

Travel to Hunter Tourism Region

Year ended June 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	9,372	9,964	10,199	10,885	12,925	n/p	n/p	n/p	n/p	11,713	-
Nights ('000)	11,162	11,034	11,702	12,895	15,012	n/p	n/p	n/p	n/p	16,383	-
Expenditure (\$ million)	\$2,280	\$2,311	\$2,520	\$2,718	\$2,980	n/p	n/p	n/p	n/p	\$4,427	-
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	3,257	3,382	3,532	4,072	4,698	n/p	n/p	n/p	n/p	4,974	-
Nights ('000)	11,162	11,034	11,702	12,895	15,012	n/p	n/p	n/p	n/p	16,383	-
Expenditure (\$ million)	\$1,636	\$1,604	\$1,782	\$1,960	\$2,119	n/p	n/p	n/p	n/p	\$3,397	-
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	9,209	9,811	10,013	10,686	12,717	9,903	10,091	8,025	11,847	11,560	-2.4%
Nights ('000)	8,664	8,344	8,643	10,026	12,069	9,541	10,871	8,803	12,019	13,277	10.5%
Expenditure (\$ million)	\$2,106	\$2,138	\$2,303	\$2,539	\$2,736	\$2,272	\$2,952	\$2,383	\$4,000	\$4,187	4.7%

NB: International data isn't available for the period between YE JUNE 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	4,822	6.1%
Nights (000)	8,664	8,344	8,643	10,026	12,069	9,541	10,871	8,803	12,019	13,277	10.5%
Average Length of Stay	2.8	2.6	2.6	2.6	2.7	2.8	2.8	2.9	2.6	2.8	4.1%
Expenditure (\$ million)	\$1,462	\$1,431	\$1,565	\$1,781	\$1,875	\$1,629	\$2,149	\$1,754	\$3,047	\$3,157	3.6%
Spend per visitor per night (\$)	\$169	\$172	\$181	\$178	\$155	\$171	\$198	\$199	\$253	\$238	-6.2%
Intrastate visitors (000)	2,570	2,760	2,782	3,255	3,776	2,891	3,503	2,631	3,857	4,116	6.7%
Interstate visitors (000)	524	468	563	618	714	576	383	426	688	706	2.7%
Intrastate nights (000)	6,651	6,770	6,366	7,711	9,201	7,300	9,277	7,124	9,579	10,847	13.2%
Interstate nights (000)	2,013	1,575	2,277	2,315	2,868	2,242	1,595	1,680	2,440	2,430	-0.4%
Intrastate expenditure (\$ million)	\$1,146	\$1,218	\$1,265	\$1,435	\$1,460	\$1,261	\$1,952	\$1,493	\$2,540	\$2,488	-2.0%
Interstate expenditure (\$ million)	\$316	\$214	\$300	\$346	\$416	\$368	\$197	\$261	\$507	\$669	31.9%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,366	1,325	1,411	1,620	1,786	1,234	1,914	1,280	1,962	1,948	-0.7%
Visiting Friends & Relatives	1,116	1,241	1,267	1,445	1,789	1,458	1,226	1,196	1,716	1,813	5.6%
Business	496	473	488	663	701	578	503	450	641	813	26.8%
Other	132	201	212	173	242	221	261	155	244	248	1.8%
Total	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	4,822	6.1%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	3,980	3,478	3,730	4,064	4,620	3,716	5,103	3,947	5,336	5,138	-3.7%
Visiting Friends & Relatives	2,994	3,119	3,277	3,860	5,273	3,751	3,443	3,245	4,384	4,870	11.1%
Business	1,434	1,297	1,225	1,605	1,586	1,510	1,494	987	1,695	2,649	56.3%
Other	255	450	411	498	591	565	832	625	603	620	2.7%
Total	8,664	8,344	8,643	10,026	12,069	9,541	10,871	8,803	12,019	13,277	10.5%

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

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Year ended June 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	1,315	1,433	1,526	1,768	2,061	1,538	2,092	1,307	2,112	2,216	5.0%
Regional NSW	1,255	1,327	1,257	1,487	1,714	1,353	1,411	1,325	1,745	1,900	8.9%
Total Intrastate	2,570	2,760	2,782	3,255	3,776	2,891	3,503	2,631	3,857	4,116	6.7%
Victoria	165	119	183	160	230	192	117	n/p	209	n/p	-
Queensland	210	217	262	298	322	266	173	206	298	309	3.7%
ACT	n/p	n/p	n/p	91	n/p	n/p	n/p	n/p	107	n/p	-
Other Interstate	81	69	74	68	88	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	524	468	563	618	714	576	383	426	688	706	2.7%
Grand Total	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	4,822	6.1%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	1,001	1,068	1,084	1,303	1,666	1,180	1,239	1,006	1,519	1,614	6.2%
35-54	1,053	1,123	1,165	1,349	1,327	1,075	1,364	1,050	1,563	1,499	-4.1%
55+	1,040	1,038	1,096	1,221	1,497	1,212	1,283	1,001	1,462	1,709	16.9%
Total	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	4,822	6.1%

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	777	866	919	1,041	1,352	1,041	991	968	1,196	1,394	16.5%
Adult couple	967	931	1,013	1,138	1,202	1,002	1,074	737	1,450	1,399	-3.5%
Family group - parents and children	534	565	526	576	693	516	630	561	793	736	-7.1%
Friends/relatives travelling together	649	668	714	857	1,017	684	1,026	705	925	1,076	16.3%
Other travel party	167	199	173	261	226	224	165	n/p	180	n/p	-
Total	3,094	3,229	3,345	3,873	4,490	3,467	3,886	3,057	4,544	4,822	6.1%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	163	153	186	199	208	n/p	n/p	n/p	n/p	152	-
Nights (000)	2,498	2,690	3,059	2,869	2,942	n/p	n/p	n/p	n/p	3,106	-
Average Length of Stay	15.3	17.5	16.4	14.4	14.2	-	-	-	-	20.4	-
Expenditure (\$ million)	\$174	\$173	\$217	\$179	\$244	n/p	n/p	n/p	n/p	\$239	-
Spend per visitor per night (\$)	\$70	\$64	\$71	\$62	\$83	-	-	-	-	\$77	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	90	84	107	119	133	n/p	n/p	n/p	n/p	78	-
Visiting Friends & Relatives	47	48	57	61	53	n/p	n/p	n/p	n/p	49	-
Business	15	9	13	13	10	n/p	n/p	n/p	n/p	9	-
Education	6	9	7	7	8	n/p	n/p	n/p	n/p	3	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	15	-
Total	163	153	186	199	208	n/p	n/p	n/p	n/p	152	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
United Kingdom	27	31	29	31	34	n/p	n/p	n/p	n/p	24	-
United States of America	16	19	21	21	24	n/p	n/p	n/p	n/p	20	-
New Zealand	21	17	20	21	18	n/p	n/p	n/p	n/p	17	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	76	73	84	83	91	n/p	n/p	n/p	n/p	60	-
35-54	40	37	45	55	55	n/p	n/p	n/p	n/p	43	-
55+	47	43	57	62	62	n/p	n/p	n/p	n/p	49	-
Total	163	153	186	199	208	n/p	n/p	n/p	n/p	152	-

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	87	83	100	101	98	n/p	n/p	n/p	n/p	89	-
Adult couple	41	38	43	48	56	n/p	n/p	n/p	n/p	35	-
Family group - parents and children	14	12	21	22	25	n/p	n/p	n/p	n/p	10	-
Friends/relatives travelling together	16	18	18	23	23	n/p	n/p	n/p	n/p	16	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	163	153	186	199	208	n/p	n/p	n/p	n/p	152	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	6,739	-7.7%
Expenditure (\$ million)	\$644	\$707	\$738	\$758	\$860	\$642	\$803	\$629	\$953	\$1,030	8.1%
Spend per visitor (\$)	\$105	\$107	\$111	\$111	\$105	\$100	\$129	\$127	\$130	\$153	17.2%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	3,029	2,980	3,105	3,321	3,659	2,512	2,936	2,238	2,946	3,391	15.1%
Visiting Friends & Relatives	1,670	1,829	1,997	1,937	2,622	2,151	1,665	1,183	2,177	1,845	-15.2%
Business	652	799	710	635	1,138	983	807	751	1,023	n/p	-
Other	764	974	855	921	808	791	797	796	1,157	925	-20.1%
Total	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	6,739	-7.7%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	1,807	1,912	1,876	2,197	2,473	1,659	1,499	1,112	2,102	2,086	-0.8%
Regional NSW	4,277	4,656	4,768	4,607	5,736	4,731	4,706	3,846	5,180	4,618	-10.8%
Total Intrastate	6,084	6,568	6,644	6,804	8,209	6,390	6,205	4,958	7,282	6,704	-7.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	6,739	-7.7%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	1,890	1,886	1,744	1,944	2,671	1,671	1,843	1,512	1,848	2,096	13.4%
35-54	2,278	2,283	2,352	2,404	2,317	1,854	1,929	1,469	2,351	2,198	-6.5%
55+	1,947	2,414	2,571	2,465	3,239	2,911	2,433	1,988	3,103	2,445	-21.2%
Total	6,115	6,582	6,668	6,813	8,227	6,436	6,205	4,968	7,303	6,739	-7.7%

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

Hunter Tourism Region LGAs: Cessnock, Dungog, Lake Macquarie, Maitland, Mid-Coast (Partial), Muswellbrook, Newcastle, Port Stephens, Singleton (Partial) and Upper Hunter Shire