

Travel to Central NSW Tourism Region

Year ended December 2023



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

OVERVIEW

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	4,562	4,757	5,015	5,741	5,964	6,648	n/p	n/p	n/p	6,138	-
Nights ('000)	5,901	6,205	6,227	8,029	8,921	7,844	n/p	n/p	n/p	8,565	-
Expenditure (\$ million)	\$1,095	\$1,196	\$1,164	\$1,434	\$1,713	\$1,958	n/p	n/p	n/p	\$2,632	-
OVERNIGHT (international & domestic)											
Visitors ('000)	1,958	2,025	2,141	2,636	2,946	2,877	n/p	n/p	n/p	3,006	-
Nights ('000)	5,901	6,205	6,227	8,029	8,921	7,844	n/p	n/p	n/p	8,565	-
Expenditure (\$ million)	\$744	\$862	\$854	\$1,017	\$1,263	\$1,322	n/p	n/p	n/p	\$2,009	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	4,522	4,719	4,975	5,702	5,921	6,607	4,650	4,423	5,872	6,098	3.8%
Nights ('000)	5,008	5,305	5,729	7,292	8,006	7,162	5,901	5,904	7,042	7,884	11.9%
Expenditure (\$ million)	\$1,063	\$1,151	\$1,140	\$1,402	\$1,673	\$1,926	\$1,517	\$1,499	\$2,311	\$2,582	11.8%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	1,918	1,986	2,101	2,597	2,903	2,836	2,171	2,018	2,625	2,966	13.0%
Nights (000)	5,008	5,305	5,729	7,292	8,006	7,162	5,901	5,904	7,042	7,884	11.9%
Average Length of Stay	2.6	2.7	2.7	2.8	2.8	2.5	2.7	2.9	2.7	2.7	-0.9%
Expenditure (\$ million)	\$712	\$816	\$830	\$985	\$1,223	\$1,290	\$1,161	\$1,089	\$1,638	\$1,959	19.6%
Spend per visitor per night (\$)	\$142	\$154	\$145	\$135	\$153	\$180	\$197	\$184	\$233	\$248	6.8%
Intrastate visitors (000)	1,462	1,488	1,576	2,057	2,256	2,228	1,824	1,666	2,168	2,372	9.4%
Interstate visitors (000)	456	499	525	540	647	608	347	352	458	594	29.9%
Intrastate nights (000)	3,705	3,864	4,190	5,462	5,838	5,337	4,875	4,745	5,751	6,279	9.2%
Interstate nights (000)	1,302	1,441	1,539	1,831	2,169	1,825	1,026	1,160	1,292	1,605	24.3%
Intrastate expenditure (\$ million)	\$546	\$604	\$599	\$747	\$907	\$995	\$914	\$890	\$1,366	\$1,582	15.8%
Interstate expenditure (\$ million)	\$166	\$212	\$230	\$238	\$317	\$295	\$247	\$199	\$273	\$377	38.3%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	674	716	760	835	1,140	990	707	729	1,083	1,005	-7.2%
Visiting Friends & Relatives	669	691	720	978	957	1,004	662	699	790	973	23.2%
Business	365	412	404	511	548	602	620	414	565	748	32.3%
Other	234	199	249	305	285	267	198	203	207	292	40.9%
Total	1,918	1,986	2,101	2,597	2,903	2,836	2,171	2,018	2,625	2,966	13.0%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,848	1,824	2,192	2,416	2,768	2,431	1,983	1,907	2,759	2,714	-1.7%
Visiting Friends & Relatives	1,918	2,106	2,090	3,076	2,560	2,514	1,720	2,177	2,218	2,570	15.9%
Business	786	816	957	1,181	1,807	1,561	1,734	1,288	1,565	1,959	25.1%
Other	457	559	490	619	871	657	465	532	500	641	28.2%
Total	5,008	5,305	5,729	7,292	8,006	7,162	5,901	5,904	7,042	7,884	11.9%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	566	608	621	773	889	874	799	758	1,038	1,028	-1.0%
Regional NSW	896	880	955	1,284	1,367	1,353	1,025	908	1,129	1,344	19.0%
Total Intrastate	1,462	1,488	1,576	2,057	2,256	2,228	1,824	1,666	2,168	2,372	9.4%
Victoria	157	196	190	190	209	225	131	148	174	243	39.5%
Queensland	174	174	211	223	278	239	131	111	134	202	51.1%
ACT	n/p	n/p	n/p	n/p	n/p	80	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	66	63	70	90	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	456	499	525	540	647	608	347	352	458	594	29.9%
Grand Total	1,918	1,986	2,101	2,597	2,903	2,836	2,171	2,018	2,625	2,966	13.0%

Age											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	504	501	599	738	872	754	542	565	709	925	30.5%
35-54	672	706	647	906	995	956	798	657	913	876	-4.0%
55+	742	779	854	953	1,036	1,126	831	795	1,004	1,165	16.1%
Total	1,918	1,986	2,101	2,597	2,903	2,836	2,171	2,018	2,625	2,966	13.0%

Travel Party											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	569	576	582	799	894	860	733	634	706	831	17.8%
Adult couple	525	533	669	666	742	721	555	563	780	734	-5.9%
Family group - parents and children	357	379	357	402	443	479	318	338	409	499	22.0%
Friends/relatives travelling together	367	375	398	549	670	563	429	405	561	634	13.1%
Other travel party	100	123	95	181	154	212	137	n/p	170	268	57.6%
Total	1,918	1,986	2,101	2,597	2,903	2,836	2,171	2,018	2,625	2,966	13.0%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	40	38	40	39	43	42	n/p	n/p	n/p	40	-
Nights (000)	893	899	498	737	915	682	n/p	n/p	n/p	681	-
Average Length of Stay	22.3	23.4	12.4	19.0	21.5	16.3	n/p	n/p	n/p	17.0	-
Expenditure (\$ million)	\$32	\$46	\$25	\$32	\$40	\$32	n/p	n/p	n/p	\$50	-
Spend per visitor per night (\$)	\$35	\$51	\$50	\$44	\$43	\$47	n/p	n/p	n/p	\$73	-

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

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United Kingdom	7	7	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	8	-
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	14	16	14	14	13	14	n/p	n/p	n/p	11	-
35-54	12	11	12	12	12	12	n/p	n/p	n/p	15	-
55+	14	11	15	13	18	15	n/p	n/p	n/p	14	-
Total	40	38	40	39	43	42	n/p	n/p	n/p	40	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	26	22	20	24	24	22	n/p	n/p	n/p	25	-
Adult couple	6	9	12	n/p	10	12	n/p	n/p	n/p	n/p	-
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	40	38	40	39	43	42	n/p	n/p	n/p	40	-

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

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	2,604	2,733	2,874	3,105	3,018	3,771	2,479	2,405	3,247	3,132	-3.6%
Expenditure (\$ million)	\$351	\$335	\$310	\$418	\$450	\$635	\$356	\$410	\$672	\$624	-7.3%
Spend per visitor (\$)	\$135	\$123	\$108	\$134	\$149	\$169	\$143	\$171	\$207	\$199	-3.9%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,072	1,084	1,085	1,203	1,241	1,447	891	974	1,326	1,137	-14.3%
Visiting Friends & Relatives	611	638	678	712	679	798	560	449	650	810	24.6%
Business	n/p	n/p	n/p	375	489	553	390	461	746	n/p	-
Other	639	686	769	815	609	974	637	522	525	843	60.7%
Total	2,604	2,733	2,874	3,105	3,018	3,771	2,479	2,405	3,247	3,132	-3.6%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	382	n/p	394	446	n/p	520	n/p	n/p	n/p	n/p	-
Regional NSW	2,169	2,374	2,409	2,599	2,492	3,196	2,126	2,110	2,837	2,720	-4.1%
Total Intrastate	2,550	2,619	2,803	3,045	2,905	3,716	2,433	2,385	3,209	3,034	-5.5%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,604	2,733	2,874	3,105	3,018	3,771	2,479	2,405	3,247	3,132	-3.6%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	598	818	752	923	897	882	586	580	1,147	823	-28.2%
35-54	989	758	970	884	1,026	1,427	772	734	924	1,000	8.2%
55+	1,017	1,157	1,152	1,298	1,096	1,463	1,120	1,091	1,176	1,308	11.2%
Total	2,604	2,733	2,874	3,105	3,018	3,771	2,479	2,405	3,247	3,132	-3.6%

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