

New England North West Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



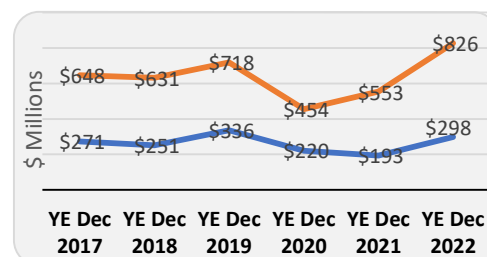
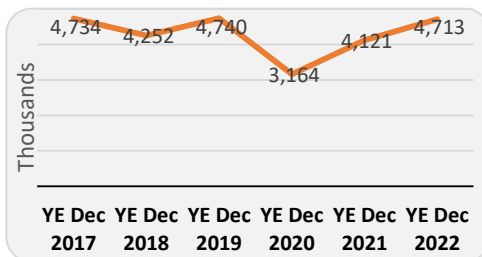
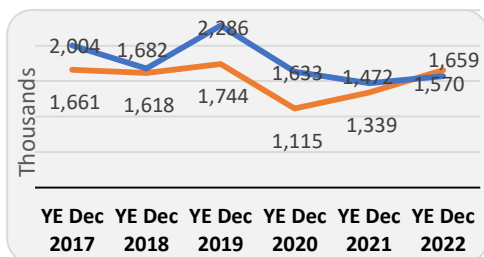
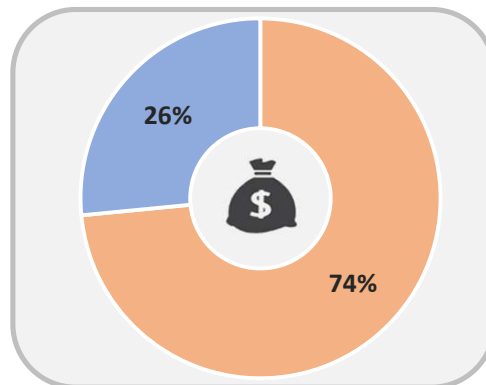
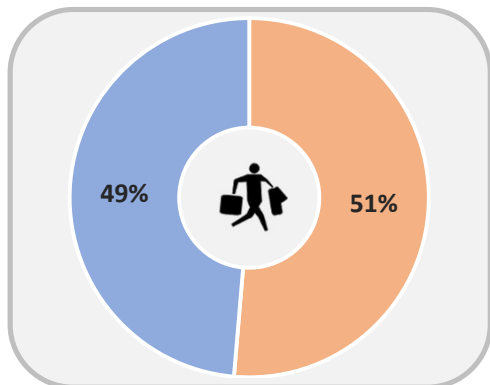
Icons sourced from www.easil.ly

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 (orange) Domestic daytrip travel (blue)



Domestic overnight travel

Visitors: 1.7m (+23.9% YoY)
Nights: 4.7m (+14.4% YoY)
Expenditure: \$826m (+49.2% YoY)



Average spend
\$175 per night
\$498 per visitor



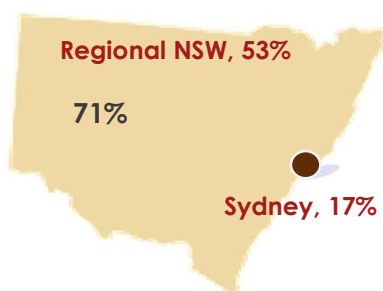
Average length of stay:
2.8 nights



#5 for visitors
#5 for nights
#7 for expenditure
In Regional NSW

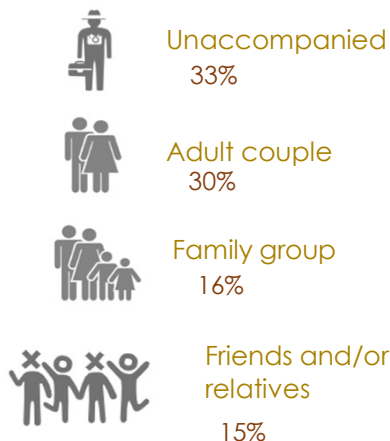
Origin

71% of the visitors came from within New South Wales



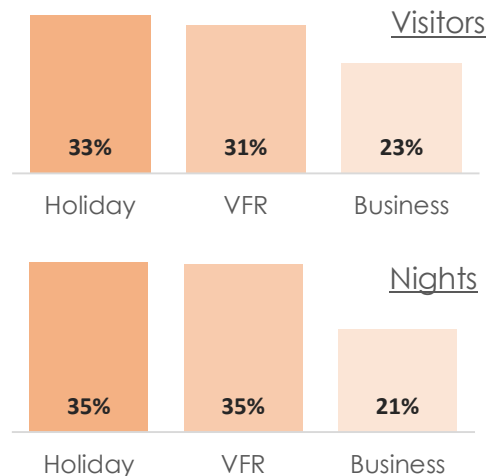
Travel party

33% of the visitors were travelling alone



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, 6%

Gender



New England North West Visitor Profile

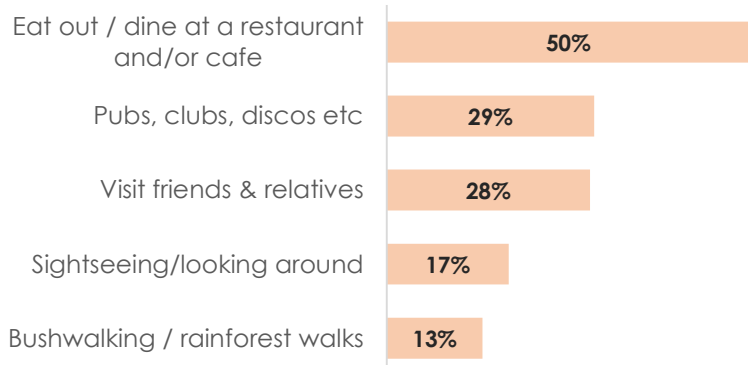
Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



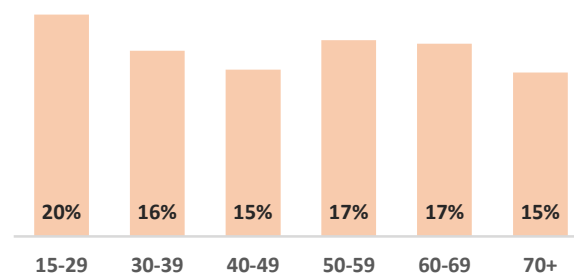
Icons sourced from www.easil.ly

Top 5 activities

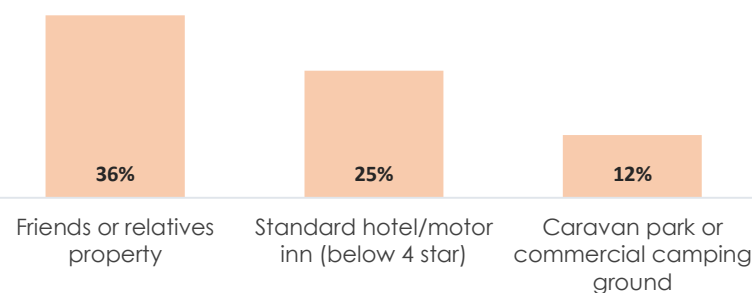


Age

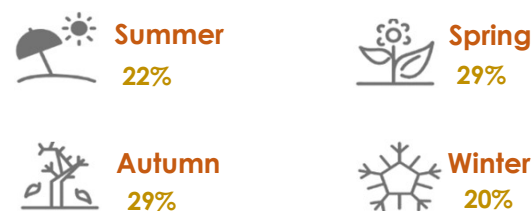
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.6m (+6.7% YoY)
Expenditure: \$298m (+54.4% YoY)



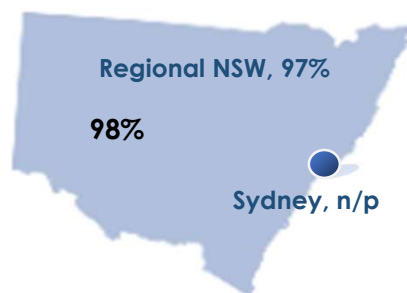
Average spend \$190 per visitor



#8 for visitors
#8 for expenditure
In Regional NSW

Origin

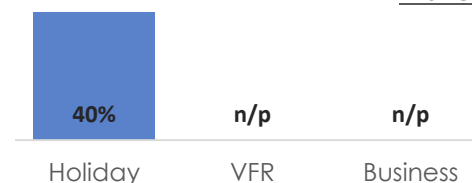
98% of the visitors to the region came from New South Wales



Purpose of visit

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

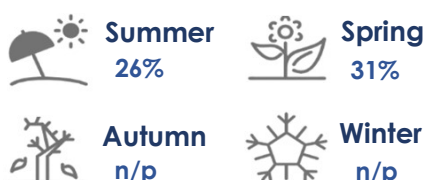
Visitors



Expenditure

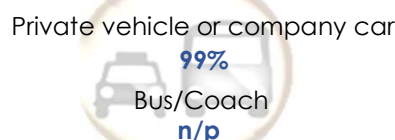


Travel season*



*by month returned from the trip

Transport



Gender

