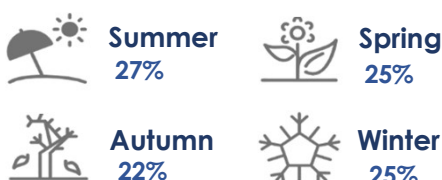


## Age

'60-69 years' was the largest age group of the visitors to the region



## Travel season\*



\*by month returned from the trip

## Transport

Private vehicle or company car

96%  
Railway n/p

## Gender

