

Travel to New England North West Tourism Region

Year ended June 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	3,221	2,949	3,307	3,553	3,844	n/p	n/p	n/p	n/p	3,793	-
Nights ('000)	4,720	4,793	5,215	5,657	5,348	n/p	n/p	n/p	n/p	6,279	-
Expenditure (\$ million)	\$786	\$748	n/p	\$995	\$1,038	n/p	n/p	n/p	n/p	\$1,300	-
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	1,427	1,401	1,590	1,673	1,664	n/p	n/p	n/p	n/p	1,815	-
Nights ('000)	4,720	4,793	5,215	5,657	5,348	n/p	n/p	n/p	n/p	6,279	-
Expenditure (\$ million)	\$559	\$522	n/p	\$708	\$727	n/p	n/p	n/p	n/p	\$864	-
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	3,189	2,916	3,265	3,516	3,809	3,105	3,396	2,292	3,843	3,761	-2.1%
Nights ('000)	3,972	3,757	4,179	4,592	4,457	3,678	4,946	3,697	4,786	4,903	2.5%
Expenditure (\$ million)	\$737	\$702	\$724	\$935	\$986	\$829	\$908	\$665	\$1,383	\$1,256	-9.2%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	1,395	1,368	1,548	1,635	1,629	1,403	1,626	1,242	1,704	1,782	4.6%
Nights (000)	3,972	3,757	4,179	4,592	4,457	3,678	4,946	3,697	4,786	4,903	2.5%
Average Length of Stay	2.8	2.7	2.7	2.8	2.7	2.6	3.0	3.0	2.8	2.8	-2.1%
Expenditure (\$ million)	\$510	\$476	\$530	\$648	\$674	\$574	\$679	\$518	\$971	\$821	-15.5%
Spend per visitor per night (\$)	\$128	\$127	\$127	\$141	\$151	\$156	\$137	\$140	\$203	\$167	-17.6%
Intrastate visitors (000)	971	906	1,093	1,169	1,126	981	1,210	918	1,221	1,296	6.1%
Interstate visitors (000)	423	463	455	466	503	421	415	324	483	487	0.8%
Intrastate nights (000)	2,578	2,335	2,719	3,227	3,121	2,493	3,533	2,635	3,290	3,422	4.0%
Interstate nights (000)	1,394	1,422	1,461	1,366	1,336	1,185	1,413	1,062	1,496	1,482	-0.9%
Intrastate expenditure (\$ million)	\$351	\$314	\$342	\$456	\$478	\$386	\$526	\$379	\$708	\$610	-13.9%
Interstate expenditure (\$ million)	\$159	\$162	\$188	\$192	\$196	\$188	\$153	\$140	\$263	\$211	-19.8%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	524	490	507	502	502	408	481	339	646	562	-13.1%
Visiting Friends & Relatives	498	436	541	549	608	469	530	398	541	616	13.9%
Business	243	307	342	395	380	398	454	329	416	455	9.3%
Other	154	142	167	217	149	141	176	185	131	n/p	-
Total	1,395	1,368	1,548	1,635	1,629	1,403	1,626	1,242	1,704	1,782	4.6%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,484	1,426	1,302	1,496	1,536	1,180	1,345	1,080	1,838	1,313	-28.5%
Visiting Friends & Relatives	1,545	1,218	1,673	1,653	1,723	1,258	1,754	1,227	1,454	1,968	35.4%
Business	584	704	843	999	861	921	1,372	921	1,269	1,255	-1.1%
Other	359	409	362	444	338	320	476	469	226	n/p	-
Total	3,972	3,757	4,179	4,592	4,457	3,678	4,946	3,697	4,786	4,903	2.5%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	226	214	250	326	247	210	306	206	316	368	16.5%
Regional NSW	746	692	843	843	879	771	904	712	905	927	2.5%
Total Intrastate	971	906	1,093	1,169	1,126	981	1,210	918	1,221	1,296	6.1%
Victoria	n/p	89	99	81	74	108	n/p	n/p	n/p	n/p	-
Queensland	278	325	302	328	385	258	300	237	337	359	6.6%
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	-
Total Interstate	423	463	455	466	503	421	415	324	483	487	0.8%
Grand Total	1,395	1,368	1,548	1,635	1,629	1,403	1,626	1,242	1,704	1,782	4.6%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	384	332	421	315	473	394	467	366	474	526	11.0%
35-54	387	459	524	626	474	458	574	412	591	392	-33.7%
55+	623	577	604	694	682	551	585	464	638	864	35.4%
Total	1,395	1,368	1,548	1,635	1,629	1,403	1,626	1,242	1,704	1,782	4.6%

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	323	438	503	538	534	452	630	436	522	731	39.9%
Adult couple	457	405	399	486	432	395	393	360	483	446	-7.7%
Family group - parents and children	255	182	246	229	231	204	229	195	248	n/p	-
Friends/relatives travelling together	257	273	316	246	298	211	263	173	295	355	20.3%
Other travel party	n/p	n/p	n/p	135	133	141	111	n/p	n/p	n/p	-
Total	1,395	1,368	1,548	1,635	1,629	1,403	1,626	1,242	1,704	1,782	4.6%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	33	33	41	37	35	n/p	n/p	n/p	n/p	32	-
Nights (000)	748	1,036	1,036	1,065	891	n/p	n/p	n/p	n/p	1,375	-
Average Length of Stay	22.9	31.9	25.1	28.4	25.2	-	-	-	-	42.4	-
Expenditure (\$ million)	\$49	\$46	n/p	\$60	\$53	n/p	n/p	n/p	n/p	\$43	-
Spend per visitor per night (\$)	\$66	\$44	-	\$56	\$59	-	-	-	-	\$31	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	18	20	23	18	21	n/p	n/p	n/p	n/p	12	-
Visiting Friends & Relatives	10	8	14	12	9	n/p	n/p	n/p	n/p	14	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	33	33	41	37	35	n/p	n/p	n/p	n/p	32	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 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	6	-
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 Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	13	15	16	17	14	n/p	n/p	n/p	n/p	12	-
35-54	9	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	10	8	14	n/p	11	n/p	n/p	n/p	n/p	14	-
Total	33	33	41	37	35	n/p	n/p	n/p	n/p	32	-

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	20	18	25	21	19	n/p	n/p	n/p	n/p	19	-
Adult couple	7	8	n/p	n/p	9	n/p	n/p	n/p	n/p	n/p	-
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	33	33	41	37	35	n/p	n/p	n/p	n/p	32	-

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

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	1,794	1,548	1,717	1,880	2,180	1,703	1,771	1,050	2,139	1,979	-7.5%
Expenditure (\$ million)	\$227	\$226	\$195	\$287	\$312	\$255	\$230	\$147	\$412	\$436	5.8%
Spend per visitor (\$)	\$127	\$146	\$113	\$153	\$143	\$150	\$130	\$140	\$193	\$220	14.4%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	773	745	607	823	915	646	795	407	796	742	-6.8%
Visiting Friends & Relatives	n/p	n/p	393	430	n/p	n/p	n/p	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	381	n/p	n/p	n/p	-
Other	451	308	460	445	392	344	384	n/p	519	n/p	-
Total	1,794	1,548	1,717	1,880	2,180	1,703	1,771	1,050	2,139	1,979	-7.5%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 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	1,670	1,410	1,570	1,743	1,933	1,557	1,717	1,004	1,962	1,909	-2.7%
Total Intrastate	1,710	1,464	1,624	1,761	2,042	1,637	1,731	1,018	2,055	1,927	-6.3%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,794	1,548	1,717	1,880	2,180	1,703	1,771	1,050	2,139	1,979	-7.5%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	n/p	n/p	n/p	n/p	588	n/p	n/p	n/p	n/p	n/p	-
35-54	371	598	645	528	654	636	602	n/p	606	n/p	-
55+	843	712	806	765	938	613	715	484	981	1,065	8.5%
Total	1,794	1,548	1,717	1,880	2,180	1,703	1,771	1,050	2,139	1,979	-7.5%

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