

Hunter Visitor Profile

Year ended September 2023



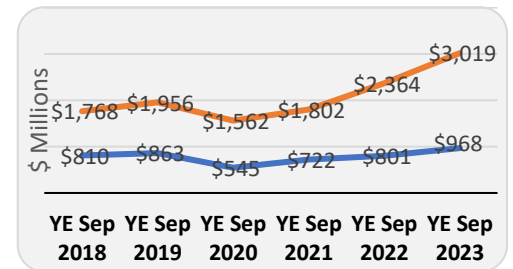
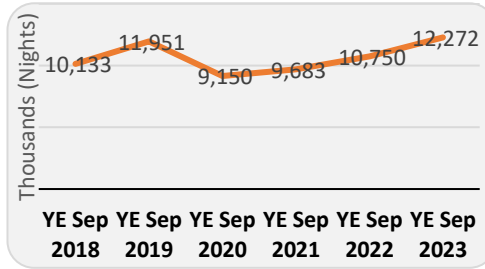
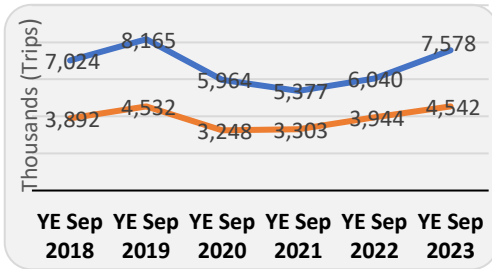
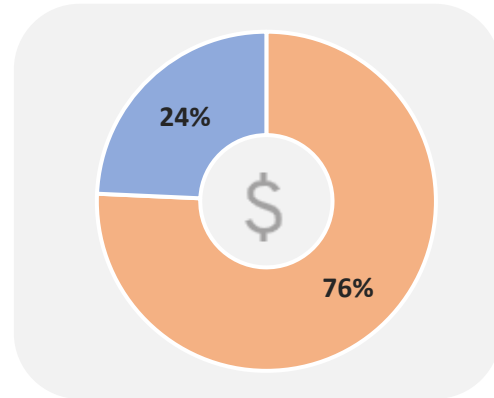
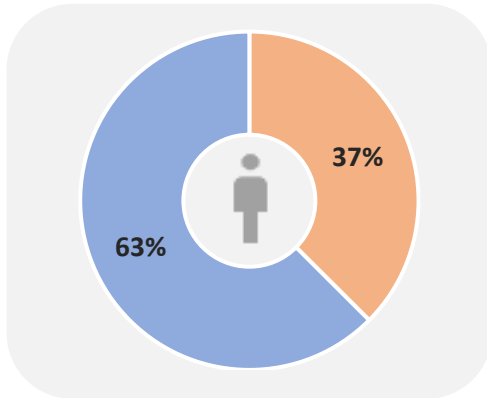
Source: National Visitor Survey, Tourism Research Australia.

Note: This report does not include international visitation statistics as YE September 2023 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 4.5m (+15.2% YoY)
 Nights: 12.3m (+14.2% YoY)
 Expenditure: \$3.0bn (+27.7% YoY)

Average spend
 \$246 per night
 \$665 per visitor



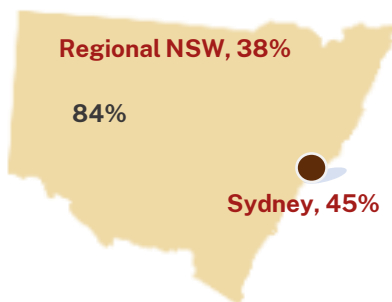
Average length of stay:
 2.7 nights



#3 for visitors
 #3 for nights
 #3 for expenditure
In Regional NSW

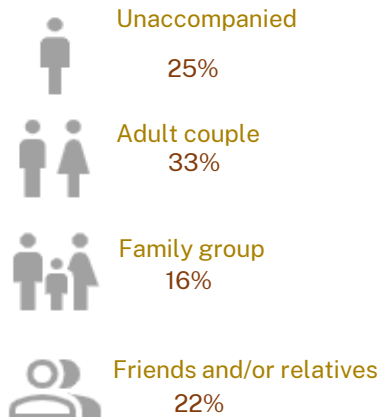
Origin

84% of the visitors came from within New South Wales



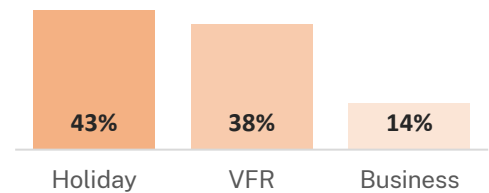
Travel party

33% of the visitors were adult couple

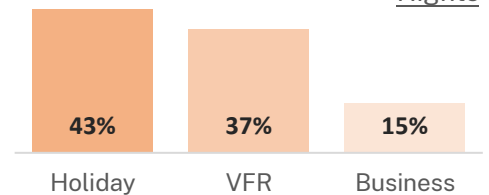


Purpose of visit

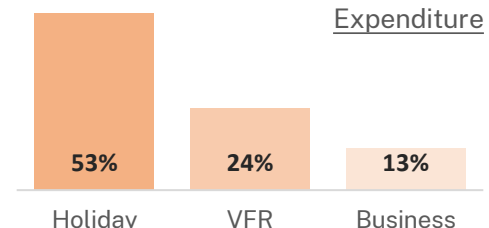
Visitors



Nights



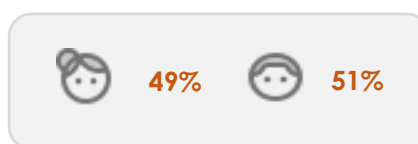
Expenditure



Transport

Self-drive Land Vehicle, 90%
 Aircraft, 6%
 Other Land Transport (Bus, Train, etc.), 4%
 Other or Mixed Transport, n/p

Gender



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

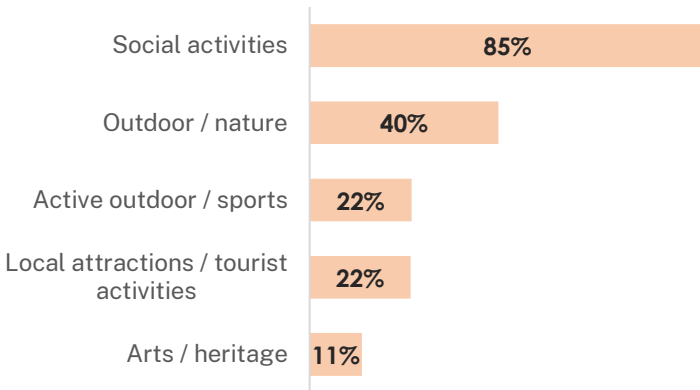
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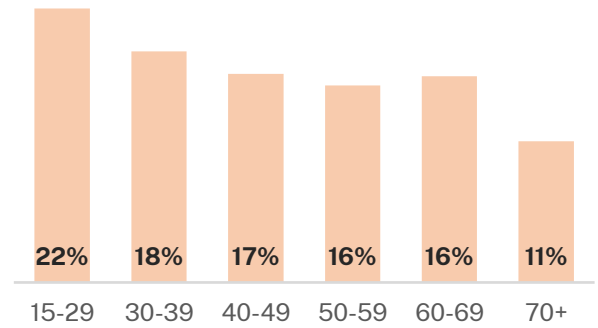
Source: National Visitor Survey, Tourism Research Australia.

Top 5 activities

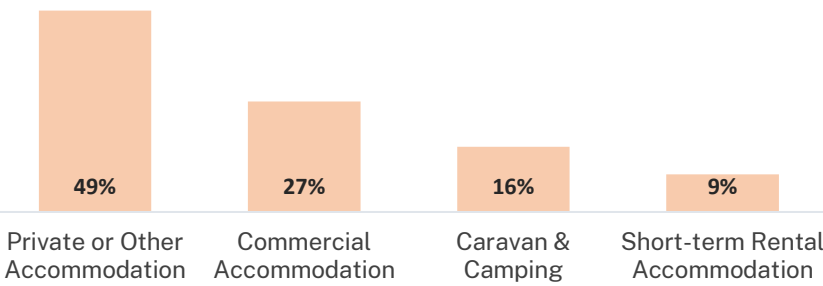


Age

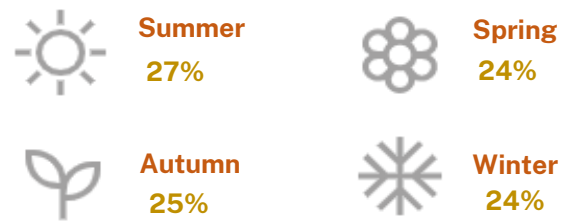
15-29 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

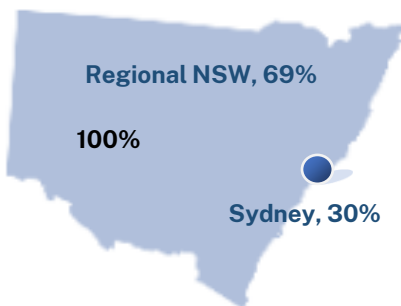
Visitors: 7.6m (+25.5% YoY)
Expenditure: \$968.5m (+20.9% YoY)

\$ Average spend \$128 per visitor

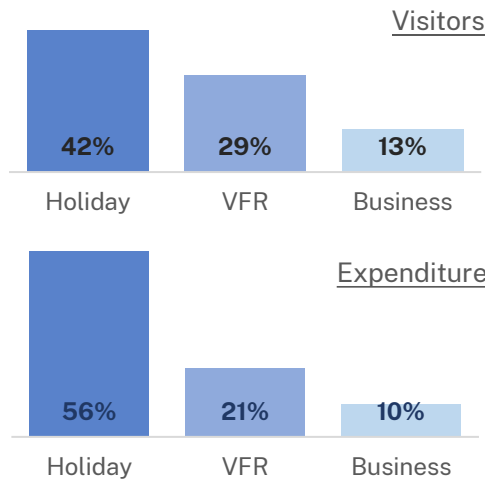
#2 for visitors
#3 for expenditure
In Regional NSW

Origin

100% of the visitors to the region came from New South Wales



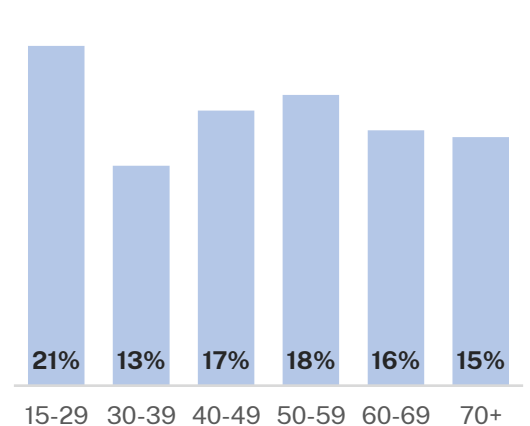
Purpose of visit



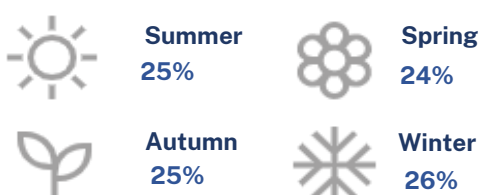
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

'15-29 years' was the largest age group of the visitors to the region

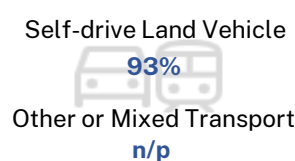


Travel season*



*by month returned from the trip

Transport



Gender

