

# Travel to New England North West Tourism Region

Year ended March 2024



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

## OVERVIEW

<b>GRAND TOTAL (overnight &amp; daytrip)</b>	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)	3,087	2,786	3,354	3,497	3,574	n/p	n/p	n/p	n/p	3,836	-
Nights ('000)	4,482	4,627	5,318	5,810	5,017	n/p	n/p	n/p	n/p	6,406	-
Expenditure (\$ million)	\$751	\$747	n/p	\$1,021	\$935	n/p	n/p	n/p	n/p	\$1,401	-
<b>OVERNIGHT (international &amp; domestic)</b>	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)	1,352	1,376	1,581	1,671	1,646	n/p	n/p	n/p	n/p	1,921	-
Nights ('000)	4,482	4,627	5,318	5,810	5,017	n/p	n/p	n/p	n/p	6,406	-
Expenditure (\$ million)	\$535	\$541	n/p	\$739	\$682	n/p	n/p	n/p	n/p	\$941	-
<b>DOMESTIC (overnight &amp; daytrip)</b>	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)	3,056	2,756	3,316	3,454	3,539	3,860	2,804	2,699	3,518	3,801	8.1%
Nights ('000)	3,747	3,767	4,223	4,665	4,205	4,533	3,731	3,997	4,823	5,127	6.3%
Expenditure (\$ million)	\$700	\$708	\$696	\$958	\$884	\$1,018	\$702	\$756	\$1,238	\$1,365	10.3%

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)	1,320	1,345	1,543	1,629	1,611	1,679	1,246	1,369	1,618	1,886	16.5%
Nights (000)	3,747	3,767	4,223	4,665	4,205	4,533	3,731	3,997	4,823	5,127	6.3%
Average Length of Stay	2.8	2.8	2.7	2.9	2.6	2.7	3.0	2.9	3.0	2.7	-8.8%
Expenditure (\$ million)	\$484	\$502	\$482	\$675	\$632	\$685	\$491	\$585	\$875	\$905	3.5%
Spend per visitor per night (\$)	\$129	\$133	\$114	\$145	\$150	\$151	\$132	\$146	\$181	\$177	-2.7%
Intrastate visitors (000)	886	920	1,076	1,121	1,137	1,162	965	1,023	1,153	1,336	15.8%
Interstate visitors (000)	434	426	466	508	475	517	281	347	465	550	18.3%
Intrastate nights (000)	2,457	2,332	2,789	3,070	2,924	3,138	2,787	2,882	3,287	3,435	4.5%
Interstate nights (000)	1,290	1,434	1,434	1,595	1,281	1,395	944	1,115	1,536	1,692	10.2%
Intrastate expenditure (\$ million)	\$328	\$332	\$335	\$433	\$458	\$470	\$386	\$438	\$632	\$651	3.0%
Interstate expenditure (\$ million)	\$156	\$170	\$147	\$242	\$174	\$215	\$105	\$147	\$242	\$254	4.8%

### Purpose of Visit

<b>Visitors (000)</b>	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	475	490	511	493	498	537	326	366	576	658	14.3%
Visiting Friends & Relatives	478	463	511	538	634	541	424	427	500	632	26.3%
Business	228	278	352	425	344	438	386	410	386	451	17.0%
Other	158	126	178	189	153	180	123	175	181	177	-1.9%
Total	1,320	1,345	1,543	1,629	1,611	1,679	1,246	1,369	1,618	1,886	16.5%
<b>Nights (000)</b>	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	1,422	1,376	1,420	1,423	1,475	1,579	889	1,062	1,750	1,688	-3.5%
Visiting Friends & Relatives	1,385	1,389	1,585	1,596	1,785	1,443	1,404	1,239	1,558	1,882	20.8%
Business	600	698	793	1,196	673	1,064	1,049	1,234	1,217	1,196	-1.8%
Other	340	305	424	450	272	447	389	462	297	360	21.3%
Total	3,747	3,767	4,223	4,665	4,205	4,533	3,731	3,997	4,823	5,127	6.3%

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	219	219	244	291	271	246	226	248	255	439	72.3%
Regional NSW	667	701	832	830	866	916	739	774	898	897	-0.2%
<b>Total Intrastate</b>	<b>886</b>	<b>920</b>	<b>1,076</b>	<b>1,121</b>	<b>1,137</b>	<b>1,162</b>	<b>965</b>	<b>1,023</b>	<b>1,153</b>	<b>1,336</b>	<b>15.8%</b>
Victoria	n/p	n/p	103	95	75	116	n/p	n/p	n/p	n/p	-
Queensland	311	287	306	363	346	340	198	268	309	417	34.8%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	<b>434</b>	<b>426</b>	<b>466</b>	<b>508</b>	<b>475</b>	<b>517</b>	<b>281</b>	<b>347</b>	<b>465</b>	<b>550</b>	<b>18.3%</b>
<b>Grand Total</b>	<b>1,320</b>	<b>1,345</b>	<b>1,543</b>	<b>1,629</b>	<b>1,611</b>	<b>1,679</b>	<b>1,246</b>	<b>1,369</b>	<b>1,618</b>	<b>1,886</b>	<b>16.5%</b>

### 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	351	364	374	362	423	490	347	416	479	515	7.6%
35-54	414	406	533	617	533	488	454	466	517	502	-2.7%
55+	556	576	635	650	655	700	446	488	623	868	39.4%
<b>Total</b>	<b>1,320</b>	<b>1,345</b>	<b>1,543</b>	<b>1,629</b>	<b>1,611</b>	<b>1,679</b>	<b>1,246</b>	<b>1,369</b>	<b>1,618</b>	<b>1,886</b>	<b>16.5%</b>

### 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	320	381	508	553	507	539	468	523	519	696	34.2%
Adult couple	427	412	427	465	438	463	325	345	467	503	7.7%
Family group - parents and children	216	223	246	211	231	244	173	199	246	189	-23.3%
Friends/relatives travelling together	263	245	285	270	308	274	176	203	264	382	44.5%
Other travel party	n/p	n/p	n/p	129	127	159	n/p	100	n/p	n/p	-
<b>Total</b>	<b>1,320</b>	<b>1,345</b>	<b>1,543</b>	<b>1,629</b>	<b>1,611</b>	<b>1,679</b>	<b>1,246</b>	<b>1,369</b>	<b>1,618</b>	<b>1,886</b>	<b>16.5%</b>

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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)	32	31	39	42	35	n/p	n/p	n/p	n/p	35	-
Nights (000)	736	860	1,095	1,145	812	n/p	n/p	n/p	n/p	1,279	-
Average Length of Stay	23.3	27.9	28.4	27.0	23.5	n/p	n/p	n/p	n/p	36.7	-
Expenditure (\$ million)	\$51	\$39	n/p	\$64	\$50	n/p	n/p	n/p	n/p	\$36	-
Spend per visitor per night (\$)	\$69	\$45	n/p	\$56	\$62	n/p	n/p	n/p	n/p	\$28	-

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
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	8	-
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

### 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	13	14	17	17	15	n/p	n/p	n/p	n/p	13	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	10	9	11	14	n/p	n/p	n/p	n/p	n/p	14	-
Total	32	31	39	42	35	n/p	n/p	n/p	n/p	35	-

### 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	20	16	23	23	21	n/p	n/p	n/p	n/p	20	-
Adult couple	6	8	9	n/p	n/p	n/p	n/p	n/p	n/p	11	-
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	32	31	39	42	35	n/p	n/p	n/p	n/p	35	-

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

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Year ended March 2024



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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)	1,736	1,410	1,773	1,825	1,928	2,181	1,558	1,330	1,899	1,915	0.8%
Expenditure (\$ million)	\$216	\$206	\$215	\$283	\$252	\$333	\$211	\$170	\$363	\$460	26.6%
Spend per visitor (\$)	\$125	\$146	\$121	\$155	\$131	\$153	\$135	\$128	\$191	\$240	25.6%

### 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	710	709	642	817	729	905	626	550	763	669	-12.3%
Visiting Friends & Relatives	n/p	n/p	472	371	486	411	n/p	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	492	n/p	n/p	n/p	n/p	-
Other	n/p	336	382	485	412	373	382	n/p	n/p	n/p	-
<b>Total</b>	<b>1,736</b>	<b>1,410</b>	<b>1,773</b>	<b>1,825</b>	<b>1,928</b>	<b>2,181</b>	<b>1,558</b>	<b>1,330</b>	<b>1,899</b>	<b>1,915</b>	<b>0.8%</b>

### 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,614	1,277	1,621	1,737	1,690	1,991	1,484	1,296	1,772	1,802	1.7%
<b>Total Intrastate</b>	<b>1,652</b>	<b>1,337</b>	<b>1,675</b>	<b>1,737</b>	<b>1,772</b>	<b>2,097</b>	<b>1,518</b>	<b>1,311</b>	<b>1,811</b>	<b>1,856</b>	<b>2.5%</b>
<b>Total Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>1,736</b>	<b>1,410</b>	<b>1,773</b>	<b>1,825</b>	<b>1,928</b>	<b>2,181</b>	<b>1,558</b>	<b>1,330</b>	<b>1,899</b>	<b>1,915</b>	<b>0.8%</b>

### 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	560	n/p	n/p	n/p	n/p	609	n/p	n/p	n/p	n/p	-
35-54	468	n/p	656	538	536	845	558	n/p	579	n/p	-
55+	708	710	790	799	932	728	649	586	784	1,017	29.8%
<b>Total</b>	<b>1,736</b>	<b>1,410</b>	<b>1,773</b>	<b>1,825</b>	<b>1,928</b>	<b>2,181</b>	<b>1,558</b>	<b>1,330</b>	<b>1,899</b>	<b>1,915</b>	<b>0.8%</b>

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

New England North West Tourism Region LGAs: Armidale Regional, Glen Innes Severn, Gunnedah, Inverell, Liverpool Plains, Moree Plains, Narrabri, Tamworth Regional, Tenterfield, Uralla and Walcha