

Travel to Hunter Tourism Region

Year ended December 2023



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	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)	9,102	9,614	10,140	10,746	11,095	13,271	n/p	n/p	n/p	12,485	-
Nights ('000)	11,007	11,152	11,702	11,823	13,713	14,869	n/p	n/p	n/p	15,966	-
Expenditure (\$ million)	\$2,171	\$2,351	\$2,357	\$2,720	\$2,730	\$3,182	n/p	n/p	n/p	\$4,431	-
OVERNIGHT (international & domestic)	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)	3,133	3,310	3,507	3,909	4,120	4,816	n/p	n/p	n/p	4,966	-
Nights ('000)	11,007	11,152	11,702	11,823	13,713	14,869	n/p	n/p	n/p	15,966	-
Expenditure (\$ million)	\$1,506	\$1,678	\$1,637	\$1,941	\$1,965	\$2,318	n/p	n/p	n/p	\$3,469	-
DOMESTIC (overnight & daytrip)	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)	8,952	9,453	9,969	10,552	10,889	13,076	8,431	8,406	10,839	12,319	13.7%
Nights ('000)	8,287	8,554	8,736	9,125	10,577	12,325	8,464	9,320	11,521	13,224	14.8%
Expenditure (\$ million)	\$2,001	\$2,176	\$2,166	\$2,504	\$2,519	\$2,967	\$2,083	\$2,276	\$3,765	\$4,221	12.1%

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)	2,983	3,149	3,336	3,715	3,913	4,621	3,068	3,080	4,296	4,800	11.7%
Nights (000)	8,287	8,554	8,736	9,125	10,577	12,325	8,464	9,320	11,521	13,224	14.8%
Average Length of Stay	2.8	2.7	2.6	2.5	2.7	2.7	2.8	3.0	2.7	2.8	2.7%
Expenditure (\$ million)	\$1,336	\$1,504	\$1,446	\$1,726	\$1,754	\$2,104	\$1,522	\$1,610	\$2,836	\$3,258	14.9%
Spend per visitor per night (\$)	\$161	\$176	\$165	\$189	\$166	\$171	\$180	\$173	\$246	\$246	0.1%
Intrastate visitors (000)	2,513	2,639	2,804	3,135	3,237	3,831	2,825	2,736	3,614	3,987	10.3%
Interstate visitors (000)	470	510	532	580	676	790	243	343	682	813	19.2%
Intrastate nights (000)	6,519	6,659	6,697	7,000	7,877	9,333	7,478	7,633	9,100	10,278	12.9%
Interstate nights (000)	1,768	1,895	2,039	2,126	2,700	2,991	986	1,687	2,421	2,947	21.7%
Intrastate expenditure (\$ million)	\$1,105	\$1,208	\$1,169	\$1,431	\$1,365	\$1,600	\$1,398	\$1,439	\$2,380	\$2,513	5.6%
Interstate expenditure (\$ million)	\$231	\$295	\$277	\$294	\$389	\$503	\$124	\$171	\$457	\$746	63.3%

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	1,290	1,359	1,413	1,535	1,584	1,768	1,383	1,381	1,868	1,955	4.7%
Visiting Friends & Relatives	1,127	1,178	1,251	1,417	1,491	1,879	1,105	1,003	1,658	1,841	11.0%
Business	432	467	513	548	687	745	382	492	582	772	32.6%
Other	147	166	176	250	177	255	217	219	212	245	15.5%
Total	2,983	3,149	3,336	3,715	3,913	4,621	3,068	3,080	4,296	4,800	11.7%
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	3,819	3,635	3,801	3,835	4,152	4,833	3,893	3,900	5,212	5,511	5.7%
Visiting Friends & Relatives	2,870	3,131	3,244	3,630	4,232	5,118	2,920	3,066	4,290	4,813	12.2%
Business	1,221	1,427	1,317	1,153	1,677	1,753	1,012	1,539	1,377	2,327	68.9%
Other	376	361	374	506	516	620	639	815	642	574	-10.6%
Total	8,287	8,554	8,736	9,125	10,577	12,325	8,464	9,320	11,521	13,224	14.8%

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

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Year ended December 2023

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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	1,251	1,374	1,473	1,697	1,800	2,041	1,670	1,480	1,926	2,138	11.0%
Regional NSW	1,262	1,264	1,331	1,438	1,437	1,790	1,154	1,256	1,688	1,849	9.6%
Total Intrastate	2,513	2,639	2,804	3,135	3,237	3,831	2,825	2,736	3,614	3,987	10.3%
Victoria	136	168	161	170	174	275	n/p	134	188	264	40.6%
Queensland	207	207	228	276	332	346	124	131	333	348	4.7%
ACT	n/p	n/p	n/p	n/p	96	n/p	n/p	n/p	n/p	128	-
Other Interstate	67	69	88	63	74	106	n/p	n/p	n/p	n/p	-
Total Interstate	470	510	532	580	676	790	243	343	682	813	19.2%
Grand Total	2,983	3,149	3,336	3,715	3,913	4,621	3,068	3,080	4,296	4,800	11.7%

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	935	1,073	1,082	1,208	1,462	1,576	1,038	980	1,421	1,586	11.6%
35-54	1,112	992	1,207	1,295	1,230	1,461	994	1,065	1,459	1,597	9.4%
55+	937	1,083	1,047	1,213	1,221	1,585	1,035	1,034	1,417	1,618	14.2%
Total	2,983	3,149	3,336	3,715	3,913	4,621	3,068	3,080	4,296	4,800	11.7%

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	800	809	946	965	1,088	1,378	864	917	1,222	1,225	0.3%
Adult couple	847	897	992	1,183	1,060	1,249	883	795	1,263	1,489	17.9%
Family group - parents and children	541	560	499	556	651	707	477	481	767	788	2.7%
Friends/relatives travelling together	658	686	723	800	870	1,003	750	720	925	1,057	14.4%
Other travel party	138	196	176	212	245	285	n/p	166	n/p	241	-
Total	2,983	3,149	3,336	3,715	3,913	4,621	3,068	3,080	4,296	4,800	11.7%

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)	150	161	171	194	206	195	n/p	n/p	n/p	166	-
Nights (000)	2,720	2,598	2,966	2,698	3,136	2,544	n/p	n/p	n/p	2,742	-
Average Length of Stay	18.1	16.1	17.4	13.9	15.2	13.0	n/p	n/p	n/p	16.5	-
Expenditure (\$ million)	\$170	\$175	\$191	\$215	\$211	\$215	n/p	n/p	n/p	\$210	-
Spend per visitor per night (\$)	\$62	\$67	\$64	\$80	\$67	\$84	n/p	n/p	n/p	\$77	-

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
United Kingdom	21	30	31	30	35	30	n/p	n/p	n/p	27	-
United States of America	16	18	20	18	24	20	n/p	n/p	n/p	17	-
New Zealand	18	19	18	20	21	16	n/p	n/p	n/p	16	-

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	71	73	80	86	86	84	n/p	n/p	n/p	70	-
35-54	36	40	39	53	57	51	n/p	n/p	n/p	45	-
55+	43	48	51	54	64	60	n/p	n/p	n/p	51	-
Total	150	161	171	194	206	195	n/p	n/p	n/p	166	-

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	84	84	96	101	102	95	n/p	n/p	n/p	91	-
Adult couple	35	44	40	48	50	47	n/p	n/p	n/p	41	-
Family group - parents and children	13	10	16	23	23	25	n/p	n/p	n/p	13	-
Friends/relatives travelling together	16	20	16	19	25	19	n/p	n/p	n/p	14	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	150	161	171	194	206	195	n/p	n/p	n/p	166	-

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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)	5,968	6,304	6,633	6,837	6,976	8,455	5,363	5,327	6,542	7,519	14.9%
Expenditure (\$ million)	\$665	\$673	\$720	\$779	\$765	\$864	\$561	\$666	\$928	\$962	3.7%
Spend per visitor (\$)	\$111	\$107	\$109	\$114	\$110	\$102	\$105	\$125	\$142	\$128	-9.8%

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	2,833	2,952	3,111	3,268	3,321	3,595	2,111	2,396	2,850	3,426	20.2%
Visiting Friends & Relatives	1,684	1,819	1,841	2,014	2,046	2,792	1,651	1,330	1,840	2,145	16.6%
Business	699	714	772	566	875	1,192	838	851	858	813	-5.2%
Other	752	819	910	989	733	876	764	751	994	1,134	14.1%
Total	5,968	6,304	6,633	6,837	6,976	8,455	5,363	5,327	6,542	7,519	14.9%

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	1,753	1,937	1,816	2,070	2,106	2,534	1,293	1,094	1,756	2,230	27.0%
Regional NSW	4,198	4,349	4,798	4,752	4,852	5,874	4,061	4,232	4,756	5,273	10.9%
Total Intrastate	5,951	6,286	6,614	6,823	6,958	8,408	5,354	5,327	6,512	7,503	15.2%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	5,968	6,304	6,633	6,837	6,976	8,455	5,363	5,327	6,542	7,519	14.9%

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	1,655	1,835	1,814	1,941	2,073	2,552	1,362	1,768	1,690	2,188	29.4%
35-54	2,386	2,250	2,349	2,341	2,182	2,339	1,765	1,509	2,009	2,419	20.4%
55+	1,926	2,219	2,470	2,555	2,721	3,564	2,236	2,050	2,843	2,912	2.4%
Total	5,968	6,304	6,633	6,837	6,976	8,455	5,363	5,327	6,542	7,519	14.9%

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

Central NSW Tourism Region LGAs: Bathurst Regional, Bland, Blayney, Cabonne, Coonamble, Cowra, Dubbo Regional, Forbes, Gilgandra, Lachlan, Mid-Western Regional, Narromine, Oberon (Partial), Orange, Parkes, Warren (Partial), Warrumbungle and Weddin