

Travel to Hunter Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	8,590	9,209	9,811	10,013	10,686	12,717	9,903	10,091	8,025	11,847	47.6%
Nights ('000)	7,597	8,664	8,344	8,643	10,026	12,069	9,541	10,871	8,803	12,019	36.5%
Expenditure (\$ million)	\$1,932	\$2,106	\$2,138	\$2,303	\$2,539	\$2,736	\$2,272	\$2,952	\$2,383	\$4,000	67.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	2,852	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	48.6%
Nights (000)	7,597	8,664	8,344	8,643	10,026	12,069	9,541	10,871	8,803	12,019	36.5%
Average Length of Stay	2.7	2.8	2.6	2.6	2.6	2.7	2.8	2.8	2.9	2.6	-8.1%
Expenditure (\$ million)	\$1,287	\$1,462	\$1,431	\$1,565	\$1,781	\$1,875	\$1,629	\$2,149	\$1,754	\$3,047	73.7%
Spend per visitor per night (\$)	\$169	\$169	\$172	\$181	\$178	\$155	\$171	\$198	\$199	\$253	27.2%
Intrastate visitors (000)	2,434	2,570	2,760	2,782	3,255	3,776	2,891	3,503	2,631	3,857	46.6%
Interstate visitors (000)	418	524	468	563	618	714	576	383	426	688	61.4%
Intrastate nights (000)	6,134	6,651	6,770	6,366	7,711	9,201	7,300	9,277	7,124	9,579	34.5%
Interstate nights (000)	1,463	2,013	1,575	2,277	2,315	2,868	2,242	1,595	1,680	2,440	45.2%
Intrastate expenditure (\$ million)	\$1,083	\$1,146	\$1,218	\$1,265	\$1,435	\$1,460	\$1,261	\$1,952	\$1,493	\$2,540	70.1%
Interstate expenditure (\$ million)	\$204	\$316	\$214	\$300	\$346	\$416	\$368	\$197	\$261	\$507	94.3%

Purpose of Visit

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	1,226	1,366	1,325	1,411	1,620	1,786	1,234	1,914	1,280	1,962	53.3%
Visiting Friends & Relatives	1,118	1,116	1,241	1,267	1,445	1,789	1,458	1,226	1,196	1,716	43.5%
Business	387	496	473	488	663	701	578	503	450	641	42.5%
Other	140	132	201	212	173	242	221	261	155	244	57.2%
Total	2,852	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	48.6%

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	3,517	3,980	3,478	3,730	4,064	4,620	3,716	5,103	3,947	5,336	35.2%
Visiting Friends & Relatives	2,817	2,994	3,119	3,277	3,860	5,273	3,751	3,443	3,245	4,384	35.1%
Business	842	1,434	1,297	1,225	1,605	1,586	1,510	1,494	987	1,695	71.8%
Other	421	255	450	411	498	591	565	832	625	603	-3.4%
Total	7,597	8,664	8,344	8,643	10,026	12,069	9,541	10,871	8,803	12,019	36.5%

Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Regional NSW	1,318	1,255	1,327	1,257	1,487	1,714	1,353	1,411	1,325	1,745	31.7%
Sydney	1,116	1,315	1,433	1,526	1,768	2,061	1,538	2,092	1,307	2,112	61.6%
Total Intrastate	2,434	2,570	2,760	2,782	3,255	3,776	2,891	3,503	2,631	3,857	46.6%
Victoria	124	165	119	183	160	230	192	117	123	209	70.0%
Queensland	182	210	217	262	298	322	266	173	206	298	44.9%
ACT	n/p	68	63	n/p	91	74	56	57	n/p	107	-
Other Interstate	67	81	69	74	68	88	62	n/p	n/p	74	-
Total Interstate	418	524	468	563	618	714	576	383	426	688	61.4%
Grand Total	2,852	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	48.6%

Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	606	723	785	731	933	1,169	804	921	788	1,021	29.6%
30-39	468	482	551	599	674	791	659	589	530	861	62.6%
40-49	617	531	507	602	690	632	492	705	506	828	63.6%
50-59	521	610	615	593	655	759	588	708	479	737	53.9%
60-69	402	483	512	512	542	706	623	608	490	657	34.1%
70+	237	265	259	309	379	432	302	356	265	440	65.9%
Total	2,852	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	48.6%

Travel to Hunter Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Travelling alone	727	777	866	919	1,041	1,352	1,041	991	968	1,196	23.6%
Adult couple	749	967	931	1,013	1,138	1,202	1,002	1,074	737	1,450	96.6%
Family group - parents and children	525	534	565	526	576	693	516	630	561	793	41.3%
Friends or relatives travelling together with(out) children	708	649	668	714	857	1,017	684	1,026	705	925	31.3%
Business associates travelling together with(out) spouse	108	125	149	138	219	192	207	146	n/p	170	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,852	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	48.6%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	1,693	1,870	1,853	2,101	2,425	2,792	2,152	2,259	1,543	2,561	66.0%
Visit friends & relatives	1,415	1,383	1,424	1,510	1,680	2,234	1,632	1,236	1,123	1,729	54.0%
Go to the beach	655	712	813	772	950	1,247	997	1,074	869	1,226	41.1%
Pubs, clubs, discos etc	577	664	747	714	793	1,051	869	831	663	1,131	70.5%
Sightseeing/looking around	737	696	765	757	956	1,134	731	845	543	901	66.0%

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

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Friends or relatives property	2,998	3,429	3,175	3,584	4,203	5,778	4,189	3,794	3,389	4,689	38.3%
Standard hotel/motor inn (below 4 star)	1,022	1,086	1,145	1,046	1,233	1,221	1,106	1,272	1,191	1,536	29.0%
Rented house/apartment/flat or unit	996	995	1,071	909	912	1,244	1,004	1,469	1,013	1,141	12.6%

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

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	2,420	2,687	2,772	2,849	3,394	3,864	2,942	3,633	2,702	4,004	48.2%
Aircraft	172	215	186	256	260	313	268	97	209	276	32.1%
Railway	125	86	172	136	127	200	157	88	n/p	166	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	5,738	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	47.0%
Expenditure (\$ million)	\$645	\$644	\$707	\$738	\$758	\$860	\$642	\$803	\$629	\$953	51.5%
Spend per visitor (\$)	\$112	\$105	\$107	\$111	\$111	\$105	\$100	\$129	\$127	\$130	3.1%

Main Purpose of Trip

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	2,468	3,029	2,980	3,105	3,321	3,659	2,512	2,936	2,238	2,946	31.6%
Visiting Friends & Relatives	1,903	1,670	1,829	1,997	1,937	2,622	2,151	1,665	1,183	2,177	83.9%
Business	671	652	799	710	635	1,138	983	807	751	1,023	36.2%
Other	695	764	974	855	921	808	791	797	796	1,157	45.4%
Total	5,738	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	47.0%

Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Sydney	1,840	1,807	1,912	1,876	2,197	2,473	1,659	1,499	1,112	2,102	89.1%
Regional NSW	3,898	4,277	4,656	4,768	4,607	5,736	4,731	4,706	3,846	5,180	34.7%
Total Intrastate	5,738	6,084	6,568	6,644	6,804	8,209	6,390	6,205	4,958	7,282	46.9%
Total Interstate	-	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	-
Total	5,738	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	47.0%

Travel to Hunter Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	957	1,281	1,422	1,087	1,443	1,711	1,120	1,374	1,037	1,338	29.1%
30-39	1,085	1,148	970	1,085	1,088	1,469	1,039	889	842	1,128	33.9%
40-49	951	1,135	1,145	1,316	1,105	1,176	878	1,005	633	1,123	77.5%
50-59	1,058	1,156	1,216	1,143	1,297	1,327	1,043	1,123	902	1,350	49.7%
60-69	1,040	970	1,226	1,059	965	1,484	1,543	1,009	875	1,279	46.2%
70+	647	425	603	977	916	1,060	813	804	679	1,085	59.7%
Total	5,738	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	47.0%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	2,796	2,712	3,236	3,191	3,157	4,492	3,063	2,795	1,620	3,257	101.1%
Visit friends & relatives	2,381	2,067	2,272	2,407	2,192	2,926	2,294	1,388	1,010	2,307	128.5%
Go shopping for pleasure	1,060	1,035	1,158	1,242	1,172	1,396	958	1,019	807	974	20.7%
Sightseeing/looking around	1,008	941	962	878	954	1,485	931	783	551	851	54.4%
Go to the beach	722	649	908	648	791	1,091	947	752	658	826	25.4%

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

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	5,465	5,830	6,300	6,357	6,497	7,901	6,107	5,975	4,778	6,879	44.0%
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.