

Hunter Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



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

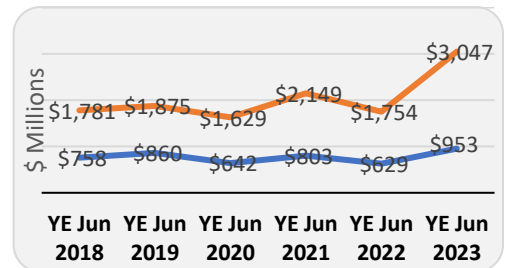
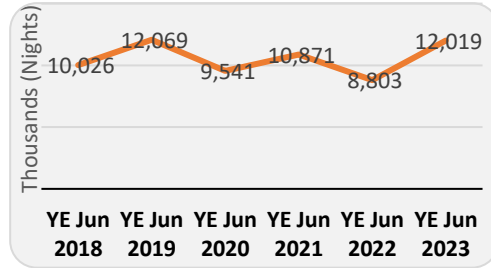
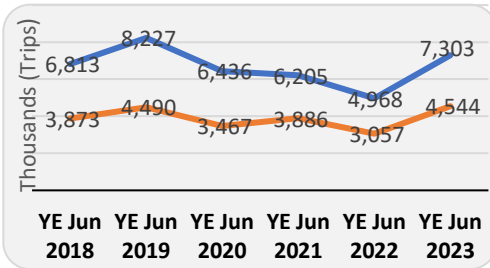
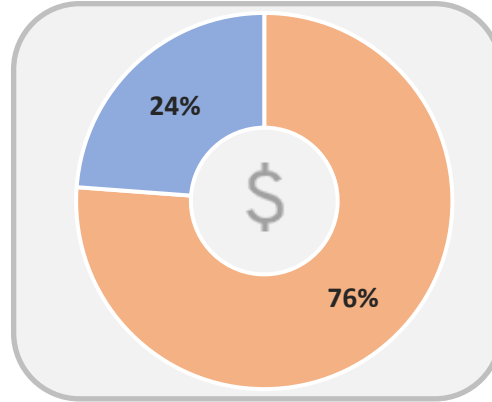
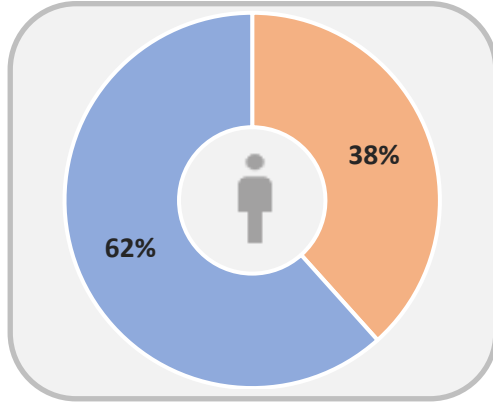
TOTAL DOMESTIC

Visitors
11.8m
+47.6% YoY

Nights
12.0m
+36.5% YoY

Expenditure
\$4.0bn
+67.9% YoY

Domestic Overnight (Orange) Domestic Daytrip (Blue)



Domestic overnight travel

Visitors: 4.5m (+48.6% YoY)
Nights: 12.0m (+36.5% YoY)
Expenditure: \$3.0bn (+73.7% YoY)

Average spend
\$253 per night
\$670 per visitor



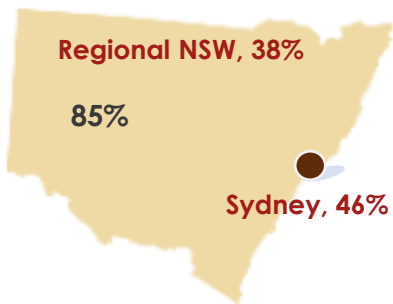
Average length of stay:
2.6 nights



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

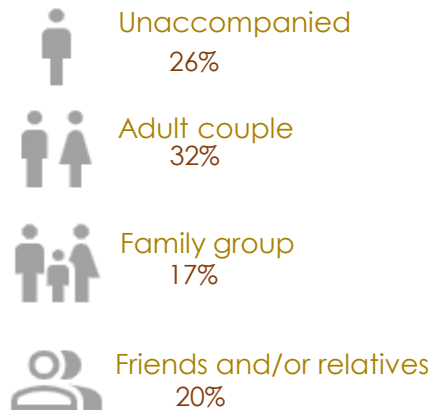
Origin

85% of the visitors came from within New South Wales



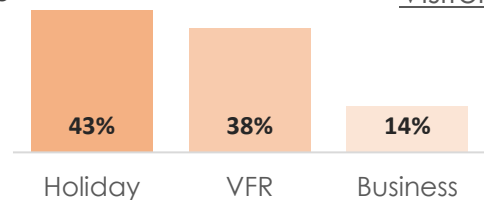
Travel party

32% of the visitors were adult couple

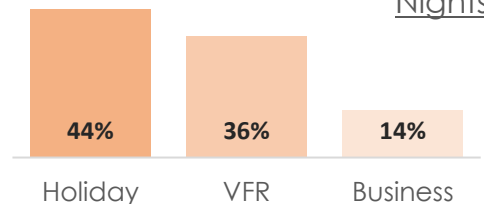


Purpose of visit

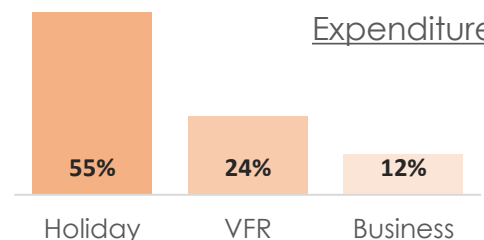
Visitors



Nights



Expenditure



Transport

Private vehicle or company car, 88%
Aircraft, 6%

Gender

49% (Male) 51% (Female)

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

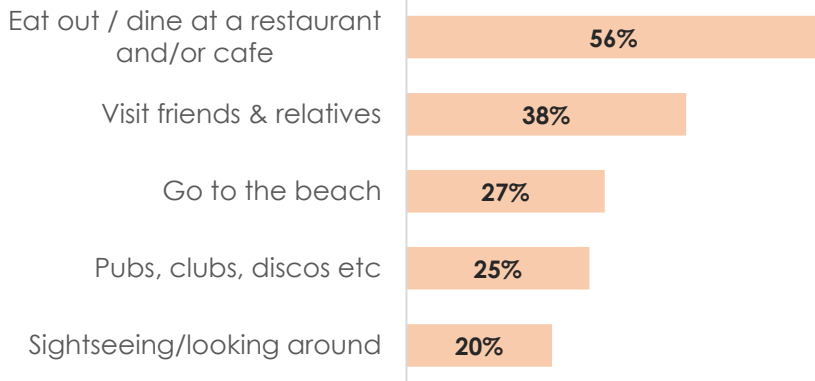
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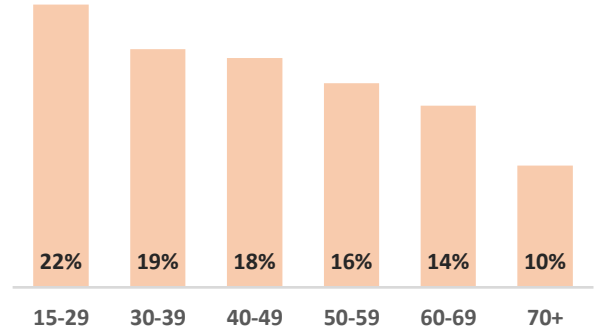


Top 5 activities

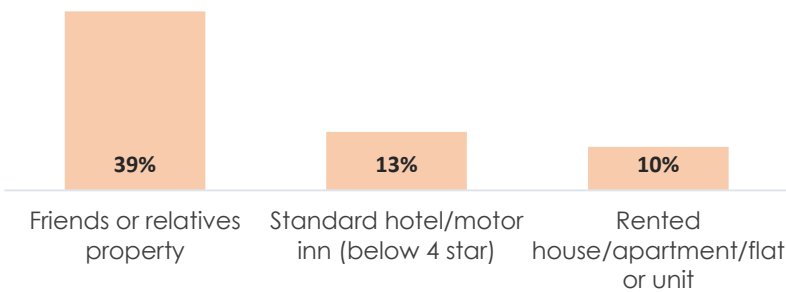


Age

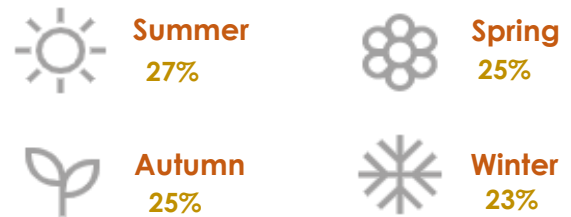
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

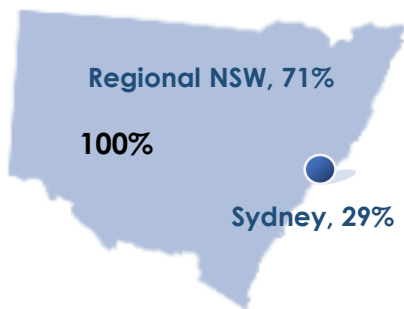
Visitors: 7.3m (+47.0% YoY)
Expenditure: \$952.9m (+51.5% YoY)

\$ Average spend \$130 per visitor

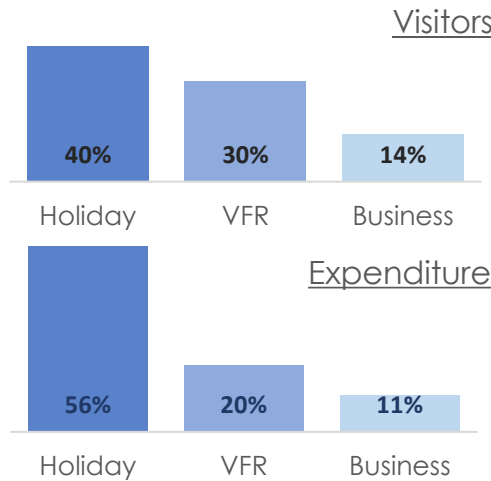
#2 for visitors
#3 for expenditure
In Regional NSW

Origin

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



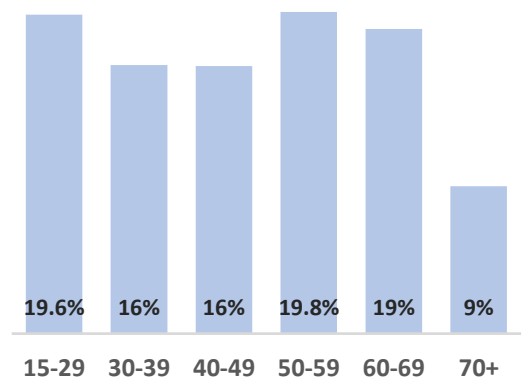
Purpose of visit



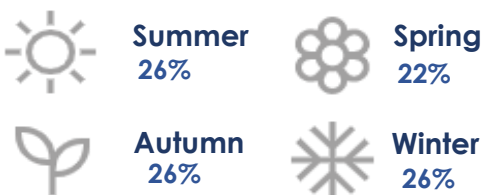
*Visitors may visit for more than one Purpose;
VFR indicates Visiting Friends and/or Relatives.

Age

'50-59 years' was the largest age group of the visitors to the region

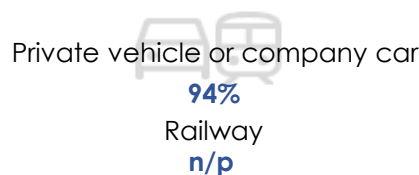


Travel season*



*by month returned from the trip

Transport



Gender

