

# Travel to Hunter Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



## OVERVIEW

DOMESTIC (overnight & daytrip)	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors ('000)	8,066	9,260	9,570	9,988	10,388	12,212	11,985	8,590	8,211	11,376	38.6%
Nights ('000)	7,591	8,483	8,326	8,547	9,667	11,605	11,047	9,389	9,080	11,824	30.2%
Expenditure (\$ million)	\$1,937	\$2,043	\$2,206	\$2,127	\$2,560	\$2,644	\$2,784	\$2,304	\$2,315	\$4,038	74.4%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	2,842	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	49.1%
Nights (000)	7,591	8,483	8,326	8,547	9,667	11,605	11,047	9,389	9,080	11,824	30.2%
Average Length of Stay	2.7	2.8	2.6	2.6	2.5	2.7	2.6	2.8	3.0	2.6	-12.7%
Expenditure (\$ million)	\$1,337	\$1,364	\$1,518	\$1,413	\$1,827	\$1,780	\$2,009	\$1,662	\$1,701	\$3,071	80.6%
Spend per visitor per night (\$)	\$176	\$161	\$182	\$165	\$189	\$153	\$182	\$177	\$187	\$260	38.7%
Intrastate visitors (000)	2,419	2,549	2,632	2,762	3,239	3,562	3,472	3,073	2,609	3,780	44.9%
Interstate visitors (000)	422	477	519	520	614	676	725	288	387	688	77.8%
Intrastate nights (000)	6,069	6,622	6,572	6,434	7,395	8,898	8,237	8,196	7,468	9,321	24.8%
Interstate nights (000)	1,522	1,861	1,754	2,114	2,272	2,707	2,810	1,193	1,612	2,503	55.3%
Intrastate expenditure (\$ million)	\$1,109	\$1,096	\$1,246	\$1,141	\$1,480	\$1,406	\$1,540	\$1,523	\$1,483	\$2,563	72.9%
Interstate expenditure (\$ million)	\$227	\$268	\$273	\$272	\$346	\$373	\$469	\$139	\$218	\$507	132.8%

### Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	1,180	1,364	1,355	1,335	1,605	1,762	1,536	1,570	1,333	1,941	45.6%
Visiting Friends & Relatives	1,112	1,118	1,186	1,246	1,460	1,626	1,727	1,144	1,026	1,702	65.9%
Business	416	428	457	501	621	668	714	430	459	630	37.2%
Other	151	128	173	221	203	211	246	230	199	216	8.2%
Total	2,842	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	49.1%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	3,584	4,037	3,502	3,628	3,960	4,712	4,093	4,459	4,092	5,281	29.0%
Visiting Friends & Relatives	2,653	2,986	3,093	3,195	3,723	4,846	4,546	3,221	2,910	4,322	48.5%
Business	836	1,196	1,359	1,299	1,442	1,514	1,773	1,078	1,343	1,580	17.6%
Other	518	264	372	425	542	533	635	631	735	642	-12.7%
Total	7,591	8,483	8,326	8,547	9,667	11,605	11,047	9,389	9,080	11,824	30.2%

### Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Regional NSW	1,374	1,215	1,257	1,262	1,509	1,588	1,647	1,250	1,217	1,811	48.9%
Sydney	1,045	1,335	1,376	1,500	1,730	1,975	1,826	1,823	1,392	1,969	41.4%
<b>Total Intrastate</b>	<b>2,419</b>	<b>2,549</b>	<b>2,632</b>	<b>2,762</b>	<b>3,239</b>	<b>3,562</b>	<b>3,472</b>	<b>3,073</b>	<b>2,609</b>	<b>3,780</b>	<b>44.9%</b>
Victoria	141	134	145	168	149	212	250	n/p	132	188	42.9%
Queensland	180	199	221	239	312	300	327	136	163	328	101.8%
ACT	n/p	61	73	n/p	87	86	61	n/p	59	93	58.2%
Other Interstate	65	82	80	69	66	78	88	n/p	n/p	79	-
<b>Total Interstate</b>	<b>422</b>	<b>477</b>	<b>519</b>	<b>520</b>	<b>614</b>	<b>676</b>	<b>725</b>	<b>288</b>	<b>387</b>	<b>688</b>	<b>77.8%</b>
<b>Grand Total</b>	<b>2,842</b>	<b>3,026</b>	<b>3,152</b>	<b>3,283</b>	<b>3,853</b>	<b>4,238</b>	<b>4,197</b>	<b>3,361</b>	<b>2,996</b>	<b>4,468</b>	<b>49.1%</b>

### Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	586	701	758	739	882	1,103	977	888	656	1,082	64.9%
30-39	478	492	536	587	679	753	743	519	542	786	45.0%
40-49	630	523	490	557	676	670	590	554	560	790	41.0%
50-59	518	543	633	614	683	678	739	571	493	731	48.1%
60-69	420	464	510	470	568	632	741	542	489	639	30.7%
70+	210	303	225	315	365	401	407	286	255	440	72.3%
Total	2,842	3,026	3,152	3,283	3,853	4,238	4,197	3,361	2,996	4,468	49.1%

### Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Travelling alone	758	736	812	934	1,002	1,197	1,305	903	889	1,229	38.1%
Adult couple	760	924	911	969	1,212	1,077	1,206	934	776	1,371	76.5%
Family group - parents and children	508	571	577	485	582	702	585	514	554	772	39.3%
Friends or relatives travelling together with(out) children	658	643	664	719	834	1,004	835	896	637	948	48.8%
Business associates travelling together with(out) spouse	123	105	141	143	185	220	241	108	119	137	14.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>2,842</b>	<b>3,026</b>	<b>3,152</b>	<b>3,283</b>	<b>3,853</b>	<b>4,238</b>	<b>4,197</b>	<b>3,361</b>	<b>2,996</b>	<b>4,468</b>	<b>49.1%</b>

### Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	1,660	1,829	1,847	1,983	2,442	2,714	2,656	1,744	1,665	2,495	49.9%
Visit friends & relatives	1,407	1,428	1,339	1,488	1,692	2,067	1,995	1,183	978	1,701	73.9%
Go to the beach	679	702	800	731	956	1,169	1,168	934	823	1,269	54.3%
Pubs, clubs, discos etc	575	625	754	678	839	983	1,079	627	618	1,173	89.9%
Sightseeing/looking around	699	704	775	785	898	1,049	940	754	530	891	68.0%

### Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Friends or relatives property	2,956	3,411	3,096	3,474	4,010	5,399	4,706	3,938	3,208	4,382	36.6%
Standard hotel/motor inn (below 4 star)	1,146	893	1,213	1,013	1,196	1,238	1,350	851	1,452	1,361	-6.3%
Rented house/apartment/flat or unit	880	1,125	1,009	821	1,070	1,121	1,268	1,121	1,120	1,270	13.4%

### Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	2,390	2,635	2,685	2,833	3,343	3,697	3,504	3,168	2,717	3,901	43.6%
Aircraft	183	200	208	222	270	276	368	n/p	141	308	118.1%
Railway	117	101	143	135	144	170	200	78	n/p	154	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	5,225	6,234	6,418	6,705	6,535	7,973	7,787	5,229	5,215	6,908	32.5%
Expenditure (\$ million)	\$601	\$679	\$688	\$714	\$733	\$865	\$775	\$642	\$614	\$967	57.4%
Spend per visitor (\$)	\$115	\$109	\$107	\$107	\$112	\$108	\$100	\$123	\$118	\$140	18.8%

### Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	2,247	3,026	2,861	3,113	3,153	3,710	3,172	2,297	2,255	3,022	34.0%
Visiting Friends & Relatives	1,760	1,634	1,862	1,918	1,963	2,515	2,527	1,490	1,277	1,960	53.4%
Business	591	732	810	775	563	910	1,239	695	843	907	7.7%
Other	626	842	885	899	857	838	850	747	840	1,018	21.3%
<b>Total</b>	<b>5,225</b>	<b>6,234</b>	<b>6,418</b>	<b>6,705</b>	<b>6,535</b>	<b>7,973</b>	<b>7,787</b>	<b>5,229</b>	<b>5,215</b>	<b>6,908</b>	<b>32.5%</b>

### Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Sydney	1,754	1,830	1,904	1,758	2,139	2,476	2,109	1,228	1,212	1,873	54.5%
Regional NSW	3,471	4,373	4,501	4,938	4,382	5,480	5,622	4,001	3,992	5,014	25.6%
<b>Total Intrastate</b>	<b>5,225</b>	<b>6,203</b>	<b>6,404</b>	<b>6,696</b>	<b>6,521</b>	<b>7,956</b>	<b>7,731</b>	<b>5,229</b>	<b>5,205</b>	<b>6,887</b>	<b>32.3%</b>
<b>Total Interstate</b>	<b>-</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>5,225</b>	<b>6,234</b>	<b>6,418</b>	<b>6,705</b>	<b>6,535</b>	<b>7,973</b>	<b>7,787</b>	<b>5,229</b>	<b>5,215</b>	<b>6,908</b>	<b>32.5%</b>



# Travel to Hunter Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



## Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	774	1,328	1,354	1,170	1,392	1,655	1,363	1,088	1,093	1,257	15.0%
30-39	911	1,138	1,039	1,031	1,132	1,378	1,248	766	845	1,163	37.7%
40-49	920	1,235	1,098	1,312	1,019	1,127	1,229	713	791	928	17.3%
50-59	951	1,096	1,196	1,263	1,128	1,446	1,204	937	964	1,293	34.1%
60-69	1,020	923	1,166	1,143	893	1,411	1,713	1,024	871	1,256	44.2%
70+	649	514	567	786	972	956	1,031	702	652	1,012	55.3%
Total	5,225	6,234	6,418	6,705	6,535	7,973	7,787	5,229	5,215	6,908	32.5%

## Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	2,668	2,556	3,192	3,338	2,955	4,227	4,034	2,253	1,818	2,939	61.7%
Visit friends & relatives	2,181	2,275	2,215	2,172	2,218	2,951	2,706	1,285	1,091	2,072	89.9%
Go shopping for pleasure	1,065	1,077	1,117	1,280	1,066	1,498	1,078	830	881	1,008	14.4%
Sightseeing/looking around	970	897	936	923	930	1,389	1,167	674	526	816	55.1%
Go to the beach	610	728	805	688	842	998	1,128	623	737	702	-4.8%

## Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	4,921	5,924	6,158	6,452	6,156	7,657	7,395	5,083	5,010	6,600	31.7%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable; '-' = not available

Hunter includes: Cessnock, Gloucester, Lake Macquarie, Muswellbrook, Newcastle, Pokolbin, Port Stephens and Singleton.