

Travel to New England North West Tourism Region

Year ended December 2023



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

OVERVIEW

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	2,962	2,939	3,143	3,709	3,335	4,049	n/p	n/p	n/p	3,985	-
Nights ('000)	4,538	4,725	5,139	5,740	5,156	5,756	n/p	n/p	n/p	6,174	-
Expenditure (\$ million)	\$748	\$743	\$765	\$975	\$945	\$1,098	n/p	n/p	n/p	\$1,424	-
OVERNIGHT (international & domestic)											
Visitors ('000)	1,372	1,375	1,533	1,705	1,654	1,784	n/p	n/p	n/p	1,889	-
Nights ('000)	4,538	4,725	5,139	5,740	5,156	5,756	n/p	n/p	n/p	6,174	-
Expenditure (\$ million)	\$527	\$542	\$544	\$704	\$694	\$767	n/p	n/p	n/p	\$951	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	2,931	2,908	3,107	3,665	3,300	4,012	2,753	2,813	3,246	3,954	21.8%
Nights ('000)	3,789	3,901	4,015	4,734	4,253	4,742	3,171	4,155	4,713	5,072	7.6%
Expenditure (\$ million)	\$699	\$705	\$700	\$919	\$883	\$1,049	\$676	\$747	\$1,125	\$1,390	23.5%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	1,341	1,345	1,497	1,661	1,618	1,746	1,120	1,340	1,659	1,857	12.0%
Nights (000)	3,789	3,901	4,015	4,734	4,253	4,742	3,171	4,155	4,713	5,072	7.6%
Average Length of Stay	2.8	2.9	2.7	2.8	2.6	2.7	2.8	3.1	2.8	2.7	-3.9%
Expenditure (\$ million)	\$478	\$504	\$479	\$648	\$631	\$718	\$456	\$554	\$826	\$917	11.1%
Spend per visitor per night (\$)	\$126	\$129	\$119	\$137	\$148	\$151	\$144	\$133	\$175	\$181	3.2%
Intrastate visitors (000)	908	940	1,009	1,134	1,168	1,222	847	1,027	1,170	1,286	9.9%
Interstate visitors (000)	433	405	488	527	451	524	273	313	489	572	16.9%
Intrastate nights (000)	2,512	2,446	2,607	2,978	3,125	3,330	2,338	3,021	3,257	3,253	-0.1%
Interstate nights (000)	1,277	1,455	1,407	1,756	1,128	1,412	834	1,135	1,456	1,820	25.0%
Intrastate expenditure (\$ million)	\$322	\$341	\$326	\$401	\$477	\$502	\$341	\$430	\$622	\$632	1.5%
Interstate expenditure (\$ million)	\$156	\$163	\$153	\$247	\$155	\$216	\$115	\$124	\$204	\$285	40.2%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	470	480	532	536	469	546	326	366	550	627	14.0%
Visiting Friends & Relatives	468	477	511	506	653	575	368	427	515	631	22.4%
Business	264	280	300	432	344	472	329	389	385	480	24.5%
Other	145	129	164	204	174	170	109	163	221	160	-27.8%
Total	1,341	1,345	1,497	1,661	1,618	1,746	1,120	1,340	1,659	1,857	12.0%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,416	1,425	1,508	1,429	1,352	1,662	940	1,058	1,668	1,665	-0.2%
Visiting Friends & Relatives	1,475	1,444	1,422	1,560	1,967	1,504	1,149	1,292	1,651	1,667	0.9%
Business	626	706	656	1,279	624	1,136	750	1,374	1,005	1,414	40.7%
Other	271	326	428	466	309	441	332	431	388	326	-16.0%
Total	3,789	3,901	4,015	4,734	4,253	4,742	3,171	4,155	4,713	5,072	7.6%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	219	224	229	297	299	249	201	232	287	359	25.2%
Regional NSW	689	716	779	838	868	973	646	795	883	927	5.0%
Total Intrastate	908	940	1,009	1,134	1,168	1,222	847	1,027	1,170	1,286	9.9%
Victoria	n/p	94	95	99	71	114	n/p	n/p	n/p	n/p	-
Queensland	306	267	321	375	329	358	189	226	350	423	21.0%
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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	433	405	488	527	451	524	273	313	489	572	16.9%
Grand Total	1,341	1,345	1,497	1,661	1,618	1,746	1,120	1,340	1,659	1,857	12.0%

Age											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	326	363	378	375	418	489	290	404	487	482	-1.0%
35-54	454	414	472	663	517	525	380	472	547	536	-2.1%
55+	561	568	646	623	683	732	449	464	625	840	34.4%
Total	1,341	1,345	1,497	1,661	1,618	1,746	1,120	1,340	1,659	1,857	12.0%

Travel Party											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	356	390	443	565	531	569	383	523	543	663	22.0%
Adult couple	390	392	475	444	441	473	325	309	491	520	5.9%
Family group - parents and children	223	230	209	232	235	263	146	206	262	185	-29.5%
Friends/relatives travelling together	264	243	308	282	299	278	173	202	254	347	36.7%
Other travel party	107	n/p	n/p	139	114	162	n/p	101	n/p	n/p	-
Total	1,341	1,345	1,497	1,661	1,618	1,746	1,120	1,340	1,659	1,857	12.0%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	31	31	36	43	36	38	n/p	n/p	n/p	32	-
Nights (000)	750	824	1,124	1,007	904	1,014	n/p	n/p	n/p	1,102	-
Average Length of Stay	24.2	27.0	31.5	23.2	25.4	27.0	n/p	n/p	n/p	34.9	-
Expenditure (\$ million)	\$49	\$38	\$65	\$56	\$62	\$49	n/p	n/p	n/p	\$34	-
Spend per visitor per night (\$)	\$65	\$46	\$58	\$56	\$69	\$49	n/p	n/p	n/p	\$31	-

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

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
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 Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	12	15	15	18	15	14	n/p	n/p	n/p	14	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	11	n/p	11	14	n/p	11	n/p	n/p	n/p	12	-
Total	31	31	36	43	36	38	n/p	n/p	n/p	32	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	20	16	23	22	22	20	n/p	n/p	n/p	19	-
Adult couple	7	7	8	12	n/p	n/p	n/p	n/p	n/p	8	-
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	31	31	36	43	36	38	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 Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	1,590	1,563	1,610	2,004	1,682	2,266	1,633	1,472	1,588	2,096	32.1%
Expenditure (\$ million)	\$221	\$201	\$221	\$271	\$251	\$331	\$220	\$193	\$299	\$472	57.8%
Spend per visitor (\$)	\$139	\$128	\$137	\$135	\$149	\$146	\$135	\$131	\$189	\$225	19.5%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	681	700	687	807	664	936	711	595	630	689	9.4%
Visiting Friends & Relatives	n/p	n/p	390	453	343	514	n/p	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	392	n/p	n/p	n/p	n/p	-
Other	n/p	359	364	481	386	424	n/p	380	n/p	706	-
Total	1,590	1,563	1,610	2,004	1,682	2,266	1,633	1,472	1,588	2,096	32.1%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 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	1,455	1,453	1,481	1,871	1,515	2,013	1,543	1,442	1,541	1,914	24.2%
Total Intrastate	1,488	1,520	1,526	1,880	1,587	2,122	1,576	1,454	1,555	2,000	28.6%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,590	1,563	1,610	2,004	1,682	2,266	1,633	1,472	1,588	2,096	32.1%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	n/p	n/p	n/p	n/p	n/p	599	469	n/p	n/p	n/p	-
35-54	545	n/p	484	669	529	816	561	453	n/p	n/p	-
55+	614	718	771	864	745	851	603	723	549	1,164	112.3%
Total	1,590	1,563	1,610	2,004	1,682	2,266	1,633	1,472	1,588	2,096	32.1%

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