



# Travellers' Pulse 2024

## Our NENW research insights

OVER THE PAST 5 YEARS

### OVERNIGHT VISITORS

PROVIDED LESS VISITORS BUT..

OVERNIGHT MARKETS are seeking experiences of..



48%  
DINING



22%  
NATURE

... MORE  
ECONOMIC  
IMPACT

AVERAGE TOTAL  
\$689m



### Tamworth

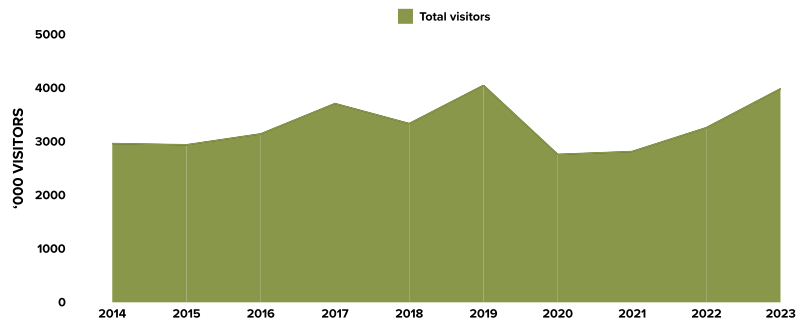
IS THE MAIN DESTINATION ATTRACTING  
31% OF OVERNIGHT VISITORS  
IN THE DATA HUB



### Queensland

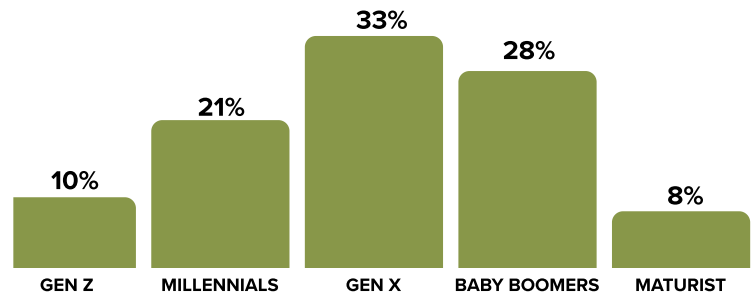
IS A KEY SEGMENT  
20% FOR OVERNIGHT VISITORS  
IN THE DATA HUB

**Trend data (2014-2023) shows visitation to NENW** had been steadily increasing to 4.0 million visitors in 2019. Following the decrease during COVID19 there has been a sustained recovery toward peak visitation.



AVERAGE 2018-2022	# VISITORS	% OF TOTAL	\$ CONTRIBUTION	DOMESTIC \$ PER NIGHT	AV NIGHT STAY
Domestic overnight	1,544	46%	\$689m	\$158	2.8
Domestic day	1,811	53%	\$274m	\$151	-
International	18	1%	\$33m	\$57	32.0
Total	3,373	100%	\$996m	-	-

Visitors in both day and overnight markets comprise Gen X families and Business travellers along with Baby Boomer retirees. NE/NW receives more Millennials (21%) than other parts of the network.



SCAN FOR MORE DETAILS  
AND THE FULL REPORTS

