

Travellers' Pulse

Our NENW research insights

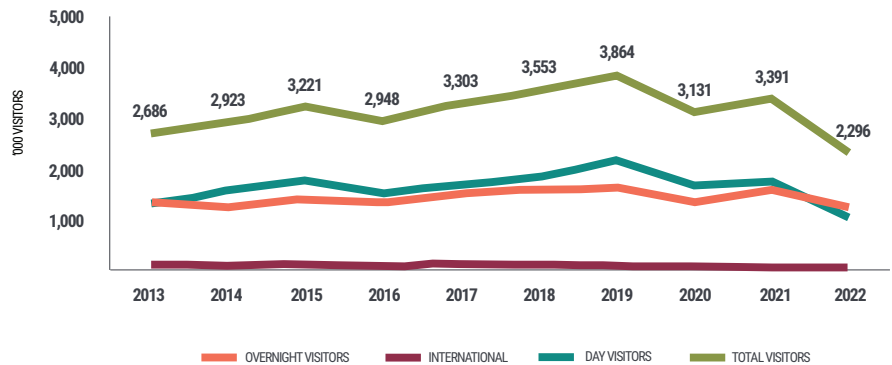
OVER THE PAST 5 YEARS
OVERNIGHT VISITORS ... MORE ECONOMIC IMPACT
 PROVIDED LESS VISITORS BUT... THIS WAS AN AVERAGE TOTAL OF **\$619m/yr**

Tamworth
 IS THE MAIN DESTINATION ATTRACTING **32%** OF OVERNIGHT VISITORS IN THE DATA HUB

OVERNIGHT MARKETS are seeking experiences of...
 65% DINING 41% VFR 20% NATURE

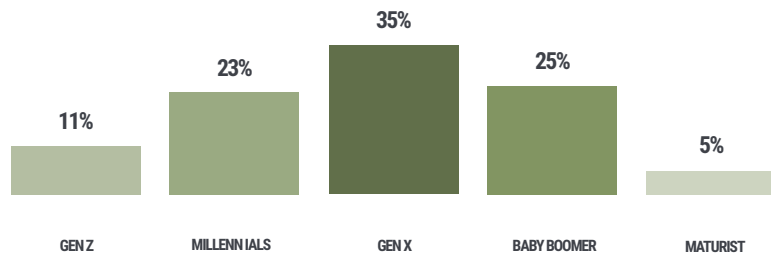
Queensland
 IS A KEY SEGMENT FOR OVERNIGHT VISITORS IN THE DATA HUB **20%**

Trend data (2013-2022) shows visitation to NENW had been steadily increasing to 3.8 million visitors in the 2018/9 financial year before the impact from COVID-19 saw visitation decrease 41% from that time. The chart on the right highlights the equal strength of both overnight and day visitors, with day visitation being most impacted from COVID-19 travel restrictions in 2021-22.



AVERAGE 2018-2022	# VISITORS	% OF TOTAL	\$ CONTRIBUTION	DOMESTIC \$ PER NIGHT	AV NIGHT STAY
Domestic overnight	1505	46%	\$619 m	\$145	2.8
Domestic day	1721	53%	\$247 m	\$143	
International	21	1%	\$35 m	\$47	
Total	3247	100%	\$901 m		

Visitors in both day and overnight markets comprise Gen X families and 45+ workers along with Baby Boomer retirees. NE/NW receives more Millennials (23%) than other parts of the network.



SCAN FOR MORE DETAILS AND THE FULL REPORTS

