

Port Stephens continues to be a destination of choice for domestic tourists, with the latest data showing strong growth in the number of visitors and length of stay.

The National Visitor Survey, conducted by Tourism Research Australia for year ending March 2019, shows Port Stephens welcomed 805,000 overnight visitors who stayed almost 2.6 million nights.

This represents a 7% increase in overnight visitors and a 17% increase in visitor nights compared to year ending March 2018. One of the key areas of growth is interstate visitor nights which has increased by 40% — mainly from Victoria.

Destination Port Stephens CEO Eileen Gilliland says it's encouraging to see growing numbers of domestic tourists choosing Port Stephens.

"We know that the average overnight visitor spends \$205 per night in Port Stephens, so even a small increase in visitor nights has a significant effect on the local economy," Ms Gilliland said.

"We are still waiting on data for visitor spend however, based on our current understanding, this increase in domestic visitor nights would have injected more than \$70 million into the Port Stephens economy.

"This trickles down from our cafes and restaurants, hotels and tour operators through to the wider Port Stephens economy.

"Destination Port Stephens is currently working in partnership with a number of local businesses to invest in a major marketing strategy to increase shoulder and low season visitation. This new brand will work to even out the seasonal fluctuations and increase the economic benefit across Port Stephens."

Port Stephens Mayor Ryan Palmer says it's a fantastic result that is delivering great benefit for the local economy.

"Port Stephens Council recognises the economic, environmental and social benefits that a vibrant and sustainable tourism industry provides," Mayor Palmer said.

"It's fantastic to see more domestic visitors choosing Port Stephens, which means increased employment, investment and infrastructure for our locals and businesses."



Key domestic visitor statistics for year ending March 2019 compared to 2018

Total domestic overnight visitors — 805,000 (up 7% from 755,000)

Domestic visitor nights — 2,599,000 (up 17% from 2,217,000)

Source of visitors to Port Stephens

NSW overnight visitors — 713,000 (up 2% from 699,000)

NSW visitor nights — 2,231,000 (up 14% from 1,956,000)

Interstate overnight visitors — 92,000 (up 64% from 56,000 – key growth market Victoria)

Interstate visitor nights — 368,000 (up 41% from 261,000 nights)

Home State/Region/SA2	Nights ('000)		Overnight trips ('000)	
	YE March 2019	YE March 2018	YE March 2019	YE March 2018
New South Wales	2231	1956	713	699
Victoria	140	45	33	11
Queensland	116	104	29	18
South Australia	40	19	7	3
Western Australia	24	0	5	0
Tasmania	2	1	1	0
Northern Territory	0	1	0	0
ACT	46	91	17	22
Other	0	0	0	0
Total	(up 17%) 2599	2217	(up 7%) 805	755

To see the full National Visitor Survey results visit tra.gov.au or for more information about Destination Port Stephens, visit portstephentourism.com.au

