

Hunter Visitor Profile

Year ending March 2024

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



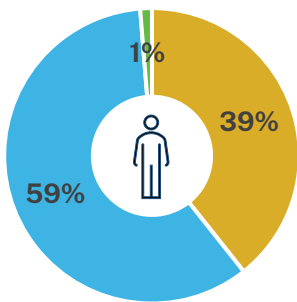
Total Visitation to Hunter (Domestic & International)

VISITORS



12.2m

Share by visitor type

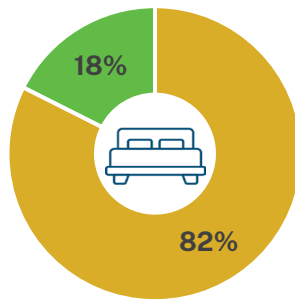


NIGHTS



16.1m

Share by visitor type

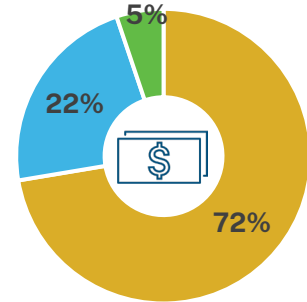


EXPENDITURE



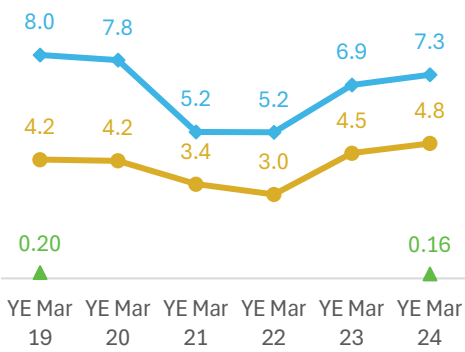
\$4.3b

Share by visitor type

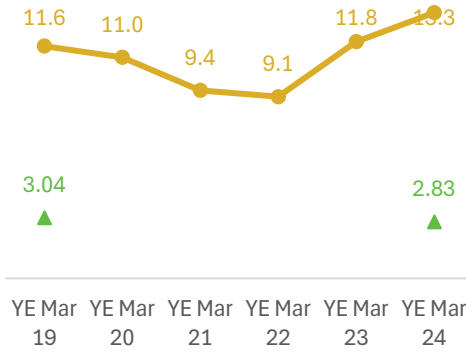


Domestic overnight Domestic day International

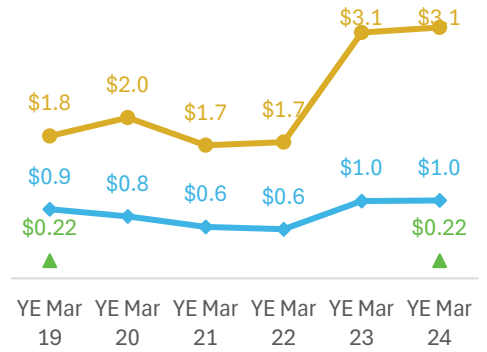
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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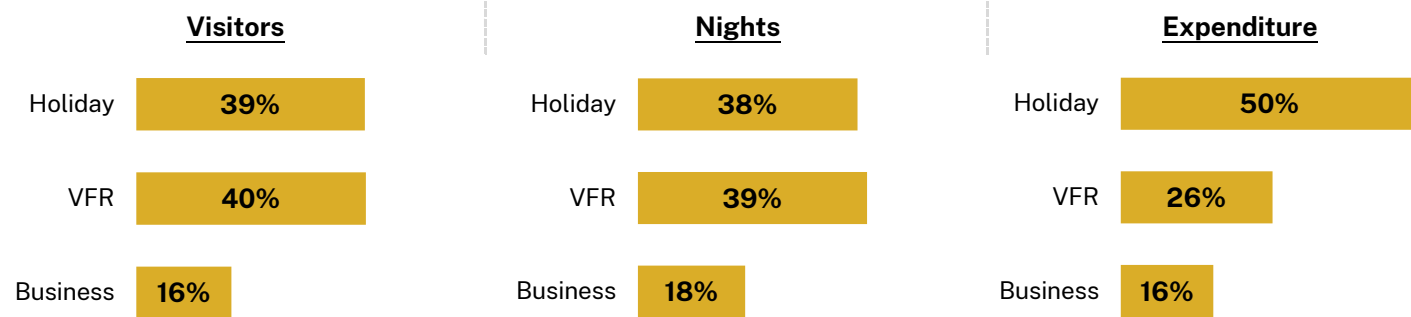
Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



Domestic Overnight Travel

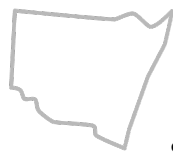


Purpose of visit - % share of total



Visitor Origin

Regional NSW, 37%



Sydney, 47%

Gender

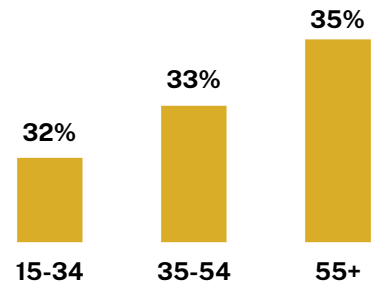


51%



49%

Age



Travel Party



27%

Travelling alone



16%

Family group (with kids)



30%

Adult couple



23%

Friends or relatives travelling together

Travel Season



26%

Spring



29%

Summer



22%

Autumn



23%

Winter

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Domestic Daytrip Travel

Average spend

Visitors: 7.3m (+5.3% YOY)
Expenditure: \$973.0m (+0.6% YOY)



\$134 per visitor

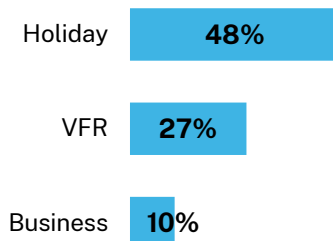
Ranking in Regional NSW



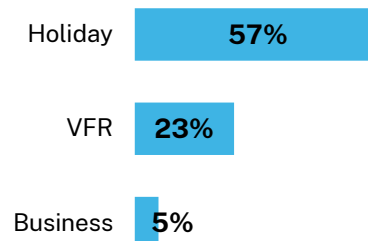
1st for visitors
2nd for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 69%



Sydney, 30%

Gender

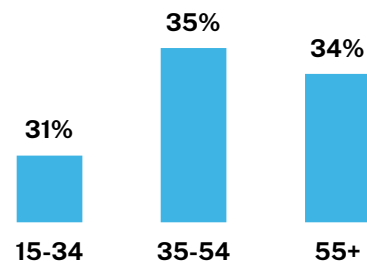


60%



40%

Age



Travel Season



24%

Spring



24%

Summer



25%

Autumn



27%

Winter

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International Travel

Visitors: 156,800 (n/p YOY)

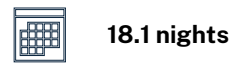
Nights: 2.8m (n/p YOY)

Expenditure: \$224.0m (n/p YOY)

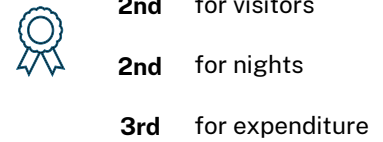
Average spend



Average length of stay

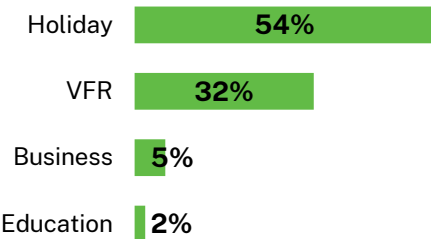


Ranking in Regional NSW

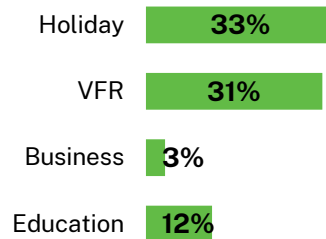


Purpose of visit - % share of total

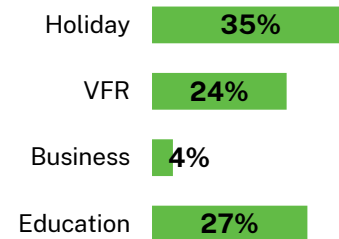
Visitors



Nights



Expenditure



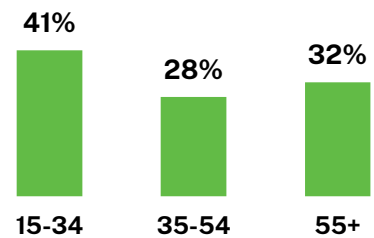
Visitor Origin (Top 5)



Gender



Age



First Visit to Australia

Return visit:
55%

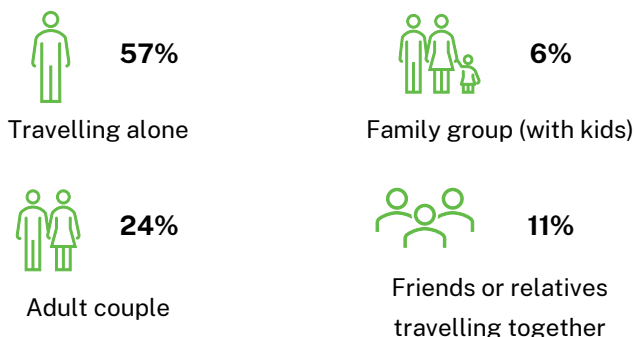


First visit:
45%

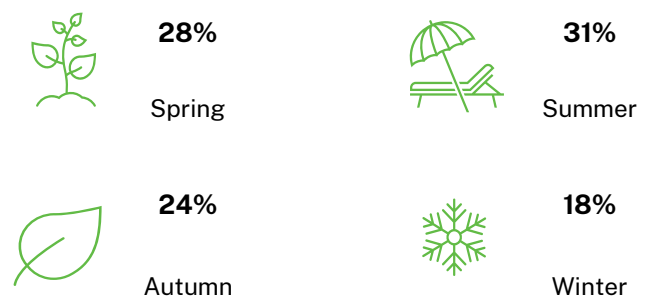
Free & Independent Visitor

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

Travel Party



Travel Season



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Domestic Aviation

In YE Mar 2024, NSW accounted for 26% of Interstate domestic aviation seat capacity in Australia, ranking #1 of all states and territories*.

In YE Mar 2024, NSW accounted for 16% of Intrastate domestic aviation seat capacity in Australia, ranking #3 of all states and territories**.

Source: Cirium.

***Interstate:** Inbound seat capacity

****Intrastate:** Seats in both directions

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors	Expenditure	Visitors	Nights	Expenditure	ALOS	Spend per night	Spend per visitor	Visitors	Expenditure	Spend per visitor
	(000)	\$million	(000)	(million)	\$million		\$	\$	(000)	\$million	\$
Sydney	35,110	\$15,707	10,978	31.8	\$11,751	2.9	\$369	\$1,070	24,132	\$3,955	\$164
Regional NSW	66,006	\$25,343	27,148	86.0	\$19,184	3.2	\$223	\$707	38,859	\$6,158	\$158
North Coast NSW	12,991	\$11,968	5,740	20.0	\$4,718	3.5	\$235	\$822	7,250	\$1,073	\$148
Hunter	12,087	\$10,406	4,815	13.3	\$3,134	2.8	\$236	\$651	7,272	\$973	\$134
South Coast	11,725	\$10,033	4,953	16.4	\$3,260	3.3	\$199	\$658	6,773	\$950	\$140
Central NSW	5,671	\$4,713	2,817	7.0	\$1,859	2.5	\$264	\$660	2,854	\$607	\$213
Central Coast	5,523	\$4,660	1,844	4.7	\$981	2.6	\$207	\$532	3,679	\$519	\$141
Capital Country	4,579	\$3,609	1,754	3.9	\$785	2.2	\$201	\$447	2,824	\$358	\$127
Blue Mountains	4,176	\$3,659	1,220	3.0	\$702	2.4	\$237	\$576	2,957	\$359	\$121
New England North West	3,801	\$2,820	1,886	5.1	\$905	2.7	\$177	\$480	1,915	\$460	\$240
Riverina	2,738	\$2,159	1,225	3.0	\$646	2.5	\$214	\$527	1,513	\$482	\$319
The Murray	2,602	\$1,962	1,376	3.4	\$737	2.5	\$218	\$536	1,225	\$250	\$204
Snowy Mountains	n/p	n/p	1,005	3.4	\$831	3.4	\$246	\$827	n/p	n/p	n/p
Outback NSW	n/p	n/p	656	2.3	\$508	3.5	\$220	\$774	n/p	n/p	n/p
NSW Total	100,259	\$41,049	37,269	117.8	\$30,936	3.2	\$263	\$830	62,991	\$10,114	\$161