

North Coast NSW Visitor Profile

Year ending September 2025

Source: Domestic Tourism Statistics & International Visitor Survey, Tourism Research Australia



This profile shows the latest visitor figures for North Coast NSW. Due to the program transition from the National Visitor Survey (NVS) to Domestic Tourism Statistics (DoTS), domestic tourism figures are shown for Sep QTR 2025 only. International visitor results are shown for the total year period: Year ending September 2025.

In some cases, figures cannot be supplied as they do not meet the quality thresholds for publication. These are marked as 'n/p'.

TOTAL DOMESTIC VISITATION

All data in this section is for Sep QTR 2025 only

VISITORS



3.2m

NIGHTS



4.4m

EXPENDITURE



\$1.2b

Market share of Regional NSW

21%

share of visitors

Ranked

2nd for visitors

in Regional NSW

24%

share of nights

Ranked

1st for nights

in Regional NSW

20%

share of expenditure

Ranked

2nd for expenditure

in Regional NSW

Share by visitor type

DOMESTIC DAY TRIP

54%

46%

DOMESTIC OVERNIGHT

DOMESTIC DAY TRIP




25%

75%

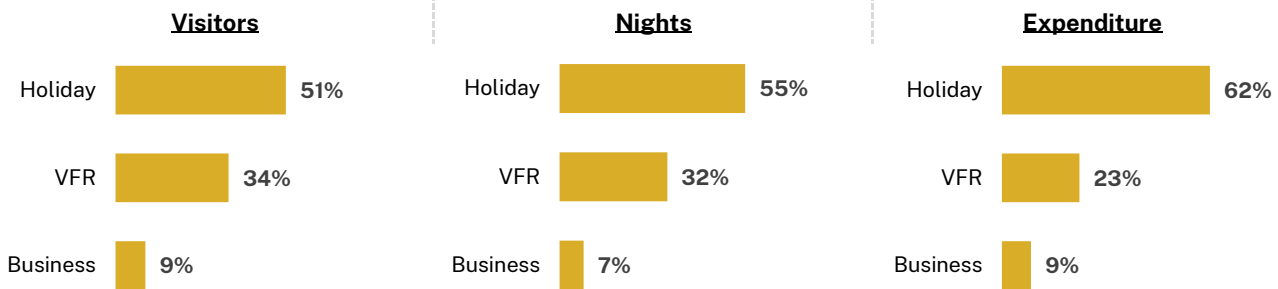
DOMESTIC OVERNIGHT

DOMESTIC OVERNIGHT TRAVEL

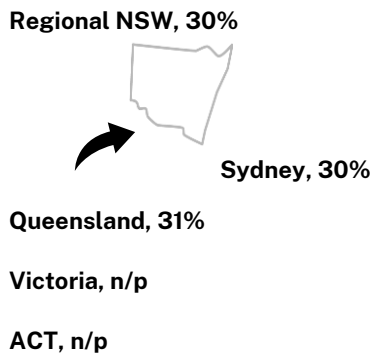
All data in this section is for Sep QTR 2025 only

	 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN REGIONAL NSW
VISITORS: 1.4m	\$199.5 per night	3.0 nights	1st for visitors
NIGHTS: 4.4m	\$606.7 per visitor		1st for nights
EXPENDITURE: \$877.3m			1st for expenditure

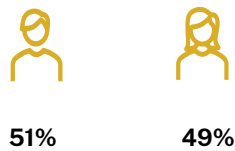
PURPOSE OF VISIT - % SHARE OF TOTAL



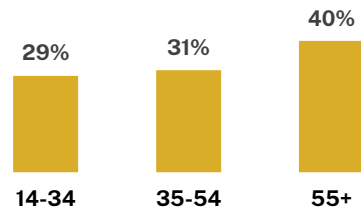
TRAVEL ORIGIN



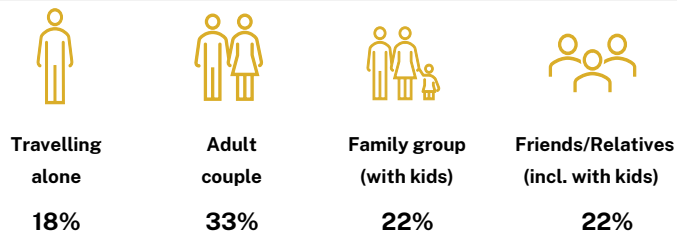
GENDER



AGE

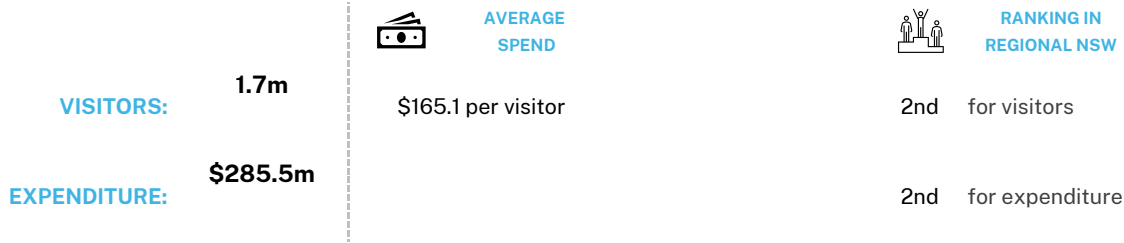


TRAVEL PARTY



DOMESTIC DAY TRIP TRAVEL

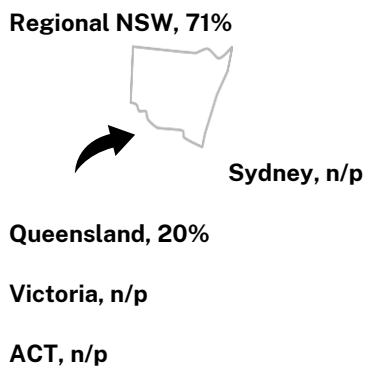
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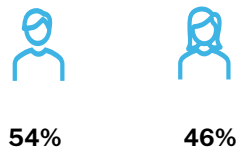
PURPOSE OF VISIT - % SHARE OF TOTAL



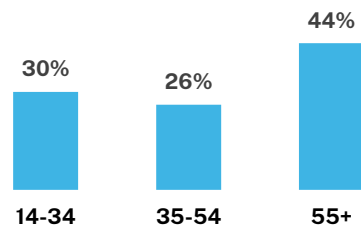
TRAVEL ORIGIN






GENDER



AGE



INTERNATIONAL TRAVEL

			 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN REGIONAL NSW
VISITORS:	299,200	(+6.1% YoY)	\$64 per night	16.2 nights	1st for visitors
NIGHTS:	4.9m	(+36.0% YoY)	\$1,033 per visitor		1st for nights
EXPENDITURE:	\$309.1m	(+17.5% YoY)			1st for expenditure

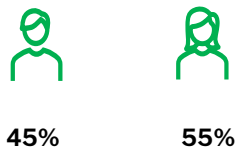
PURPOSE OF VISIT - % SHARE OF TOTAL

Category	Visitors	Nights	Expenditure
Holiday	71%	47%	50%
VFR	27%	33%	29%
Business	n/p	n/p	n/p
Education	n/p	n/p	n/p

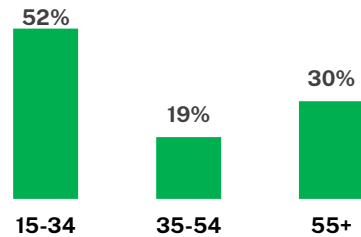
TRAVEL ORIGIN

- 1st UK, 24%
- 2nd New Zealand, 11%
- 3rd USA, 9%
- 4th Germany, 8%
- 5th Canada, 5%

GENDER



AGE

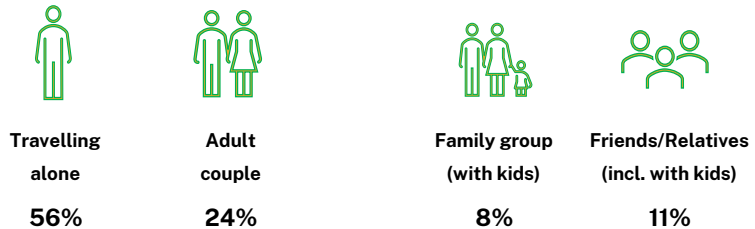


FIRST VISIT TO AUSTRALIA



58% of visitors were making their first visit to Australia

TRAVEL PARTY



FREE & INDEPENDENT

85% of international visitors were free & independent (FIT) travellers to North Coast NSW.

QUARTER VISITED WITHIN YE SEP 2025

Dec QTR	Mar QTR	Jun QTR	Sep QTR
31%	32%	20%	17%