

# Travel to New England North West Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



## OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	2,898	3,161	2,922	3,543	3,366	3,924	2,951	2,899	3,008	3,792	26.1%
Nights ('000)	3,666	3,996	4,008	4,236	4,527	4,731	3,333	4,339	4,497	4,953	10.2%
Expenditure (\$ million)	\$710	\$729	\$724	\$797	\$932	\$1,009	\$711	\$818	\$953	\$1,351	41.8%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	1,300	1,366	1,440	1,608	1,639	1,753	1,169	1,425	1,574	1,798	14.2%
Nights (000)	3,666	3,996	4,008	4,236	4,527	4,731	3,333	4,339	4,497	4,953	10.2%
Average Length of Stay	2.8	2.9	2.8	2.6	2.8	2.7	2.9	3.0	2.9	2.8	-3.6%
Expenditure (\$ million)	\$502	\$493	\$507	\$562	\$658	\$698	\$478	\$609	\$735	\$925	25.9%
Spend per visitor per night (\$)	\$137	\$123	\$126	\$133	\$145	\$148	\$144	\$140	\$163	\$187	14.3%
Intrastate visitors (000)	837	966	964	1,130	1,141	1,237	873	1,034	1,151	1,280	11.2%
Interstate visitors (000)	463	400	476	478	499	516	296	391	422	518	22.6%
Intrastate nights (000)	2,392	2,504	2,654	2,753	3,046	3,356	2,400	3,070	3,200	3,346	4.6%
Interstate nights (000)	1,274	1,492	1,354	1,483	1,480	1,374	933	1,269	1,297	1,607	23.9%
Intrastate expenditure (\$ million)	\$314	\$335	\$336	\$373	\$457	\$496	\$350	\$463	\$547	\$668	22.3%
Interstate expenditure (\$ million)	\$188	\$158	\$171	\$189	\$201	\$202	\$128	\$146	\$188	\$257	36.5%

### Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	452	502	503	547	480	564	331	391	492	657	33.6%
Visiting Friends & Relatives	462	498	486	492	628	586	420	448	489	587	19.9%
Business	264	253	302	379	371	456	312	435	395	447	13.2%
Other	143	137	160	200	184	163	120	159	210	145	-31.0%
Total	1,300	1,366	1,440	1,608	1,639	1,753	1,169	1,425	1,574	1,798	14.2%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	1,430	1,451	1,469	1,384	1,433	1,650	1,035	1,085	1,444	1,773	22.8%
Visiting Friends & Relatives	1,377	1,595	1,394	1,510	1,798	1,648	1,179	1,496	1,470	1,539	4.7%
Business	635	562	738	882	971	1,076	708	1,387	1,133	1,362	20.2%
Other	224	389	407	460	325	356	411	371	449	279	-37.9%
Total	3,666	3,996	4,008	4,236	4,527	4,731	3,333	4,339	4,497	4,953	10.2%

### Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	191	243	218	270	310	259	189	252	250	374	49.5%
Regional NSW	646	723	746	860	830	978	683	782	901	906	0.5%
<b>Total Intrastate</b>	837	966	964	1,130	1,141	1,237	873	1,034	1,151	1,280	11.2%
Victoria	77	104	77	97	93	95	n/p	n/p	n/p	113	-
Queensland	328	250	338	322	354	376	196	283	297	363	22.0%
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	33	n/p	46	32	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	463	400	476	478	499	516	296	391	422	518	22.6%
Grand Total	1,300	1,366	1,440	1,608	1,639	1,753	1,169	1,425	1,574	1,798	14.2%

n/p = not publishable (sample < 30); '-' = not calculable

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Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



## DOMESTIC OVERNIGHT TRAVEL

### Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	179	282	258	321	273	341	225	271	344	300	-12.7%
30-39	212	157	207	200	228	285	191	259	256	255	-0.3%
40-49	225	224	246	302	321	266	184	256	212	308	44.8%
50-59	274	243	243	312	300	262	224	259	296	294	-0.6%
60-69	266	303	272	280	311	336	212	226	261	398	52.4%
70+	144	156	213	194	206	264	133	155	205	243	18.6%
Total	1,300	1,366	1,440	1,608	1,639	1,753	1,169	1,425	1,574	1,798	14.2%

### Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	355	364	447	530	522	572	372	594	493	632	28.2%
Adult couple	338	420	463	437	458	463	326	335	478	499	4.3%
Family group - parents and children	265	238	182	245	245	255	177	188	244	197	-19.4%
Friends/relatives travelling together	249	257	281	285	279	307	196	207	225	332	47.4%
Other travel party	93	87	n/p	111	134	155	98	102	133	137	3.7%
Total	1,300	1,366	1,440	1,608	1,639	1,753	1,169	1,425	1,574	1,798	14.2%

### Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	1,055	1,131	1,085	1,208	1,327	1,470	890	1,005	1,182	1,421	20.2%
Outdoor / nature	237	279	290	293	332	338	233	302	367	429	17.0%
Active outdoor / sports	210	178	249	313	288	295	182	235	215	303	40.7%
Arts / heritage	175	219	189	205	198	215	158	158	215	237	10.0%
Local attractions / tourist activities	137	129	121	112	87	149	80	95	n/p	143	-

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

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private or Other Accommodation	1,635	1,889	1,825	2,034	1,832	2,024	1,611	2,077	2,121	2,154	1.5%
Commercial Accommodation	884	808	961	880	1,156	1,227	871	1,289	1,269	1,509	18.9%
Caravan & Camping	1,042	979	1,124	1,083	1,305	1,140	688	790	905	1,123	24.1%

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

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	1,180	1,261	1,292	1,415	1,457	1,563	1,107	1,356	1,438	1,580	9.8%
Aircraft	n/p	n/p	86	113	114	98	n/p	n/p	n/p	168	-
Other Land Transport (Bus, Train, etc.)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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# Travel to New England North West Tourism Region

Year ended September 2023

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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	1,598	1,795	1,483	1,935	1,726	2,171	1,782	1,474	1,434	1,994	39.0%
Expenditure (\$ million)	\$208	\$236	\$217	\$235	\$274	\$311	\$233	\$210	\$218	\$426	95.3%
Spend per visitor (\$)	\$130	\$131	\$146	\$121	\$159	\$143	\$131	\$142	\$152	\$214	40.5%

### Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	636	787	724	690	711	933	766	600	605	637	5.3%
Visiting Friends & Relatives	n/p	428	n/p	486	374	517	261	n/p	n/p	449	-
Business	n/p	166	n/p	n/p	n/p	357	365	303	n/p	n/p	-
Other	423	414	299	520	362	364	390	381	n/p	598	-
Total	1,598	1,795	1,483	1,935	1,726	2,171	1,782	1,474	1,434	1,994	39.0%

### Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,427	1,698	1,383	1,759	1,573	1,917	1,669	1,453	1,378	1,829	32.7%
<b>Total Intrastate</b>	1,456	1,759	1,404	1,814	1,615	2,039	1,720	1,459	1,392	1,922	38.0%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,598	1,795	1,483	1,935	1,726	2,171	1,782	1,474	1,434	1,994	39.0%

### Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	n/p	n/p	n/p	n/p	n/p	477	n/p	n/p	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	354	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	362	n/p	244	n/p	n/p	-
50-59	n/p	355	233	388	417	369	384	n/p	n/p	n/p	-
60-69	n/p	367	295	422	295	421	270	n/p	n/p	449	-
70+	n/p	n/p	309	318	252	334	n/p	357	n/p	n/p	-
Total	1,598	1,795	1,483	1,935	1,726	2,171	1,782	1,474	1,434	1,994	39.0%

### Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	1,135	1,219	1,158	1,351	1,181	1,691	1,193	793	978	1,436	46.8%
Active outdoor / sports	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Outdoor / nature	n/p	n/p	n/p	n/p	n/p	381	n/p	n/p	n/p	n/p	-
Arts / heritage	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Local attractions / tourist activities	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

### Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	1,534	1,787	1,465	1,909	1,642	2,120	1,744	1,474	1,426	1,975	38.5%
Other or Mixed Transport	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

New England North West includes: Armidale, Glen Innes, Inverell, Moree, Narrabri, Tamworth & Tenterfield