

Travel to Hunter Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	8,779	9,117	9,982	10,176	10,916	12,697	9,212	8,679	9,984	12,120	21.4%
Nights ('000)	7,812	8,503	8,814	8,895	10,133	11,951	9,150	9,683	10,750	12,272	14.2%
Expenditure (\$ million)	\$1,987	\$2,100	\$2,181	\$2,366	\$2,578	\$2,818	\$2,107	\$2,523	\$3,165	\$3,987	26.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	2,847	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	15.2%
Nights (000)	7,812	8,503	8,814	8,895	10,133	11,951	9,150	9,683	10,750	12,272	14.2%
Average Length of Stay	2.7	2.7	2.7	2.5	2.6	2.6	2.8	2.9	2.7	2.7	-0.9%
Expenditure (\$ million)	\$1,296	\$1,472	\$1,459	\$1,637	\$1,768	\$1,956	\$1,562	\$1,802	\$2,364	\$3,019	27.7%
Spend per visitor per night (\$)	\$166	\$173	\$166	\$184	\$175	\$164	\$171	\$186	\$220	\$246	11.8%
Intrastate visitors (000)	2,382	2,610	2,810	2,944	3,251	3,797	2,825	2,945	3,397	3,800	11.8%
Interstate visitors (000)	465	507	503	563	642	736	423	358	547	742	35.7%
Intrastate nights (000)	6,173	6,484	6,951	6,749	7,750	9,015	7,497	8,090	8,748	9,530	8.9%
Interstate nights (000)	1,639	2,019	1,862	2,146	2,383	2,936	1,654	1,593	2,002	2,743	37.0%
Intrastate expenditure (\$ million)	\$1,062	\$1,149	\$1,216	\$1,339	\$1,427	\$1,494	\$1,305	\$1,621	\$2,026	\$2,417	19.3%
Interstate expenditure (\$ million)	\$234	\$323	\$243	\$298	\$342	\$461	\$257	\$180	\$338	\$601	77.9%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	1,224	1,339	1,347	1,485	1,616	1,775	1,321	1,546	1,668	1,933	15.8%
Visiting Friends & Relatives	1,118	1,154	1,264	1,292	1,502	1,806	1,258	1,041	1,563	1,738	11.2%
Business	371	470	550	531	628	739	476	483	537	644	20.1%
Other	151	170	172	236	174	234	216	245	205	239	16.5%
Total	2,847	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	15.2%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	3,564	3,706	3,595	3,887	4,146	4,603	3,876	4,191	4,917	5,289	7.6%
Visiting Friends & Relatives	2,788	3,093	3,346	3,374	3,960	5,128	3,357	3,041	4,114	4,554	10.7%
Business	977	1,436	1,451	1,134	1,533	1,674	1,271	1,550	1,123	1,815	61.5%
Other	484	268	422	499	493	547	647	901	596	616	3.3%
Total	7,812	8,503	8,814	8,895	10,133	11,951	9,150	9,683	10,750	12,272	14.2%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	1,159	1,331	1,482	1,593	1,800	2,051	1,578	1,661	1,825	2,054	12.6%
Regional NSW	1,223	1,279	1,329	1,351	1,450	1,746	1,247	1,284	1,572	1,745	11.0%
Total Intrastate	2,382	2,610	2,810	2,944	3,251	3,797	2,825	2,945	3,397	3,800	11.8%
Victoria	137	171	135	173	166	248	125	126	170	245	44.0%
Queensland	202	213	217	271	300	332	205	155	242	325	34.3%
ACT	n/p	n/p	71	53	101	61	52	n/p	70	109	56.0%
Other Interstate	72	65	80	67	75	95	n/p	n/p	66	n/p	-
Total Interstate	465	507	503	563	642	736	423	358	547	742	35.7%
Grand Total	2,847	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	15.2%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Hunter Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	573	752	823	793	965	1,107	764	782	1,027	989	-3.8%
30-39	507	493	543	630	652	818	621	474	715	835	16.7%
40-49	583	504	523	636	667	636	479	631	666	753	13.0%
50-59	502	615	644	596	683	756	568	595	601	711	18.4%
60-69	419	487	518	515	549	776	543	523	601	745	23.8%
70+	263	264	263	338	377	440	273	298	334	510	52.9%
Total	2,847	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	15.2%

Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	726	818	932	883	1,043	1,399	930	892	1,202	1,151	-4.3%
Adult couple	752	929	952	1,086	1,134	1,254	880	925	1,035	1,502	45.1%
Family group - parents and children	541	529	540	584	595	654	523	524	728	710	-2.5%
Friends/relatives travelling together	696	669	707	738	879	973	747	811	879	1,003	14.1%
Other travel party	132	172	184	216	241	252	167	152	100	176	77.1%
Total	2,847	3,116	3,314	3,507	3,892	4,532	3,248	3,303	3,944	4,542	15.2%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	2,533	2,728	2,813	3,067	3,432	4,037	2,769	2,696	3,182	3,831	20.4%
Outdoor / nature	1,027	1,103	1,163	1,209	1,432	1,815	1,334	1,352	1,534	1,829	19.2%
Active outdoor / sports	664	659	699	732	935	1,087	785	880	871	989	13.5%
Local attractions / tourist activities	626	704	673	763	773	821	615	762	857	978	14.0%
Arts / heritage	387	303	449	380	447	410	264	229	387	505	30.7%

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

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private or Other Accommodation	3,688	4,018	4,228	4,439	5,289	6,828	5,050	4,830	5,632	5,943	5.5%
Commercial Accommodation	2,231	2,458	2,311	2,467	2,738	2,598	2,056	2,519	2,705	3,254	20.3%
Caravan & Camping	870	1,000	1,174	1,075	1,212	1,264	960	1,107	1,166	1,920	64.7%

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

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	2,456	2,767	2,895	3,075	3,458	3,966	2,942	3,117	3,531	4,076	15.4%
Aircraft	198	203	215	252	270	352	149	101	266	278	4.6%
Other Land Transport (Bus, Train, etc.)	174	138	209	196	165	208	153	93	153	167	9.3%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Hunter Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	5,932	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	25.5%
Expenditure (\$ million)	\$691	\$628	\$722	\$729	\$810	\$863	\$545	\$722	\$801	\$968	20.9%
Spend per visitor (\$)	\$116	\$105	\$108	\$109	\$115	\$106	\$91	\$134	\$133	\$128	-3.6%

Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	2,813	2,828	3,141	3,187	3,374	3,546	2,282	2,485	2,737	3,202	17.0%
Visiting Friends & Relatives	1,804	1,743	1,745	1,970	2,078	2,716	1,854	1,449	1,590	2,177	37.0%
Business	586	695	802	614	737	1,095	1,009	743	859	971	13.1%
Other	729	735	980	898	834	808	818	699	854	1,228	43.7%
Total	5,932	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	25.5%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	1,699	1,863	1,937	1,898	2,154	2,482	1,590	1,135	1,542	2,300	49.1%
Regional NSW	4,233	4,102	4,713	4,757	4,855	5,642	4,355	4,241	4,488	5,242	16.8%
Total Intrastate	5,932	5,965	6,650	6,655	7,009	8,124	5,946	5,377	6,030	7,542	25.1%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	5,932	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	25.5%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	1,017	1,259	1,423	1,041	1,530	1,617	1,090	1,178	1,218	1,581	29.8%
30-39	1,164	1,105	896	1,258	1,073	1,460	904	779	1,065	1,023	-3.9%
40-49	998	1,084	1,290	1,136	1,042	1,184	843	865	742	1,279	72.5%
50-59	1,122	1,181	1,204	1,132	1,280	1,340	1,061	961	1,017	1,352	33.0%
60-69	1,032	905	1,210	1,071	1,115	1,573	1,361	872	1,202	1,187	-1.2%
70+	600	467	646	1,031	983	990	705	720	797	1,156	45.1%
Total	5,932	6,001	6,669	6,669	7,024	8,165	5,964	5,377	6,040	7,578	25.5%

Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	4,724	4,848	5,239	5,303	5,519	6,553	4,340	3,659	4,080	5,646	38.4%
Outdoor / nature	1,009	1,139	1,330	1,415	1,325	1,941	1,306	1,075	1,246	1,653	32.7%
Active outdoor / sports	673	623	592	669	666	888	510	593	703	767	9.1%
Local attractions / tourist activities	614	561	794	520	692	743	379	480	n/p	575	-
Arts / heritage	475	369	416	438	446	536	n/p	n/p	n/p	451	-

Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	5,694	5,763	6,434	6,396	6,713	7,865	5,731	5,222	5,867	7,061	20.4%
Other or Mixed Transport	238	238	235	273	311	300	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

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