

Hunter Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.

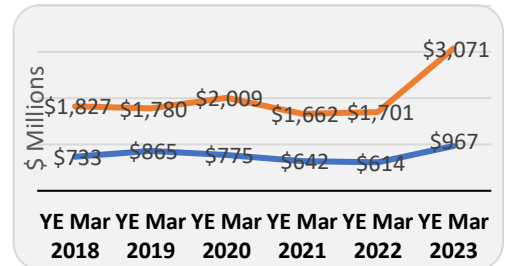
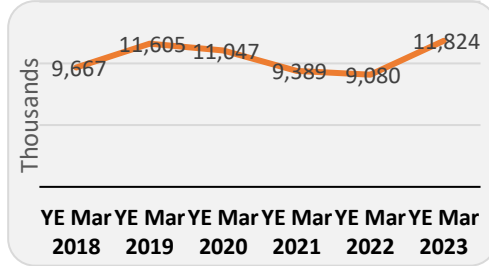
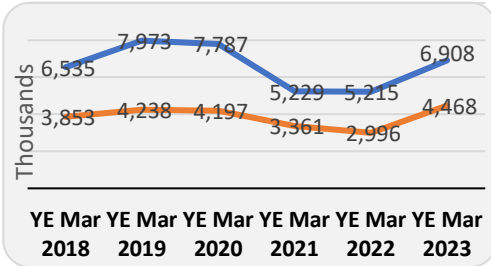
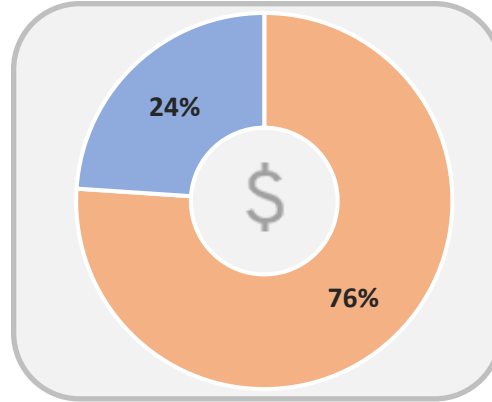
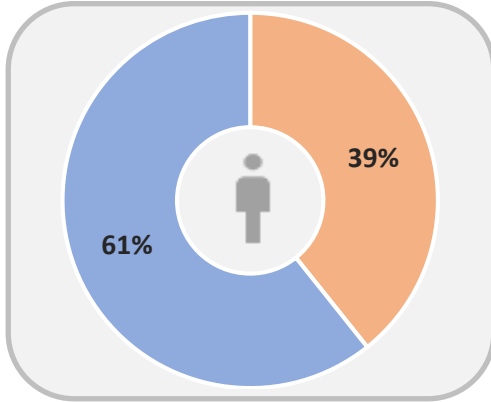


Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic Overnight (Orange) Domestic Daytrip (Blue)



Domestic overnight travel

Visitors: 4.5m (+49.1% YoY)
Nights: 11.8m (+30.2% YoY)
Expenditure: \$3.1bn (+80.6% YoY)

Average spend
\$260 per night
\$687 per visitor



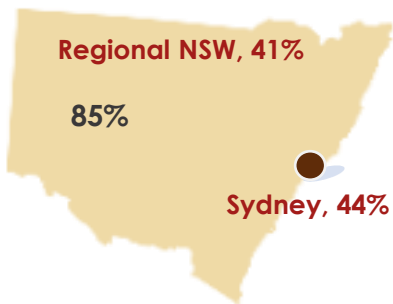
Average length of stay:
2.6 nights



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

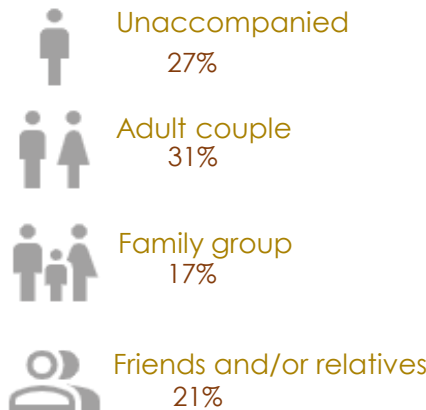
Origin

85% of the visitors came from within New South Wales



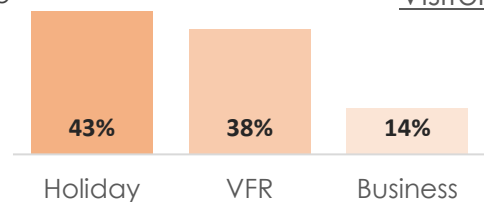
Travel party

31% of the visitors were adult couple

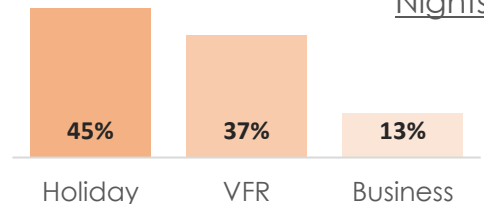


Purpose of visit

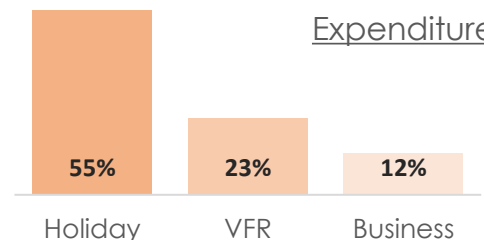
Visitors



Nights



Expenditure



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

Transport

Private vehicle or company car, 87%
Aircraft, 7%

Gender

Female: 49% Male: 51%

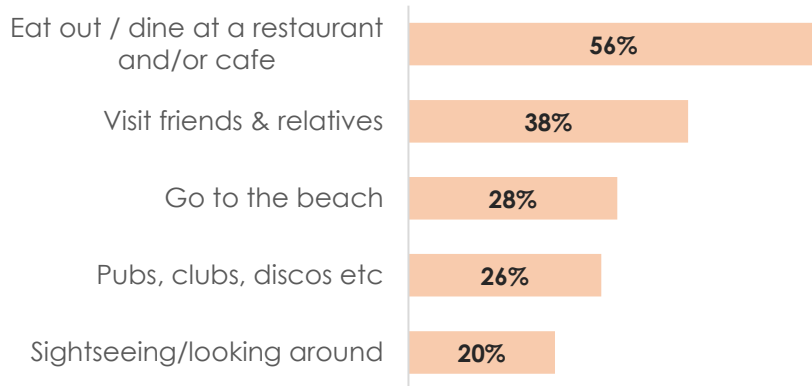
Hunter Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.

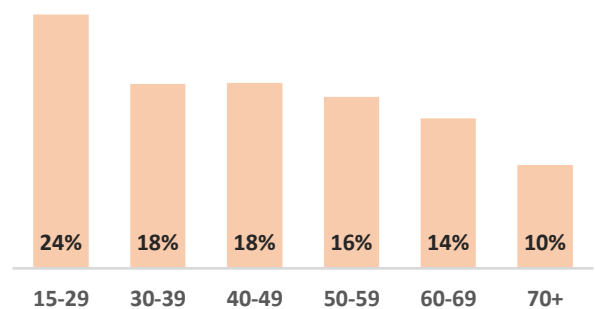


Top 5 activities

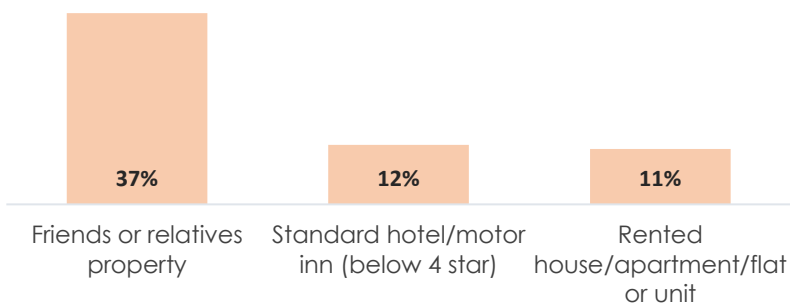


Age

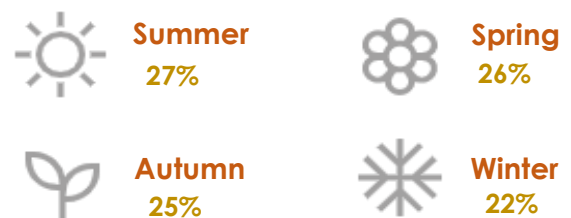
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

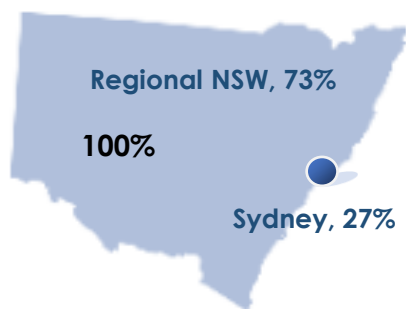
Visitors: 6.9m (+32.5% YoY)
Expenditure: \$967.1m (+57.4% YoY)

\$ Average spend \$140 per visitor

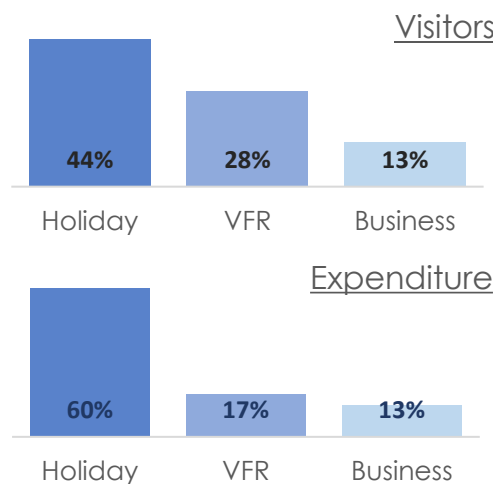
#2 for visitors
#1 for expenditure
In Regional NSW

Origin

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



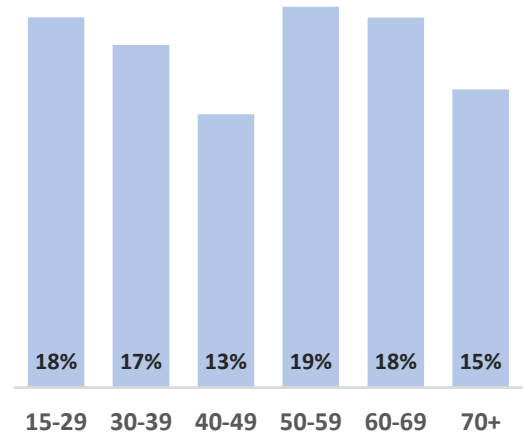
Purpose of visit



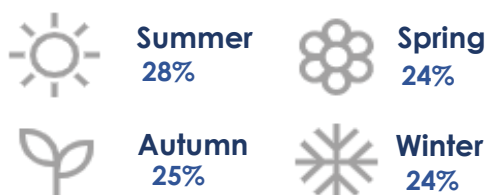
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

'50-59 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

