

New England North West Visitor Profile

Year ended December 2023

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



International data is not available for the period YE December 2020 – YE December 2022.

TOTAL DOMESTIC & INTERNATIONAL



Visitors
4.0m

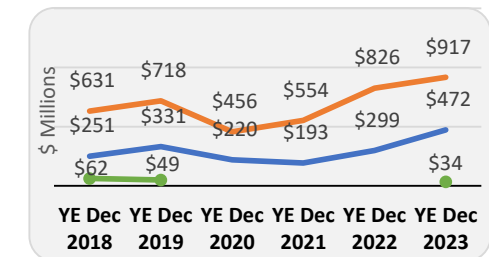
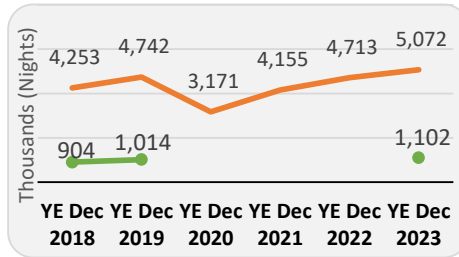
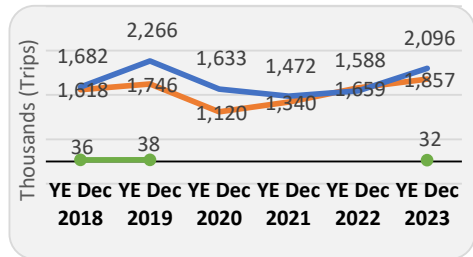
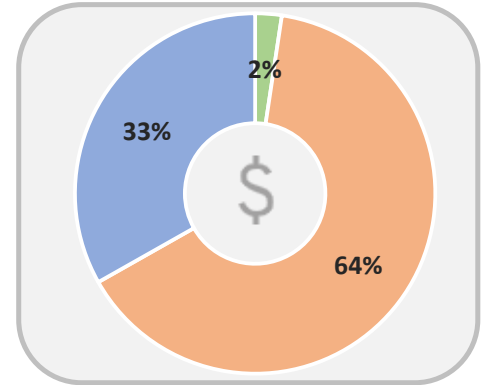
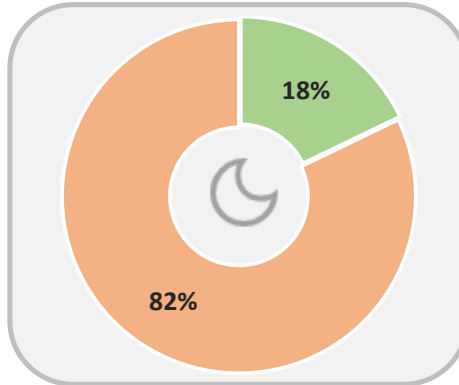
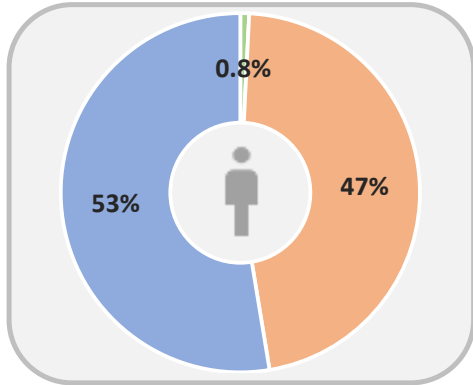


Nights
6.2m



Expenditure
\$1.4b

International Domestic Overnight Domestic Daytrip



Domestic overnight travel

Visitors: 1.9m (+12.0% YoY)
Nights: 5.1m (+7.6% YoY)
Expenditure: \$917.3m (+11.1% YoY)

Average spend
\$181 per night
\$494 per visitor



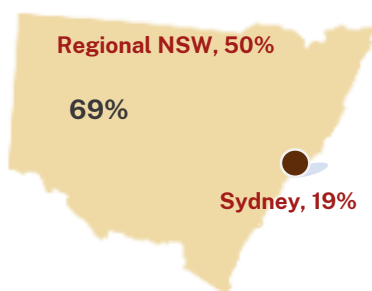
Average length of stay:
2.7 nights



#5 for visitors
#5 for nights
#6 for expenditure
In Regional NSW

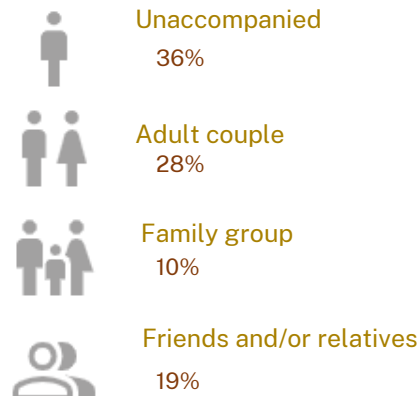
Origin

69% of the visitors came from within New South Wales



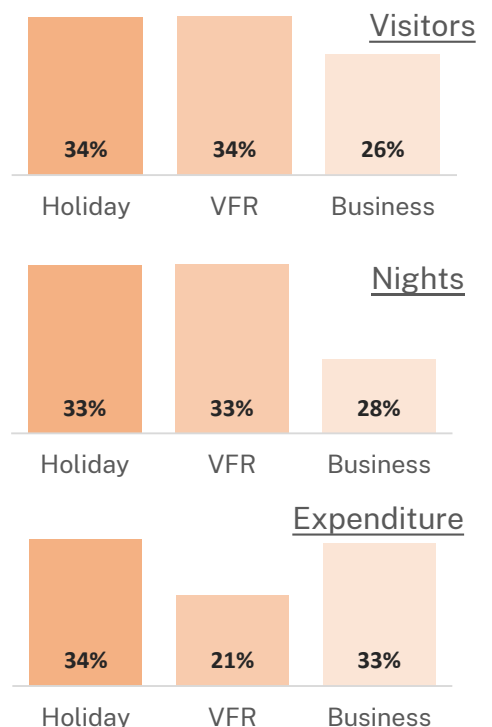
Travel party

36% of the visitors were travelling alone



Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Gender



New England North West Visitor Profile

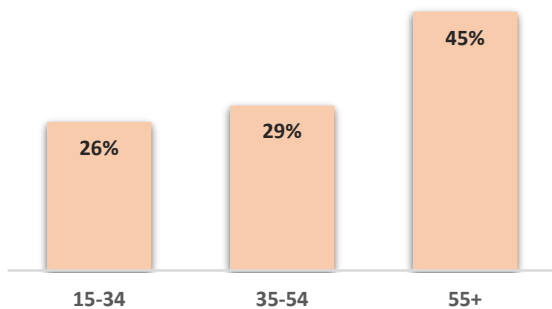
Year ended December 2023

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



Age

55+ years' was the largest age group of the visitors to the region



Travel season*



Summer
20%



Spring
24%



Autumn
25%



Winter
32%

*by month returned from the trip

Domestic daytrip travel

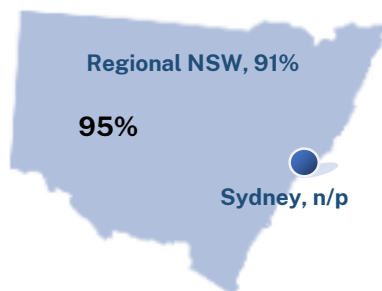
Visitors: 2.1m (+32.1% YoY)
Expenditure: \$472.5m (+57.8% YoY)

\$ Average spend
\$225 per visitor

#8 for visitors
#6 for expenditure
In Regional NSW

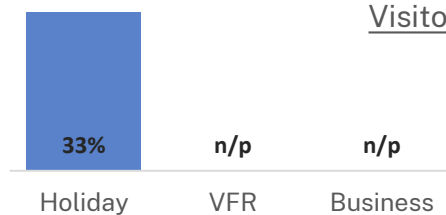
Origin

95% of the visitors to the region came from New South Wales



Purpose of visit

Visitors



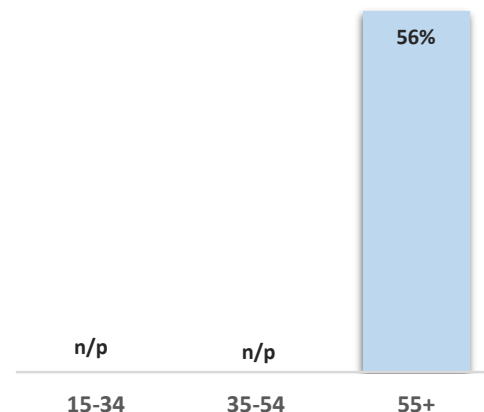
Expenditure



*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

55+ years' was the largest age group of the visitors to the region



Travel season*



Summer
27%



Spring
n/p



Autumn
n/p



Winter
n/p

*by month returned from the trip

Gender



49%

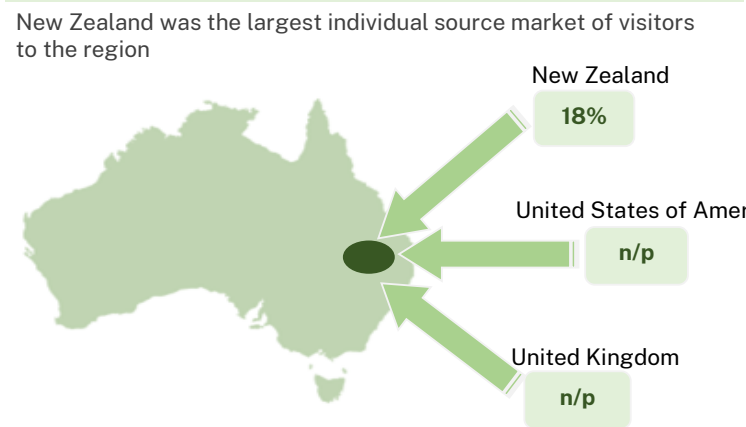


51%

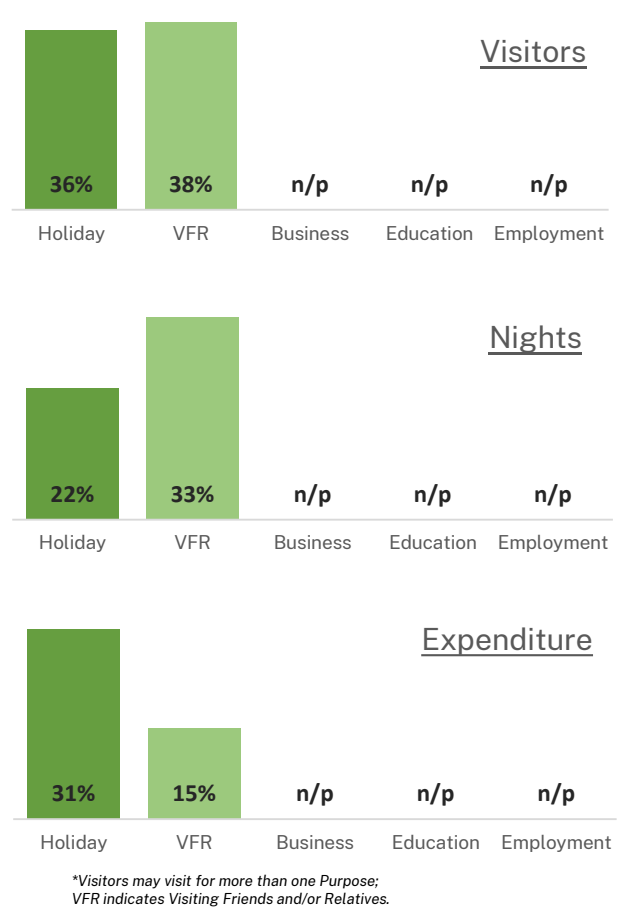
International travel

| | | | | | |
|----------------------|-----------------------------------|----|---|---|--|
| | % of recovery on YE Dec 19 | | | | |
| Visitors: 31,600 | 84% | \$ | Average spend \$31 per night \$1073 per visitor | 📅 | Average length of stay: 34.9 nights |
| Nights: 1.1m | 109% | | | | |
| Expenditure: \$33.9m | 69% | | | | |
| | | | | 🏆 | #7 for visitors #4 for nights #8 for expenditure In Regional NSW |

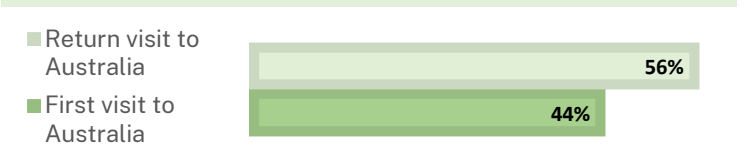
Top 3 origin markets



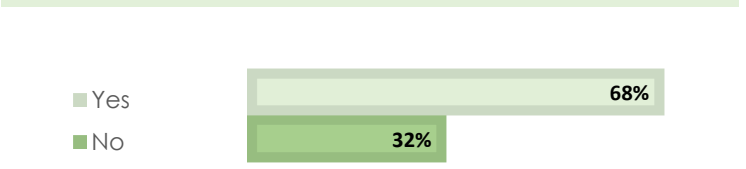
Purpose of visit



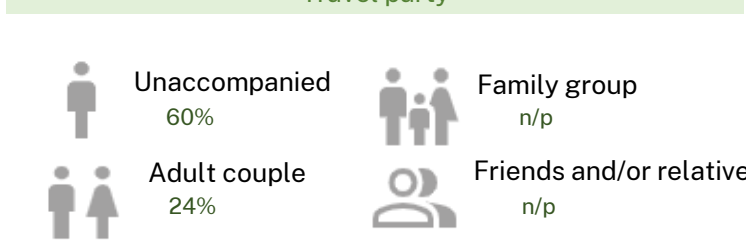
First vs return visitor



FIT visitor#



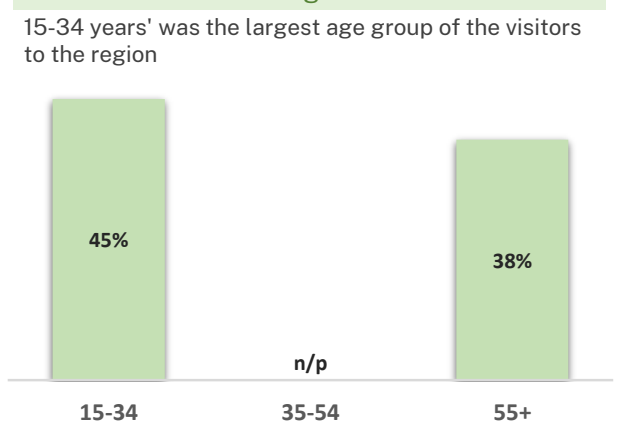
Travel party



Travel quarter



Age



New England North West Tourism Region includes these LGAs: Armidale Regional, Glen Innes Severn, Gunnedah, Inverell, Liverpool Plains, Moree Plains, Narrabri, Tamworth Regional, Tenterfield, Uralla and Walcha.