

Travel to Hunter Tourism Region

Year ended March 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	9,419	9,727	10,162	10,590	12,416	n/p	n/p	n/p	n/p	12,244	-
Nights ('000)	10,990	11,070	11,542	12,299	14,646	n/p	n/p	n/p	n/p	16,105	-
Expenditure (\$ million)	\$2,210	\$2,392	\$2,318	\$2,768	\$2,866	n/p	n/p	n/p	n/p	\$4,331	-
OVERNIGHT (international & domestic)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	3,184	3,308	3,457	4,055	4,443	n/p	n/p	n/p	n/p	4,972	-
Nights ('000)	10,990	11,070	11,542	12,299	14,646	n/p	n/p	n/p	n/p	16,105	-
Expenditure (\$ million)	\$1,530	\$1,705	\$1,604	\$2,035	\$2,001	n/p	n/p	n/p	n/p	\$3,358	-
DOMESTIC (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	9,260	9,570	9,988	10,388	12,212	11,985	8,590	8,211	11,376	12,087	6.3%
Nights ('000)	8,483	8,326	8,547	9,667	11,605	11,047	9,389	9,080	11,824	13,275	12.3%
Expenditure (\$ million)	\$2,043	\$2,206	\$2,127	\$2,559	\$2,644	\$2,784	\$2,304	\$2,315	\$4,038	\$4,107	1.7%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	4,815	7.8%
Nights (000)	8,483	8,326	8,547	9,667	11,605	11,047	9,389	9,080	11,824	13,275	12.3%
Average Length of Stay	2.8	2.6	2.6	2.5	2.7	2.6	2.8	3.0	2.6	2.8	4.2%
Expenditure (\$ million)	\$1,364	\$1,518	\$1,413	\$1,826	\$1,780	\$2,009	\$1,662	\$1,701	\$3,071	\$3,134	2.1%
Spend per visitor per night (\$)	\$161	\$182	\$165	\$189	\$153	\$182	\$177	\$187	\$260	\$236	-9.1%
Intrastate visitors (000)	2,549	2,632	2,762	3,239	3,562	3,472	3,073	2,609	3,780	4,085	8.1%
Interstate visitors (000)	477	519	520	614	676	725	288	387	688	730	6.1%
Intrastate nights (000)	6,622	6,572	6,434	7,395	8,898	8,237	8,196	7,468	9,321	10,700	14.8%
Interstate nights (000)	1,861	1,754	2,114	2,272	2,707	2,810	1,193	1,612	2,503	2,574	2.8%
Intrastate expenditure (\$ million)	\$1,096	\$1,246	\$1,141	\$1,480	\$1,407	\$1,540	\$1,523	\$1,483	\$2,563	\$2,475	-3.4%
Interstate expenditure (\$ million)	\$268	\$273	\$272	\$346	\$373	\$469	\$139	\$218	\$507	\$659	29.9%

Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,364	1,355	1,335	1,605	1,762	1,536	1,570	1,333	1,941	1,893	-2.5%
Visiting Friends & Relatives	1,118	1,186	1,246	1,460	1,626	1,727	1,144	1,026	1,702	1,902	11.8%
Business	428	457	501	621	668	714	430	459	630	789	25.2%
Other	128	173	221	203	211	246	230	199	216	238	10.6%
Total	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	4,815	7.8%
Nights (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	4,037	3,502	3,628	3,960	4,712	4,093	4,459	4,092	5,281	5,014	-5.0%
Visiting Friends & Relatives	2,986	3,093	3,195	3,723	4,846	4,546	3,221	2,910	4,322	5,226	20.9%
Business	1,196	1,359	1,299	1,442	1,514	1,773	1,078	1,343	1,580	2,445	54.7%
Other	264	372	425	542	533	635	631	735	642	590	-8.1%
Total	8,483	8,326	8,547	9,667	11,605	11,047	9,389	9,080	11,824	13,275	12.3%

n/p = not publishable (sample < 40); '-' = not calculable

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Year ended March 2024

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	1,335	1,376	1,500	1,730	1,975	1,826	1,823	1,392	1,969	2,284	16.0%
Regional NSW	1,215	1,257	1,262	1,509	1,588	1,647	1,250	1,217	1,811	1,801	-0.6%
Total Intrastate	2,549	2,632	2,762	3,239	3,562	3,472	3,073	2,609	3,780	4,085	8.1%
Victoria	134	145	168	149	212	250	n/p	132	188	227	20.6%
Queensland	199	221	239	312	300	327	136	163	328	331	0.8%
ACT	n/p	n/p	n/p	87	86	61	n/p	n/p	n/p	n/p	-
Other Interstate	82	80	69	66	78	88	n/p	n/p	n/p	n/p	-
Total Interstate	477	519	520	614	676	725	288	387	688	730	6.1%
Grand Total	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	4,815	7.8%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	970	1,066	1,047	1,261	1,587	1,397	1,165	927	1,497	1,540	2.9%
35-54	1,026	1,065	1,174	1,351	1,252	1,330	1,117	1,083	1,515	1,600	5.6%
55+	1,029	1,020	1,062	1,241	1,399	1,470	1,079	986	1,456	1,675	15.0%
Total	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	4,815	7.8%

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	736	812	934	1,002	1,197	1,305	903	889	1,229	1,314	7.0%
Adult couple	924	911	969	1,212	1,077	1,206	934	776	1,371	1,444	5.3%
Family group - parents and children	571	577	485	582	702	585	514	554	772	752	-2.5%
Friends/relatives travelling together	643	664	719	834	1,004	835	896	637	948	1,091	15.1%
Other travel party	151	188	176	224	258	267	n/p	139	149	214	43.1%
Total	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	4,815	7.8%

n/p = not publishable (sample < 40); '-' = not calculable

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	159	157	175	202	205	n/p	n/p	n/p	n/p	157	-
Nights (000)	2,507	2,744	2,995	2,631	3,041	n/p	n/p	n/p	n/p	2,830	-
Average Length of Stay	15.8	17.5	17.2	13.0	14.9	n/p	n/p	n/p	n/p	18.1	-
Expenditure (\$ million)	\$166	\$186	\$191	\$208	\$221	n/p	n/p	n/p	n/p	\$224	-
Spend per visitor per night (\$)	\$66	\$68	\$64	\$79	\$73	n/p	n/p	n/p	n/p	\$79	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
United Kingdom	26	33	26	32	34	n/p	n/p	n/p	n/p	26	-
United States of America	16	18	20	20	21	n/p	n/p	n/p	n/p	18	-
New Zealand	20	18	17	22	18	n/p	n/p	n/p	n/p	17	-

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	75	72	81	85	88	n/p	n/p	n/p	n/p	64	-
35-54	38	39	41	56	54	n/p	n/p	n/p	n/p	43	-
55+	46	45	52	61	63	n/p	n/p	n/p	n/p	50	-
Total	159	157	175	202	205	n/p	n/p	n/p	n/p	157	-

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	86	84	95	108	94	n/p	n/p	n/p	n/p	89	-
Adult couple	39	41	42	48	52	n/p	n/p	n/p	n/p	37	-
Family group - parents and children	14	10	17	23	27	n/p	n/p	n/p	n/p	10	-
Friends/relatives travelling together	16	19	17	21	25	n/p	n/p	n/p	n/p	17	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	159	157	175	202	205	n/p	n/p	n/p	n/p	157	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	6,234	6,418	6,705	6,535	7,973	7,787	5,229	5,215	6,908	7,272	5.3%
Expenditure (\$ million)	\$679	\$688	\$714	\$733	\$865	\$775	\$642	\$614	\$967	\$973	0.6%
Spend per visitor (\$)	\$109	\$107	\$107	\$112	\$108	\$100	\$123	\$118	\$140	\$134	-4.4%

Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	3,026	2,861	3,113	3,153	3,710	3,172	2,297	2,255	3,022	3,523	16.6%
Visiting Friends & Relatives	1,634	1,862	1,918	1,963	2,515	2,527	1,490	1,277	1,960	1,955	-0.2%
Business	732	810	775	563	910	1,239	695	843	907	753	-17.0%
Other	842	885	899	857	838	850	747	840	1,018	1,041	2.2%
Total	6,234	6,418	6,705	6,535	7,973	7,787	5,229	5,215	6,908	7,272	5.3%

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	1,830	1,904	1,758	2,139	2,476	2,109	1,228	1,212	1,873	2,201	17.5%
Regional NSW	4,373	4,501	4,938	4,382	5,480	5,622	4,001	3,992	5,014	5,049	0.7%
Total Intrastate	6,203	6,404	6,696	6,521	7,956	7,731	5,229	5,205	6,887	7,250	5.3%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	6,234	6,418	6,705	6,535	7,973	7,787	5,229	5,215	6,908	7,272	5.3%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	1,833	1,907	1,806	1,891	2,528	2,058	1,482	1,486	1,898	2,271	19.7%
35-54	2,536	2,164	2,345	2,291	2,297	2,373	1,525	1,678	2,059	2,532	23.0%
55+	1,865	2,348	2,555	2,353	3,149	3,357	2,222	2,050	2,951	2,469	-16.3%
Total	6,234	6,418	6,705	6,535	7,973	7,787	5,229	5,215	6,908	7,272	5.3%

n/p = not publishable (sample < 40); '-' = not calculable

Hunter Tourism Region LGAs: Cessnock, Dungog, Lake Macquarie, Maitland, Mid-Coast (Partial), Muswellbrook, Newcastle, Port Stephens, Singleton (Partial) and Upper Hunter Shire