

Hunter Visitor Profile

Year ended December 2023

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



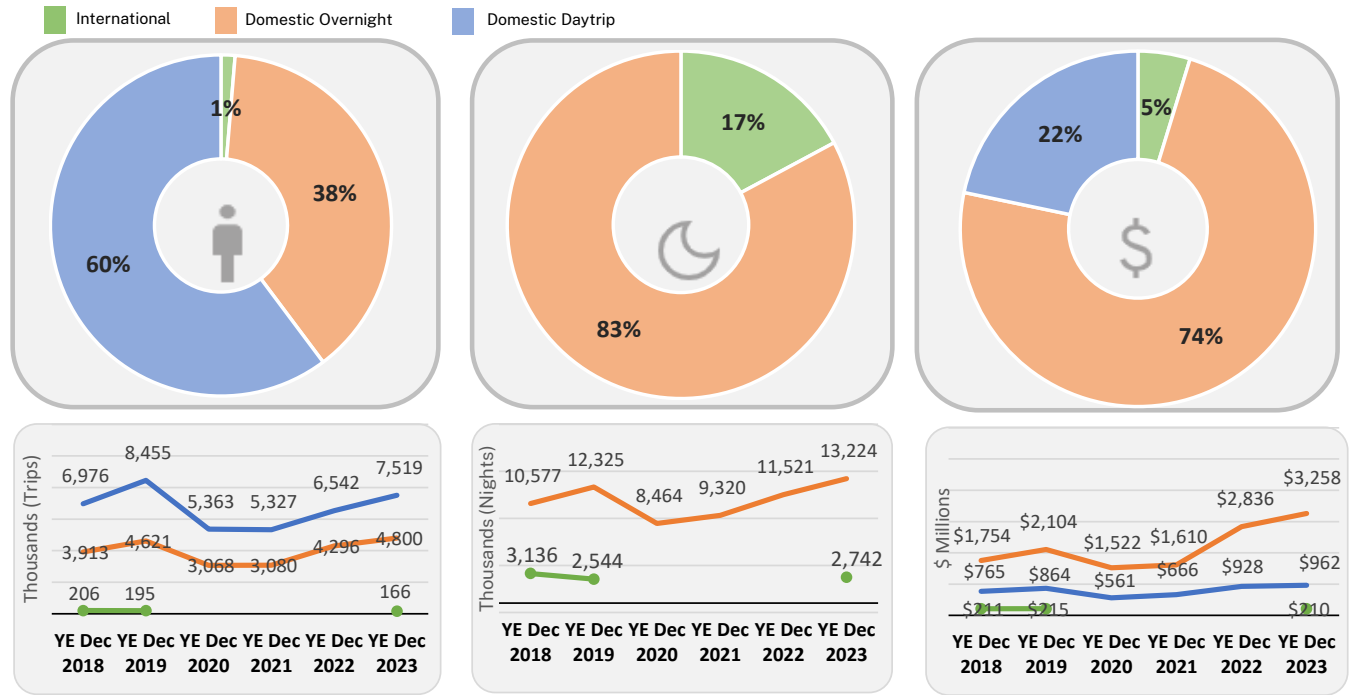
International data is not available for the period YE December 2020 - YE December 2022.

TOTAL DOMESTIC & INTERNATIONAL

Visitors
12.5m

Nights
16.0m

Expenditure
\$4.4bn



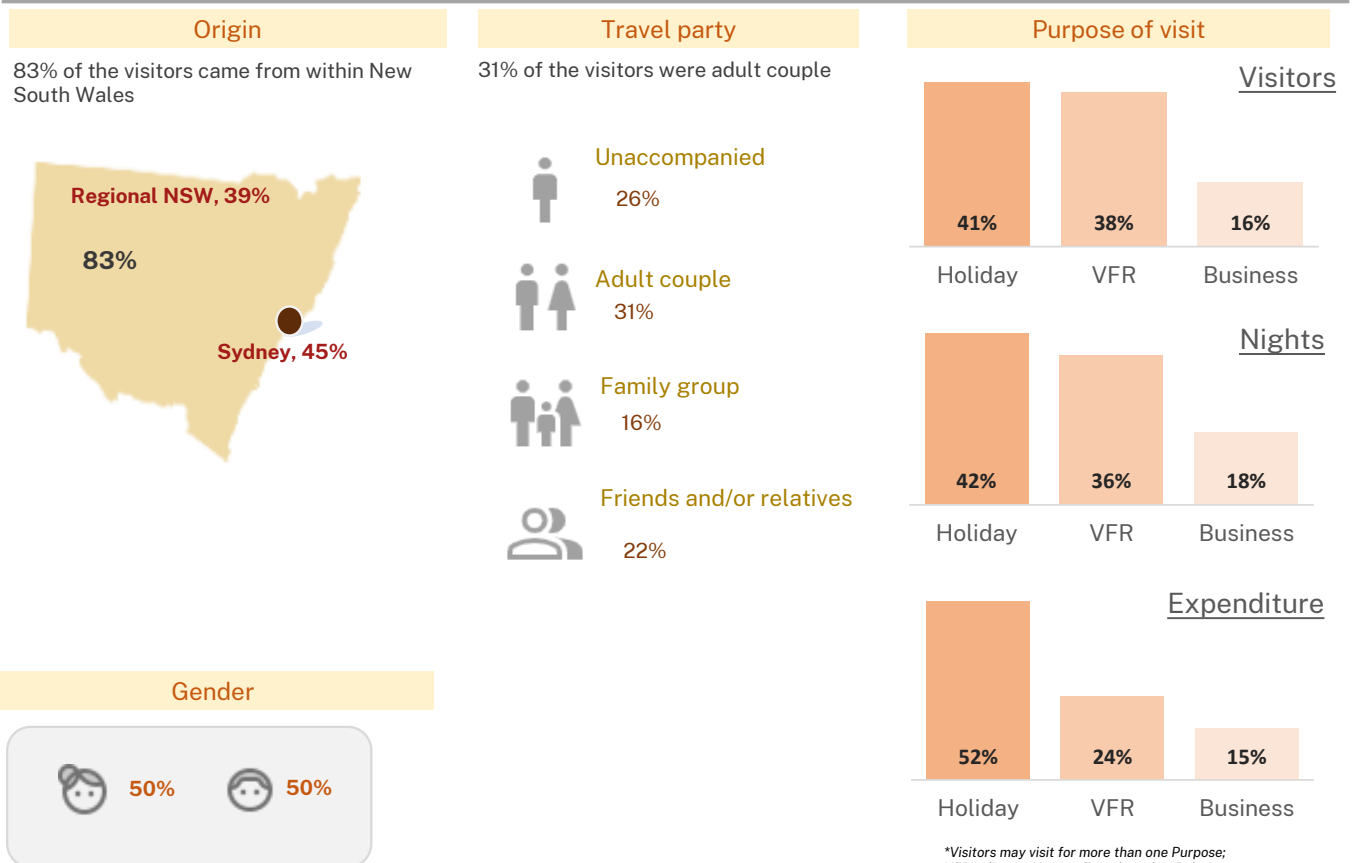
Domestic overnight travel

Visitors: 4.8m (+11.7% YoY)
Nights: 13.2m (+14.8% YoY)
Expenditure: \$3.3bn (+14.9% YoY)

Average spend
\$246 per night
\$679 per visitor

Average length of stay:
2.8 nights

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



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

Hunter Visitor Profile

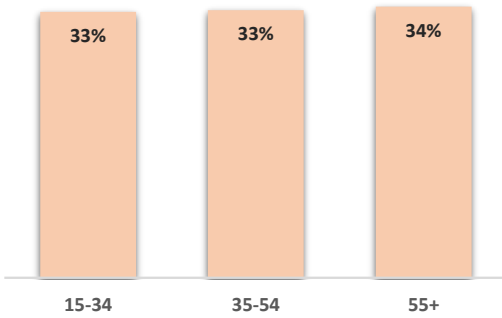
Year ended December 2023

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

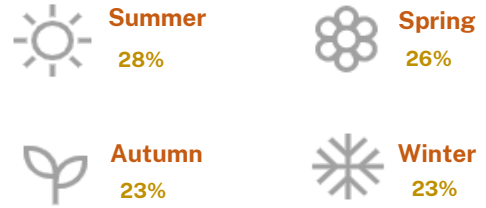


Age

55+ years' was the largest age group of the visitors to the region



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 7.5m (+14.9% YoY)

Expenditure: \$962.4m (+3.7% YoY)

\$ Average spend \$128 per visitor

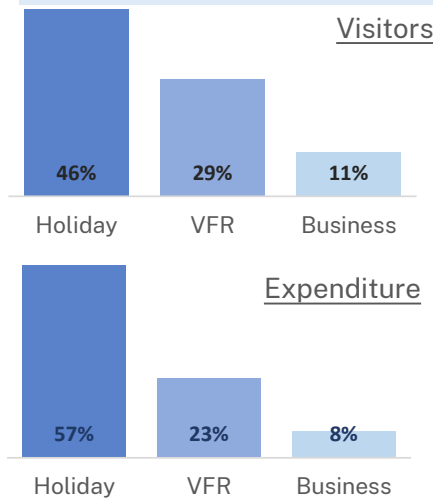
#1 for visitors
#3 for expenditure
In Regional NSW

Origin

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



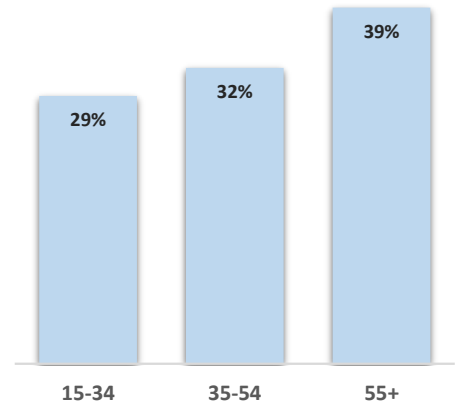
Purpose of visit



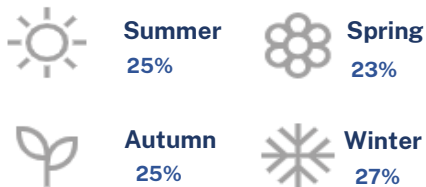
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

55+ years' was the largest age group of the visitors to the region

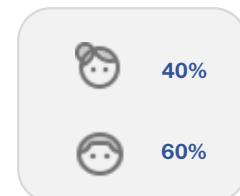


Travel season*



*by month returned from the trip

Gender

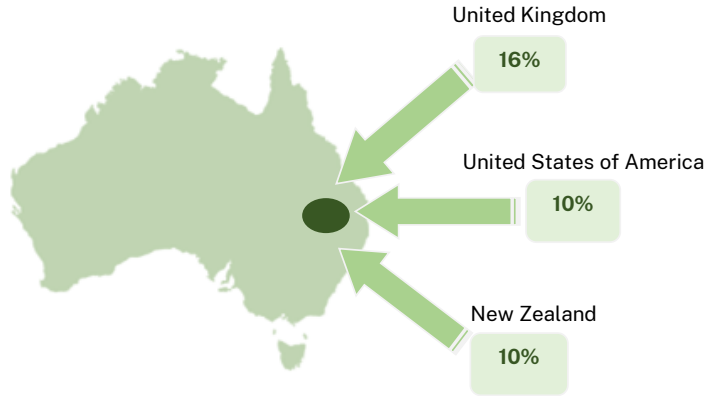


International travel

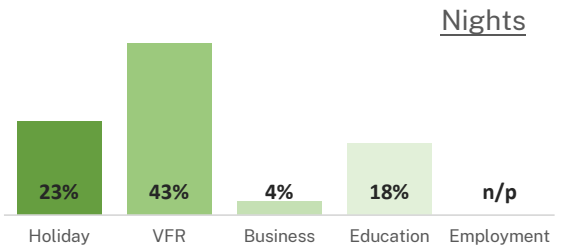
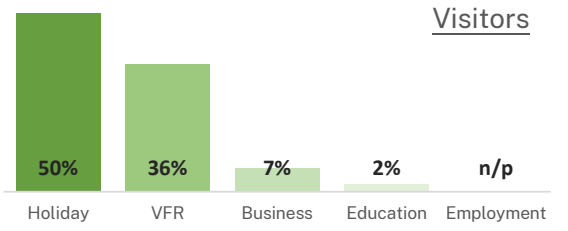
<p>Visitors: 166,000</p> <p>Nights: 2.7m</p> <p>Expenditure: \$210.2m</p>	<p>% of recovery on YE Dec 19</p> <p>85%</p> <p>108%</p> <p>98%</p>	<p>Average spend</p> <p>\$77 per night</p> <p>\$1266 per visitor</p>	<p>Average length of stay:</p> <p>16.5 nights</p>	<p>#2 for visitors</p> <p>#2 for nights</p> <p>#2 for expenditure</p> <p>In Regional NSW</p>
--	--	---	--	--

Top 3 origin markets

United Kingdom was the largest individual source market of visitors to the region



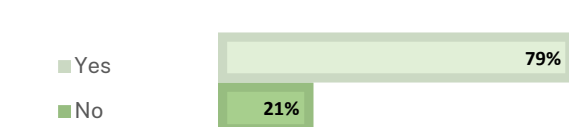
Purpose of visit



First vs return visitor



FIT visitor#

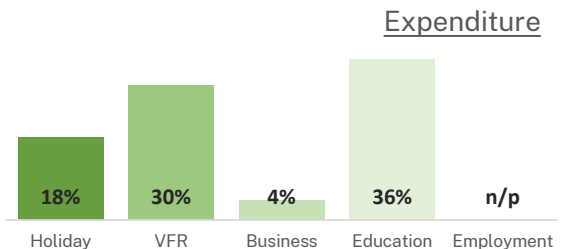
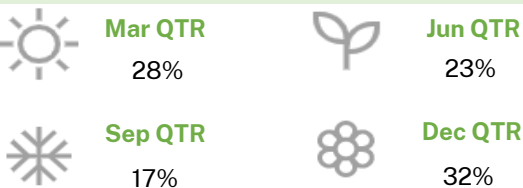


free and independent traveller

Travel party



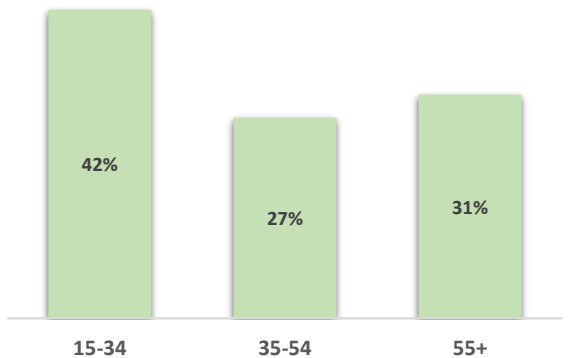
Travel quarter



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

Age

15-34 years' was the largest age group of the visitors to the region



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