

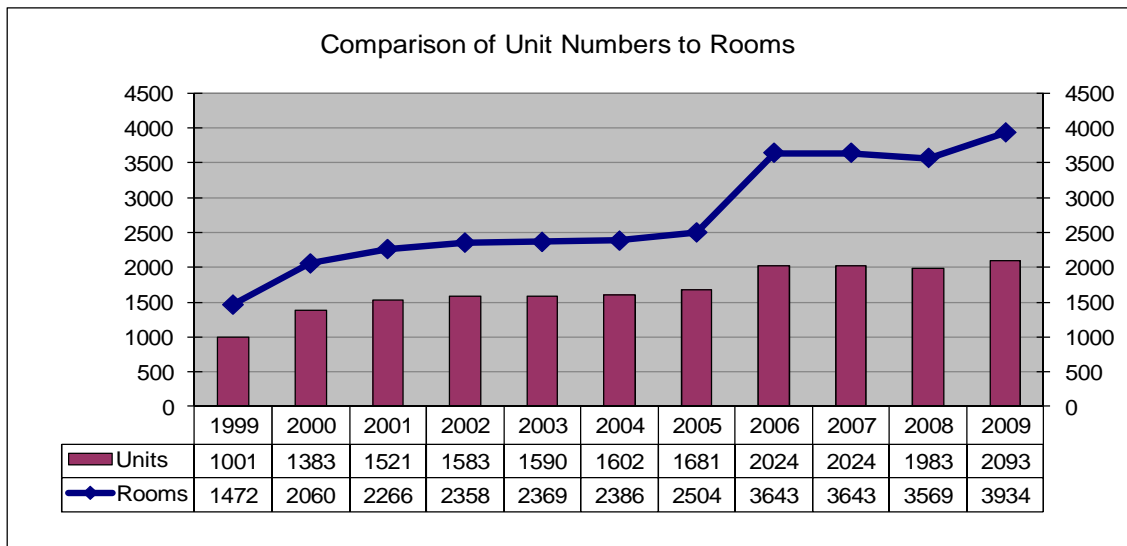
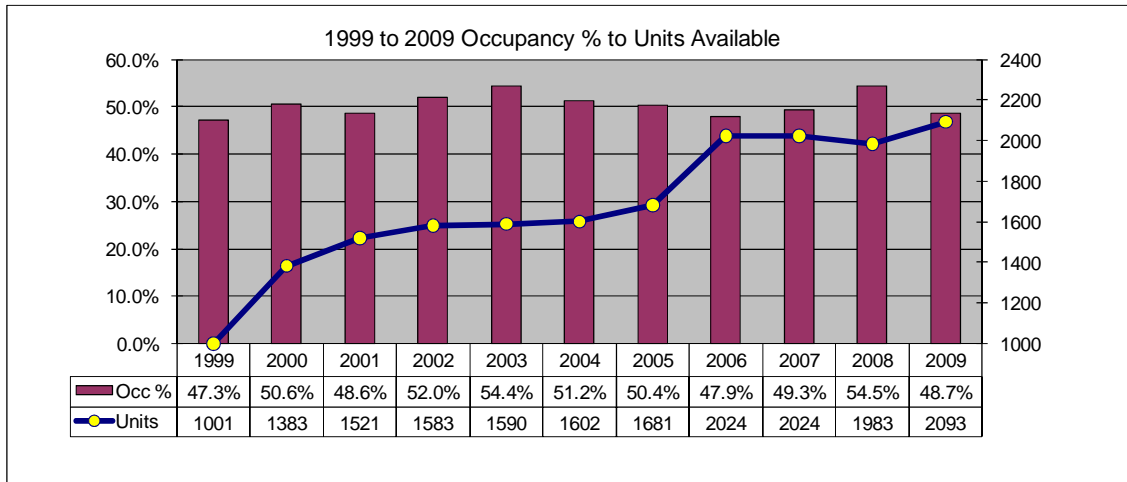
# Tourism Statistics

## Tourist Accommodation

From 1996, when Council first initiated the Tourism Research Program in partnership with Hunter Valley Wine Country Tourism Inc., the number of rooms has seen a steady increase.

By mid 2010, the number of rooms available in the Vineyard Precinct area is 4,100 or around 2,200 rentable units, an increase of more than 160% over the ten year period.

The following charts display Units to Occupancy % from 1999 to 2009, and units to Rooms comparison for the same period.

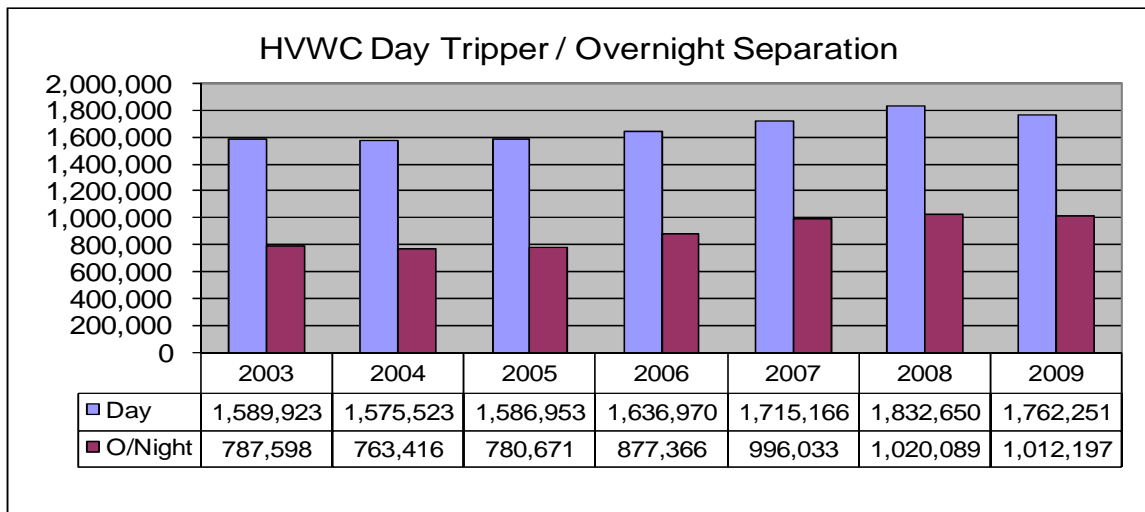
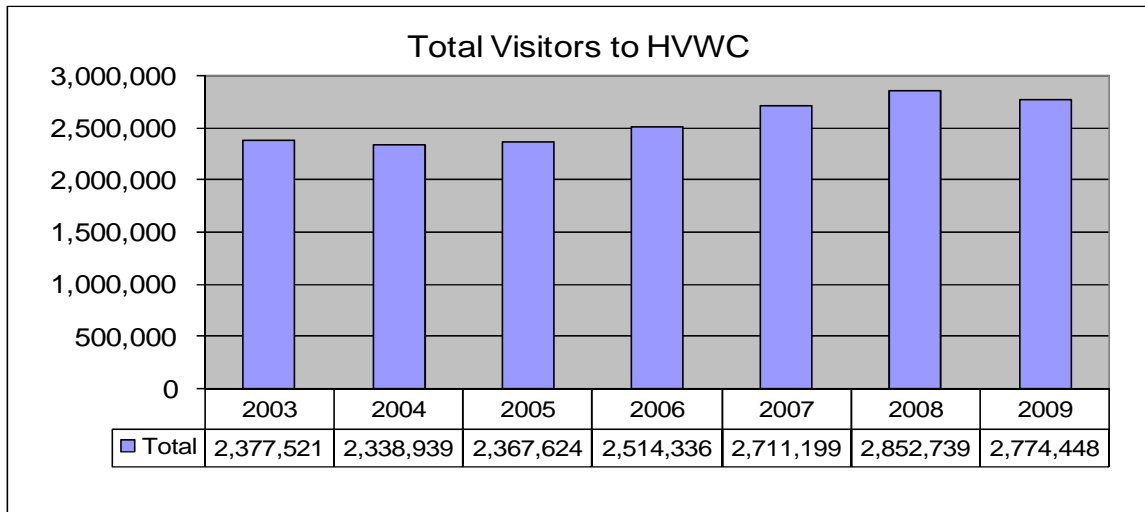


Despite the increasing number of units/rooms being added each year, Occupancy rates have remained around the 50% across all totalled accommodation styles. Occupancy rates have declined below the 50% mark in years 2006 and 2009 due to increase in availability and the financial crisis which has had an impact on international visitation.

## Visitor Numbers

The total number of visitors to Hunter Valley Wine Country for 1996-97 was estimated to be 1,000,000. Research undertaken by the Hunter Valley Research Foundation for the Cessnock Council and Hunter Valley Wine Industry Association reveals that visitor numbers increased by 50% to 1.5 million for the 1998-99 year.

For the period ending December 2005 this figure had increased to more than 2.3 million and to 2.77 million for year 2009.



With additional units coming online during 2010 and an increase in major event concerts spread across most months of the year, and target marketing the Business Tourism sector, may well see an increase in Visitor nights and day trippers.

Additional Tourism Information can be obtained by emailing your requirements to Councils Economic Development Manager Ms Kavita Payall at [kavita.payall@cessnock.nsw.gov.au](mailto:kavita.payall@cessnock.nsw.gov.au)