

Travel to Hunter Tourism Region

Year ended September 2024



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

OVERVIEW

	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	YE Sep 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	9,283	10,138	10,372	11,112	12,905	n/p	n/p	n/p	n/p	11,257	-
Nights ('000)	11,239	11,418	12,014	13,051	14,723	n/p	n/p	n/p	n/p	15,545	-
Expenditure (\$ million)	\$2,288	\$2,356	\$2,586	\$2,773	\$3,037	n/p	n/p	n/p	n/p	\$4,414	-
OVERNIGHT (international & domestic)											
Visitors ('000)	3,282	3,470	3,703	4,089	4,740	n/p	n/p	n/p	n/p	4,835	-
Nights ('000)	11,239	11,418	12,014	13,051	14,723	n/p	n/p	n/p	n/p	15,545	-
Expenditure (\$ million)	\$1,660	\$1,634	\$1,857	\$1,963	\$2,174	n/p	n/p	n/p	n/p	\$3,417	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	9,117	9,982	10,176	10,916	12,697	9,212	8,679	9,984	12,120	11,102	-8.4%
Nights ('000)	8,503	8,814	8,895	10,133	11,951	9,150	9,683	10,750	12,272	12,515	2.0%
Expenditure (\$ million)	\$2,100	\$2,181	\$2,366	\$2,578	\$2,818	\$2,107	\$2,523	\$3,165	\$3,987	\$4,158	4.3%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	4,680	3.0%
Nights (000)	8,503	8,814	8,895	10,133	11,951	9,150	9,683	10,750	12,272	12,515	2.0%
Average Length of Stay	2.7	2.7	2.5	2.6	2.6	2.8	2.9	2.7	2.7	2.7	-1.0%
Expenditure (\$ million)	\$1,472	\$1,459	\$1,637	\$1,768	\$1,956	\$1,561	\$1,802	\$2,364	\$3,019	\$3,161	4.7%
Spend per visitor per night (\$)	\$173	\$166	\$184	\$175	\$164	\$171	\$186	\$220	\$246	\$253	2.7%
Intrastate visitors (000)	2,610	2,810	2,944	3,251	3,797	2,825	2,945	3,397	3,800	4,016	5.7%
Interstate visitors (000)	507	503	563	642	736	423	358	547	742	664	-10.6%
Intrastate nights (000)	6,484	6,951	6,749	7,750	9,015	7,497	8,090	8,748	9,530	10,320	8.3%
Interstate nights (000)	2,019	1,862	2,146	2,383	2,936	1,654	1,593	2,002	2,743	2,194	-20.0%
Intrastate expenditure (\$ million)	\$1,149	\$1,216	\$1,339	\$1,427	\$1,494	\$1,305	\$1,621	\$2,026	\$2,417	\$2,550	5.5%
Interstate expenditure (\$ million)	\$323	\$243	\$298	\$342	\$462	\$256	\$180	\$338	\$601	\$611	1.6%

Purpose of Visit

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,339	1,347	1,485	1,616	1,775	1,321	1,546	1,668	1,933	1,928	-0.3%
Visiting Friends & Relatives	1,154	1,264	1,292	1,502	1,806	1,258	1,041	1,563	1,738	1,744	0.3%
Business	470	550	531	628	739	476	483	537	644	782	21.4%
Other	170	172	236	174	234	216	245	205	239	226	-5.4%
Total	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	4,680	3.0%
Nights (000)	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	YE Sep 2024	% change 2024 vs. 2023
Holiday	3,706	3,595	3,887	4,146	4,603	3,876	4,191	4,917	5,289	5,060	-4.3%
Visiting Friends & Relatives	3,093	3,346	3,374	3,960	5,128	3,357	3,041	4,114	4,554	4,490	-1.4%
Business	1,436	1,451	1,134	1,533	1,674	1,271	1,550	1,123	1,815	2,468	36.0%
Other	268	422	499	493	547	647	901	596	616	496	-19.4%
Total	8,503	8,814	8,895	10,133	11,951	9,150	9,683	10,750	12,272	12,515	2.0%

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

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Year ended September 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Sydney	1,331	1,482	1,593	1,800	2,051	1,578	1,661	1,825	2,054	2,172	5.7%
Regional NSW	1,279	1,329	1,351	1,450	1,746	1,247	1,284	1,572	1,745	1,844	5.7%
Total Intrastate	2,610	2,810	2,944	3,251	3,797	2,825	2,945	3,397	3,800	4,016	5.7%
Victoria	171	135	173	166	248	125	126	170	245	n/p	-
Queensland	213	217	271	300	332	205	155	242	325	302	-6.9%
ACT	n/p	n/p	n/p	101	n/p	n/p	n/p	n/p	109	n/p	-
Other Interstate	65	80	67	75	95	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	507	503	563	642	736	423	358	547	742	664	-10.6%
Grand Total	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	4,680	3.0%

Age

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
15-34	1,036	1,104	1,158	1,358	1,584	1,144	1,020	1,369	1,431	1,598	11.7%
35-54	1,052	1,163	1,192	1,291	1,390	1,017	1,181	1,323	1,526	1,494	-2.1%
55+	1,029	1,047	1,158	1,243	1,557	1,087	1,102	1,252	1,585	1,588	0.2%
Total	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	4,680	3.0%

Travel Party

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	818	932	883	1,043	1,399	930	892	1,202	1,151	1,446	25.7%
Adult couple	929	952	1,086	1,134	1,254	880	925	1,035	1,502	1,193	-20.6%
Family group - parents and children	529	540	584	595	654	523	524	728	710	787	10.9%
Friends/relatives travelling together	669	707	738	879	973	747	811	879	1,003	1,028	2.5%
Other travel party	172	184	216	241	252	167	152	n/p	176	n/p	-
Total	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	4,680	3.0%

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

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Year ended September 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	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	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	166	156	196	196	208	n/p	n/p	n/p	n/p	155	-
Nights (000)	2,737	2,604	3,119	2,917	2,772	n/p	n/p	n/p	n/p	3,030	-
Average Length of Stay	16.5	16.7	15.9	14.9	13.4	-	-	-	-	19.5	-
Expenditure (\$ million)	\$188	\$174	\$220	\$195	\$219	n/p	n/p	n/p	n/p	\$256	-
Spend per visitor per night (\$)	\$69	\$67	\$71	\$67	\$79	-	-	-	-	\$85	-

Purpose of Visit

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Holiday	90	87	111	123	131	n/p	n/p	n/p	n/p	82	-
Visiting Friends & Relatives	49	48	62	55	53	n/p	n/p	n/p	n/p	50	-
Business	15	8	15	11	12	n/p	n/p	n/p	n/p	n/p	-
Education	6	9	7	8	7	n/p	n/p	n/p	n/p	4	-
Other	n/p	n/p	n/p	n/p	9	n/p	n/p	n/p	n/p	14	-
Total	166	156	196	196	208	n/p	n/p	n/p	n/p	155	-

Origin (Top 3 based on latest time period)

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
United Kingdom	29	29	31	31	33	n/p	n/p	n/p	n/p	25	-
United States of America	16	17	23	20	24	n/p	n/p	n/p	n/p	19	-
New Zealand	20	18	20	20	16	n/p	n/p	n/p	n/p	19	-

Age

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
15-34	77	76	84	85	88	n/p	n/p	n/p	n/p	59	-
35-54	41	34	56	50	58	n/p	n/p	n/p	n/p	43	-
55+	49	47	56	61	61	n/p	n/p	n/p	n/p	53	-
Total	166	156	196	196	208	n/p	n/p	n/p	n/p	155	-

Travel Party

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	87	85	104	99	99	n/p	n/p	n/p	n/p	90	-
Adult couple	45	37	46	48	51	n/p	n/p	n/p	n/p	36	-
Family group - parents and children	12	15	22	22	27	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	18	17	19	22	23	n/p	n/p	n/p	n/p	15	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	166	156	196	196	208	n/p	n/p	n/p	n/p	155	-

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Year ended September 2024



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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	6,422	-15.3%
Expenditure (\$ million)	\$628	\$722	\$729	\$810	\$863	\$545	\$722	\$801	\$968	\$997	2.9%
Spend per visitor (\$)	\$105	\$108	\$109	\$115	\$106	\$91	\$134	\$133	\$128	\$155	21.4%

Purpose of Visit

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Holiday	2,828	3,141	3,187	3,374	3,546	2,282	2,485	2,737	3,202	3,274	2.3%
Visiting Friends & Relatives	1,743	1,745	1,970	2,078	2,716	1,854	1,449	1,590	2,177	1,760	-19.2%
Business	695	802	614	737	1,095	1,009	743	859	971	n/p	-
Other	735	980	898	834	808	818	699	854	1,228	n/p	-
Total	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	6,422	-15.3%

Origin

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Sydney	1,863	1,937	1,898	2,154	2,482	1,590	1,135	1,542	2,300	1,840	-20.0%
Regional NSW	4,102	4,713	4,757	4,855	5,642	4,355	4,241	4,488	5,242	4,563	-12.9%
Total Intrastate	5,965	6,650	6,655	7,009	8,124	5,946	5,377	6,030	7,542	6,404	-15.1%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	6,422	-15.3%

Age

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
15-34	1,789	1,897	1,752	2,116	2,485	1,574	1,580	1,756	2,148	1,856	-13.6%
35-54	2,229	2,331	2,227	2,287	2,417	1,775	1,677	1,750	2,437	2,253	-7.5%
55+	1,983	2,440	2,690	2,621	3,263	2,614	2,120	2,534	2,993	2,313	-22.7%
Total	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	6,422	-15.3%

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