

North Coast NSW Visitor Profile

Year ending June 2024

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



Total Visitation to North Coast NSW (Domestic & International)

VISITORS



13.2m

NIGHTS



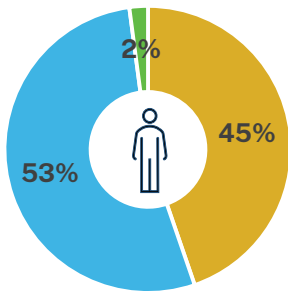
24m

EXPENDITURE

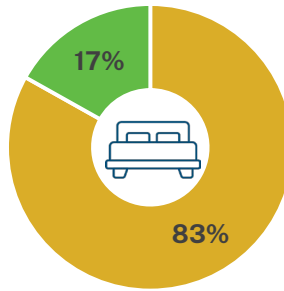


\$5.9b

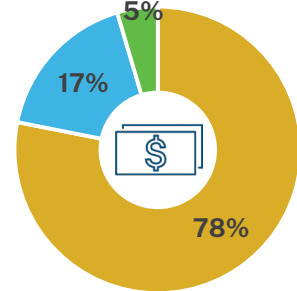
Share by visitor type



Share by visitor type

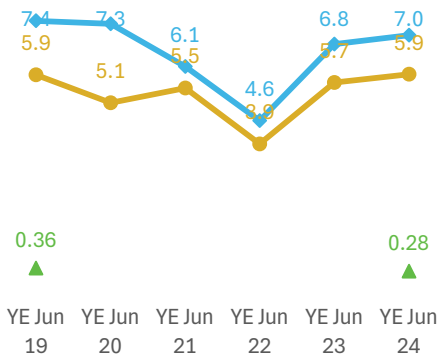


Share by visitor type

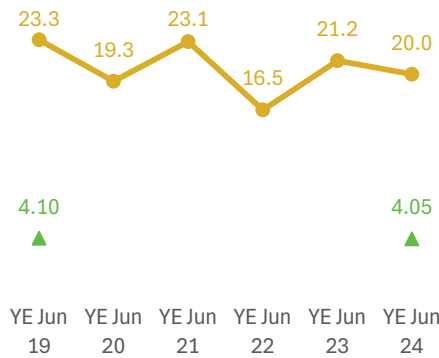


● Domestic overnight
 ● Domestic day
 ▲ International

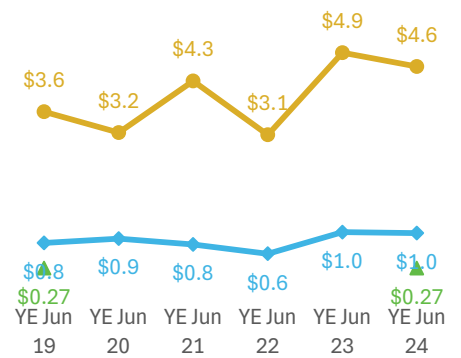
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



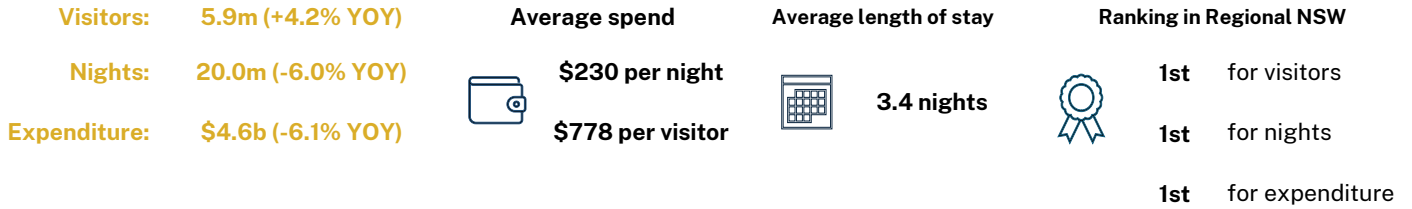
North Coast NSW Visitor Profile

Year ending June 2024

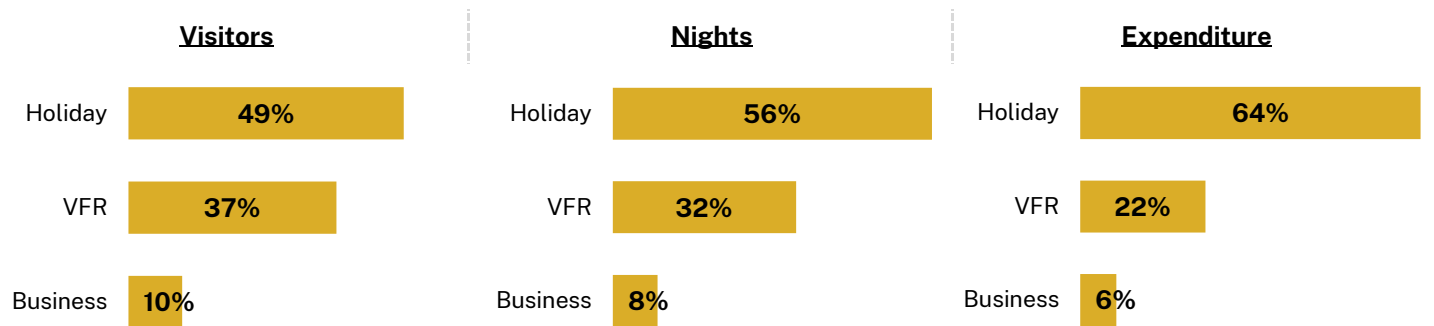
Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



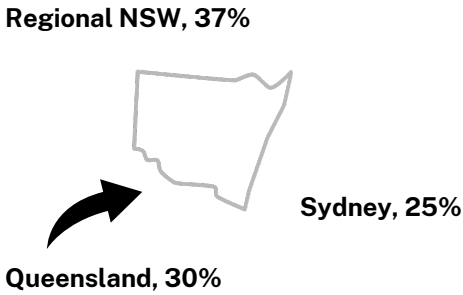
Domestic Overnight Travel



Purpose of visit - % share of total



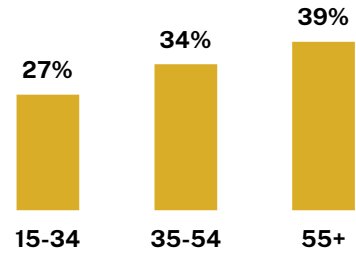
Visitor Origin



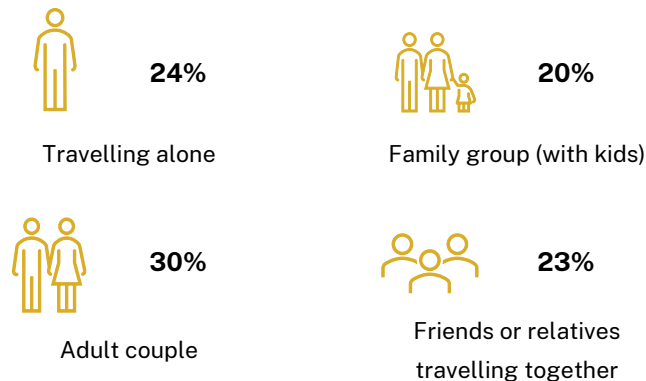
Gender



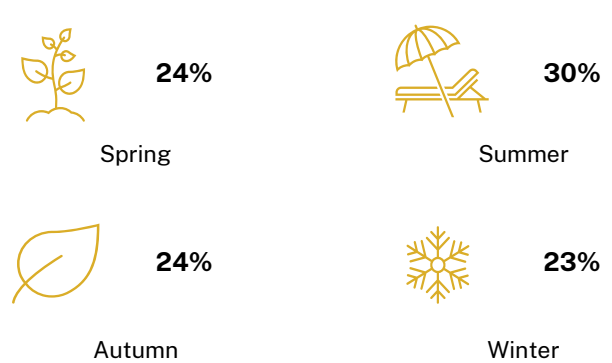
Age



Travel Party



Travel Season



North Coast NSW Visitor Profile

Year ending June 2024

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



Domestic Daytrip Travel

Average spend

Visitors: 7.0m (+3.8% YOY)



\$145 per visitor

Ranking in Regional NSW



1st for visitors

2nd for expenditure

Expenditure: \$1.0b (-2.4% YOY)

Purpose of visit - % share of total

Visitors

Holiday 46%

VFR 27%

Business n/p

Expenditure

Holiday 50%

VFR 19%

Business n/p

Visitor Origin

Regional NSW, 72%



Sydney, n/p

Gender



49%



51%

Age

23%

15-34

29%

35-54

48%

55+

Travel Party

Not asked for Domestic Daytrip

Travel Season



18%

Spring



29%

Summer



29%

Autumn



23%

Winter

Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

North Coast NSW Visitor Profile

Year ending June 2024

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



International Travel

Visitors: 275,600 (n/p YOY)

Nights: 4.0m (n/p YOY)

Expenditure: \$268.9m (n/p YOY)

Average spend



\$66 per night

\$975 per visitor

Average length of stay



14.7 nights

Ranking in Regional NSW



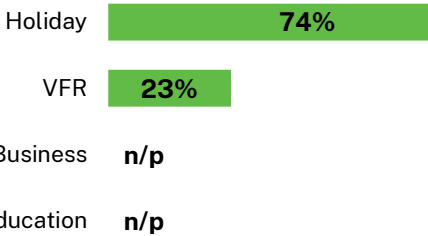
1st for visitors

1st for nights

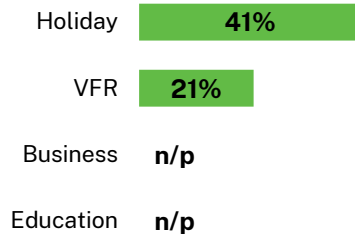
2nd for expenditure

Purpose of visit - % share of total

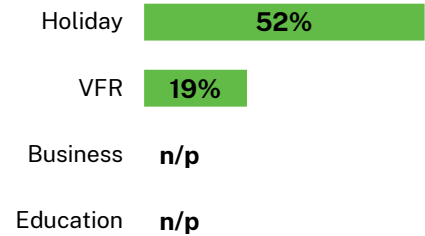
Visitors



Nights



Expenditure



Visitor Origin (Top 5)

- 1st United Kingdom - 24%
- 2nd New Zealand - 14%
- 3rd Germany - 9%
- 4th USA - 8%
- 5th Canada - 6%

Gender



42%



58%

Age

55%

15-34

21%

35-54

25%

55+

First Visit to Australia

Return visit:
48%



First visit:
52%

Free & Independent Visitor

83% of International visitors to North Coast NSW were Free & Independent (FIT) Travellers

Travel Party



58%

Travelling alone



9%

Family group (with kids)



23%

Adult couple



10%

Friends or relatives travelling together

Travel Season



23%

Spring



32%

Summer



25%

Autumn



20%

Winter