

Hunter Visitor Profile

Year ending September 2024

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



Total Visitation to Hunter (Domestic & International)

VISITORS



11.3m

NIGHTS



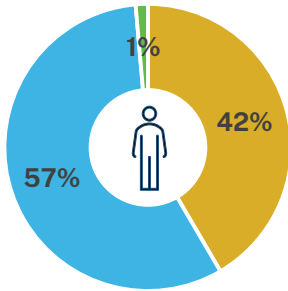
15.5m

EXPENDITURE

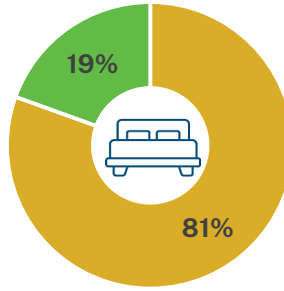


\$4.4b

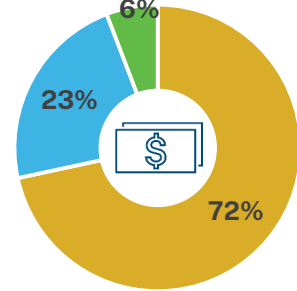
Share by visitor type



Share by visitor type

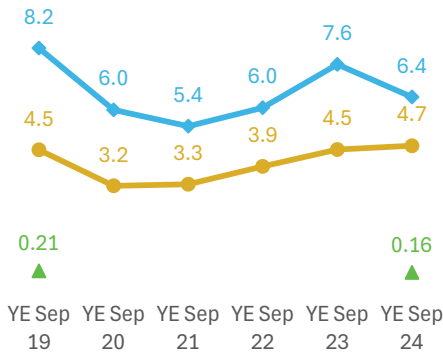


Share by visitor type

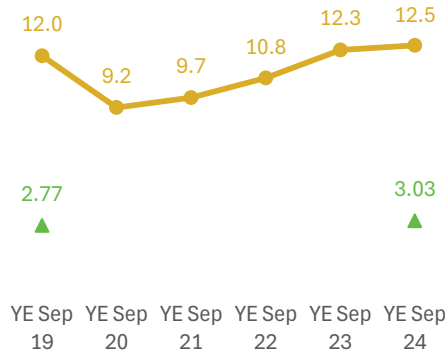


Domestic overnight Domestic day International

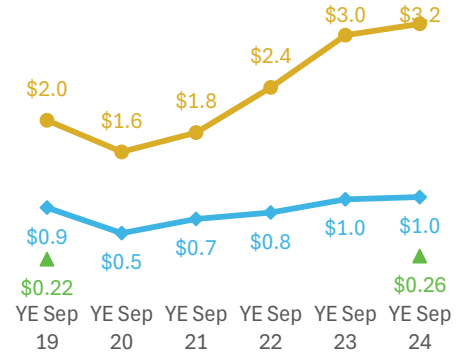
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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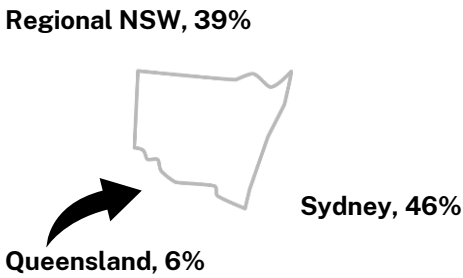
Domestic Overnight Travel

Visitors: 4.7m (+3.0% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 12.5m (+2.0% YOY)	\$253 per night	2.7 nights	2nd for visitors
Expenditure: \$3.2b (+4.7% YOY)	\$675 per visitor		3rd for nights
			2nd for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	41%	Holiday	40%	Holiday	52%
VFR	37%	VFR	36%	VFR	22%
Business	17%	Business	20%	Business	17%

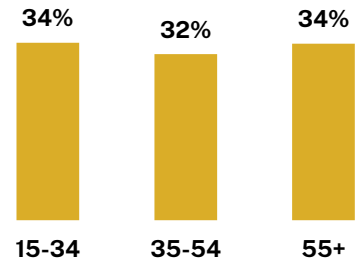
Visitor Origin



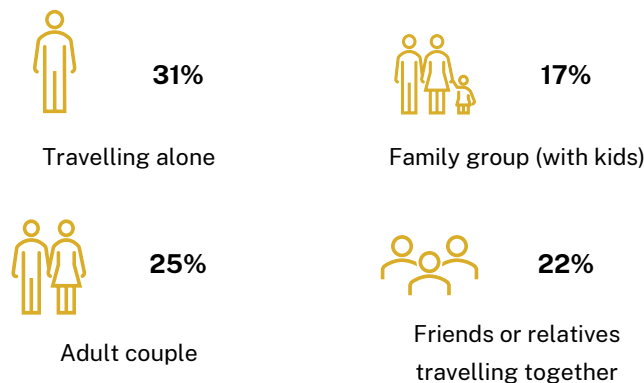
Gender



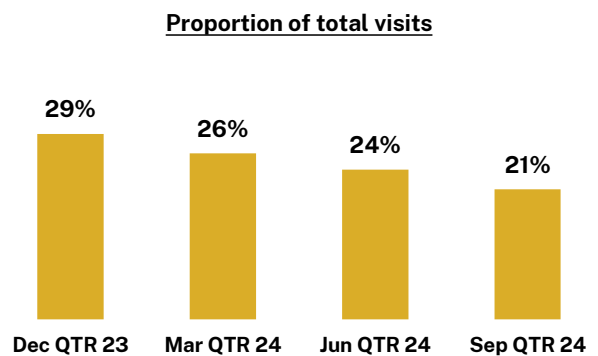
Age



Travel Party



Visitation by quarter



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Domestic Daytrip Travel

Visitors: 6.4m (-15.3% YOY)

Expenditure: \$996.5m (+2.9% YOY)

Average spend



\$155 per visitor

Ranking in Regional NSW



2nd for visitors

1st for expenditure

Purpose of visit - % share of total

Visitors

Holiday 51%

VFR 27%

Business n/p

Expenditure

Holiday 64%

VFR 18%

Business n/p

Visitor Origin

Regional NSW, 71%



Sydney, 29%

Gender



54%



46%

Age

29%

15-34

35%

35-54

36%

55+

Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits

28%

Dec QTR 23

24%

Mar QTR 24

23%

Jun QTR 24

24%

Sep QTR 24

Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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International Travel

Visitors: 155,000 (n/p YOY)

Nights: 3.0m (n/p YOY)

Expenditure: \$256.2m (n/p YOY)

Average spend



\$85 per night

\$1653 per visitor

Average length of stay



19.5 nights

Ranking in Regional NSW



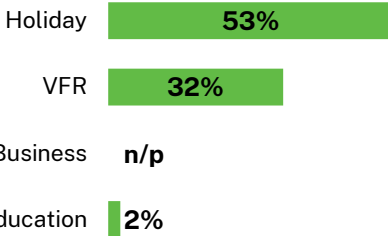
2nd for visitors

2nd for nights

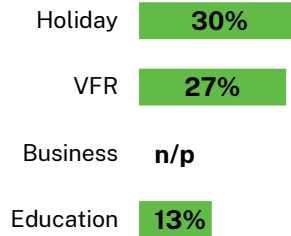
3rd for expenditure

Purpose of visit - % share of total

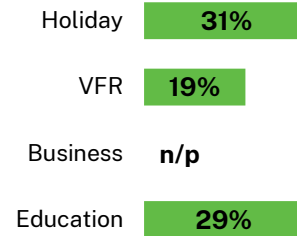
Visitors



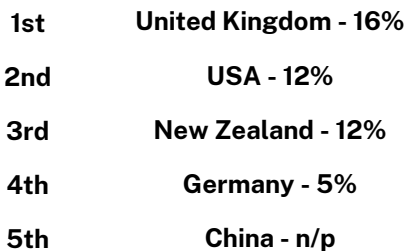
Nights



Expenditure



Visitor Origin (Top 5)



Gender

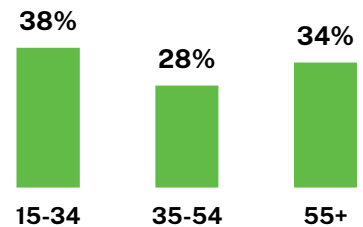


45%



55%

Age



First Visit to Australia

Return visit:
60%

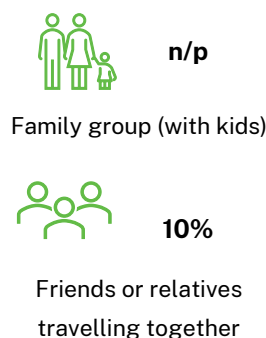
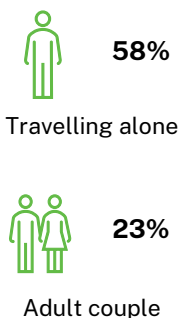


First visit:
40%

Free & Independent Visitor

77% of International visitors to Hunter were Free & Independent (FIT) Travellers

Travel Party



Visitation by quarter

