

Hunter Visitor Profile

Year ending June 2024

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



Total Visitation to Hunter (Domestic & International)

VISITORS



11.7m

NIGHTS



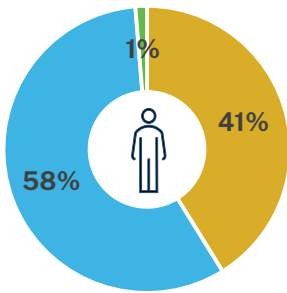
16.4m

EXPENDITURE

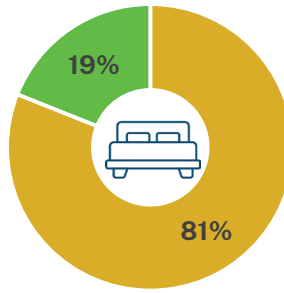


\$4.4b

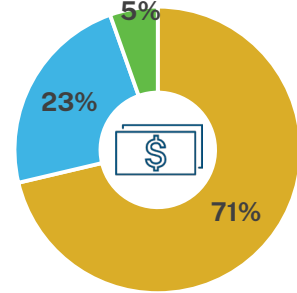
Share by visitor type



Share by visitor type

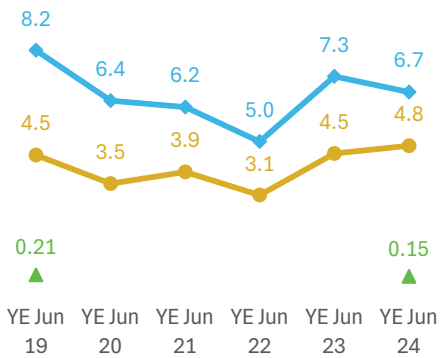


Share by visitor type

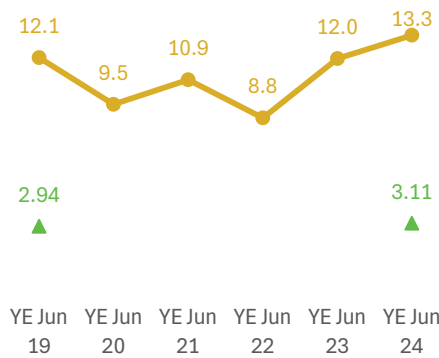


● Domestic overnight
 ◆ Domestic day
 ▲ International

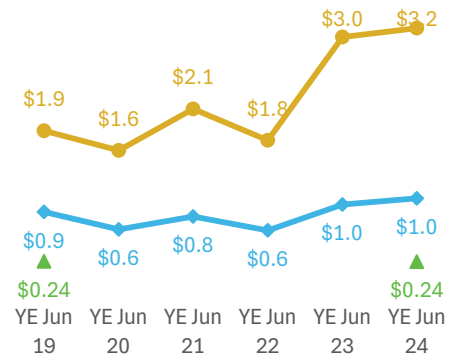
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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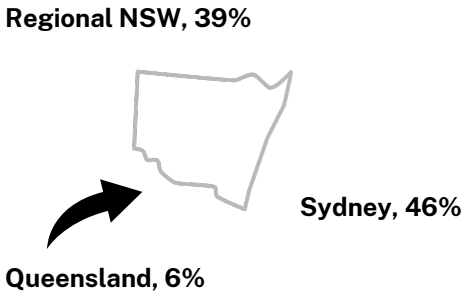
Domestic Overnight Travel

Visitors: 4.8m (+6.1% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 13.3m (+10.5% YOY)	\$238 per night	2.8 nights	2nd for visitors
Expenditure: \$3.2b (+3.6% YOY)	\$655 per visitor		3rd for nights
			2nd for expenditure

Purpose of visit - % share of total

Visitors	Nights	Expenditure
Holiday 40%	Holiday 39%	Holiday 50%
VFR 38%	VFR 37%	VFR 24%
Business 17%	Business 20%	Business 17%

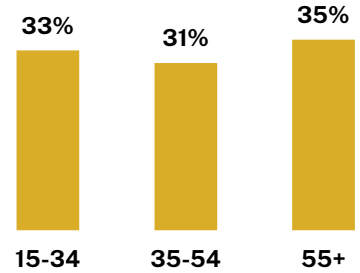
Visitor Origin



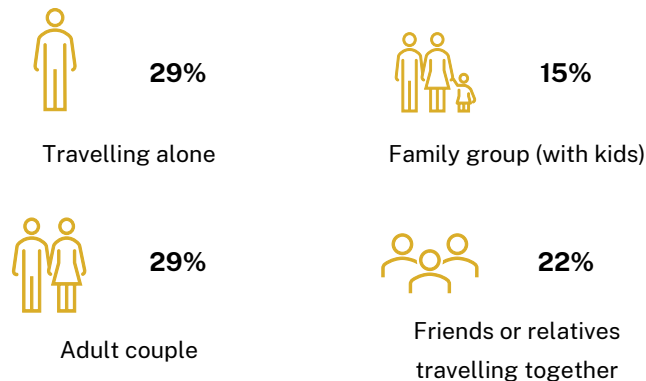
Gender



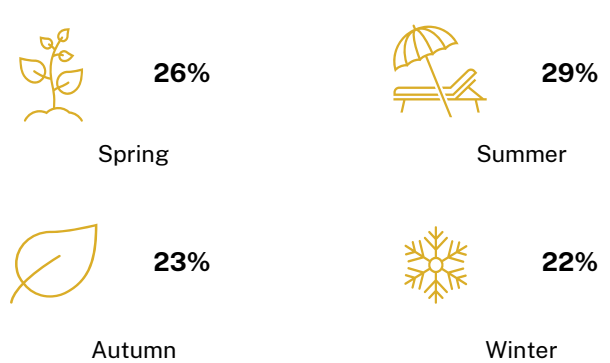
Age



Travel Party



Travel Season



Hunter Visitor Profile

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Domestic Daytrip Travel

Visitors: **6.7m (-7.7% YOY)**

Expenditure: **\$1.0b (+8.1% YOY)**

Average spend



\$153 per visitor

Ranking in Regional NSW



2nd for visitors

1st for expenditure

Purpose of visit - % share of total

Visitors

Holiday **50%**

VFR **27%**

Business **n/p**

Expenditure

Holiday **61%**

VFR **21%**

Business **n/p**

Visitor Origin

Regional NSW, **69%**



Sydney, **31%**

Gender



57%



43%

Age

31%

15-34

33%

35-54

36%

55+

Travel Party

Not asked for Domestic Daytrip

Travel Season



26%

Spring



26%

Summer



23%

Autumn



25%

Winter

Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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International Travel

Visitors: 152,300 (n/p YOY)

Nights: 3.1m (n/p YOY)

Expenditure: \$239.4m (n/p YOY)

Average spend



\$77 per night
\$1572 per visitor

Average length of stay



20.4 nights

Ranking in Regional NSW



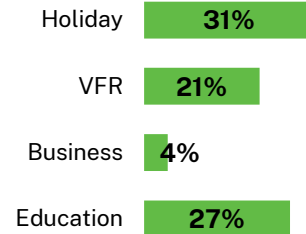
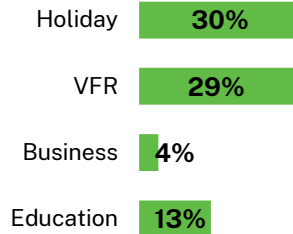
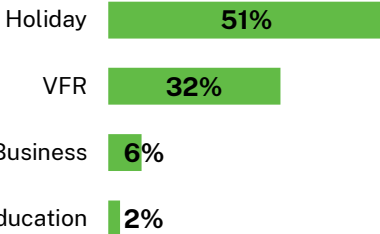
2nd for visitors
2nd for nights
3rd for expenditure

Purpose of visit - % share of total

Visitors

Nights

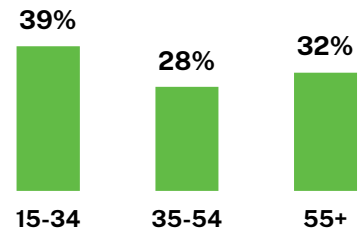
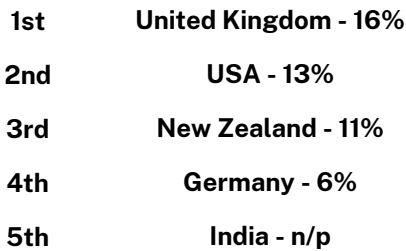
Expenditure



Visitor Origin (Top 5)

Gender

Age



First Visit to Australia

Free & Independent Visitor

Return visit:
57%



First visit:
43%

76% of International visitors to Hunter were Free & Independent (FIT) Travellers

Travel Party

Travel Season

