

Travel to North Coast NSW Tourism Region

Year ended December 2023



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

OVERVIEW

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	11,069	11,483	12,215	12,491	13,470	15,287	n/p	n/p	n/p	12,602	-
Nights ('000)	21,013	21,782	24,392	24,384	24,694	28,463	n/p	n/p	n/p	24,314	-
Expenditure (\$ million)	\$3,331	\$3,486	\$3,714	\$4,134	\$4,519	\$5,174	n/p	n/p	n/p	\$6,215	-
OVERNIGHT (international & domestic)											
Visitors ('000)	4,959	5,176	5,535	5,520	6,063	6,777	n/p	n/p	n/p	5,890	-
Nights ('000)	21,013	21,782	24,392	24,384	24,694	28,463	n/p	n/p	n/p	24,314	-
Expenditure (\$ million)	\$2,735	\$2,836	\$3,074	\$3,379	\$3,713	\$4,213	n/p	n/p	n/p	\$5,166	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	10,801	11,196	11,891	12,142	13,114	14,912	9,861	9,543	11,392	12,344	8.4%
Nights ('000)	18,067	18,651	20,902	20,476	20,925	24,293	18,467	18,353	21,077	20,636	-2.1%
Expenditure (\$ million)	\$3,165	\$3,307	\$3,519	\$3,891	\$4,289	\$4,909	\$3,672	\$4,104	\$5,478	\$5,947	8.6%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	4,691	4,888	5,211	5,170	5,707	6,402	4,303	4,322	5,490	5,632	2.6%
Nights (000)	18,067	18,651	20,902	20,476	20,925	24,293	18,467	18,353	21,077	20,636	-2.1%
Average Length of Stay	3.9	3.8	4.0	4.0	3.7	3.8	4.3	4.2	3.8	3.7	-4.6%
Expenditure (\$ million)	\$2,568	\$2,658	\$2,878	\$3,136	\$3,483	\$3,948	\$3,003	\$3,401	\$4,598	\$4,899	6.6%
Spend per visitor per night (\$)	\$142	\$142	\$138	\$153	\$166	\$163	\$163	\$185	\$218	\$237	8.8%
Intrastate visitors (000)	2,873	2,947	3,083	3,232	3,609	3,958	3,192	3,023	3,476	3,705	6.6%
Interstate visitors (000)	1,818	1,941	2,128	1,938	2,099	2,444	1,110	1,299	2,014	1,927	-4.3%
Intrastate nights (000)	11,416	11,197	12,100	12,843	13,350	15,233	13,774	12,877	13,258	14,177	6.9%
Interstate nights (000)	6,651	7,454	8,802	7,633	7,574	9,059	4,693	5,476	7,819	6,459	-17.4%
Intrastate expenditure (\$ million)	\$1,582	\$1,596	\$1,767	\$2,010	\$2,206	\$2,464	\$2,344	\$2,502	\$2,896	\$3,344	15.4%
Interstate expenditure (\$ million)	\$987	\$1,062	\$1,111	\$1,126	\$1,277	\$1,484	\$659	\$899	\$1,701	\$1,555	-8.6%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	2,438	2,544	2,689	2,740	2,899	3,144	2,239	2,244	2,929	2,983	1.8%
Visiting Friends & Relatives	1,540	1,622	1,724	1,678	1,836	2,275	1,415	1,407	1,749	1,818	3.9%
Business	526	526	592	501	718	703	461	449	626	543	-13.2%
Other	271	269	304	360	336	385	282	346	257	361	40.4%
Total	4,691	4,888	5,211	5,170	5,707	6,402	4,303	4,322	5,490	5,632	2.6%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	10,745	11,089	11,934	12,145	12,237	14,308	10,631	10,621	12,254	12,223	-0.3%
Visiting Friends & Relatives	5,370	5,416	6,182	6,178	5,886	7,028	5,497	5,264	6,233	5,977	-4.1%
Business	1,345	1,461	1,597	1,326	1,949	2,013	1,425	1,633	2,044	1,739	-14.9%
Other	607	686	1,189	826	852	943	914	835	546	696	27.6%
Total	18,067	18,651	20,902	20,476	20,925	24,293	18,467	18,353	21,077	20,636	-2.1%

n/p = not publishable (sample < 40); '-' = not calculable

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Year ended December 2023

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	1,220	1,164	1,280	1,165	1,563	1,588	1,328	1,303	1,520	1,454	-4.4%
Regional NSW	1,652	1,784	1,803	2,067	2,046	2,371	1,865	1,720	1,956	2,252	15.1%
Total Intrastate	2,873	2,947	3,083	3,232	3,609	3,958	3,192	3,023	3,476	3,705	6.6%
Victoria	238	294	296	304	338	390	131	244	366	282	-23.0%
Queensland	1,421	1,472	1,638	1,445	1,584	1,847	910	964	1,466	1,442	-1.6%
ACT	n/p	n/p	n/p	n/p	95	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	101	101	124	124	81	139	n/p	n/p	107	n/p	-
Total Interstate	1,818	1,941	2,128	1,938	2,099	2,444	1,110	1,299	2,014	1,927	-4.3%
Grand Total	4,691	4,888	5,211	5,170	5,707	6,402	4,303	4,322	5,490	5,632	2.6%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	1,524	1,647	1,626	1,615	1,919	1,965	1,280	1,338	1,731	1,491	-13.9%
35-54	1,605	1,649	1,800	1,676	1,965	2,071	1,506	1,449	1,780	1,995	12.1%
55+	1,562	1,593	1,785	1,879	1,823	2,366	1,517	1,534	1,978	2,146	8.5%
Total	4,691	4,888	5,211	5,170	5,707	6,402	4,303	4,322	5,490	5,632	2.6%

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	1,028	1,010	1,166	1,037	1,349	1,515	1,040	961	1,358	1,310	-3.6%
Adult couple	1,334	1,501	1,614	1,617	1,670	1,997	1,294	1,311	1,638	1,714	4.6%
Family group - parents and children	1,012	1,002	1,070	1,023	1,020	1,204	839	897	976	1,055	8.1%
Friends/relatives travelling together	1,124	1,183	1,164	1,301	1,455	1,464	1,023	996	1,351	1,325	-1.9%
Other travel party	193	193	197	191	213	221	107	156	166	229	37.8%
Total	4,691	4,888	5,211	5,170	5,707	6,402	4,303	4,322	5,490	5,632	2.6%

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	268	287	324	350	355	375	n/p	n/p	n/p	257	-
Nights (000)	2,946	3,131	3,490	3,908	3,770	4,171	n/p	n/p	n/p	3,679	-
Average Length of Stay	11.0	10.9	10.8	11.2	10.6	11.1	n/p	n/p	n/p	14.3	-
Expenditure (\$ million)	\$167	\$179	\$196	\$243	\$230	\$265	n/p	n/p	n/p	\$268	-
Spend per visitor per night (\$)	\$57	\$57	\$56	\$62	\$61	\$63	n/p	n/p	n/p	\$73	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United Kingdom	54	63	66	70	68	68	n/p	n/p	n/p	54	-
New Zealand	29	29	33	38	35	36	n/p	n/p	n/p	36	-
Germany	34	33	39	38	40	41	n/p	n/p	n/p	26	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	165	178	196	201	199	207	n/p	n/p	n/p	139	-
35-54	52	53	69	76	78	80	n/p	n/p	n/p	49	-
55+	51	57	59	74	78	88	n/p	n/p	n/p	69	-
Total	268	287	324	350	355	375	n/p	n/p	n/p	257	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	154	159	181	187	190	188	n/p	n/p	n/p	137	-
Adult couple	58	61	72	85	72	90	n/p	n/p	n/p	64	-
Family group - parents and children	16	24	21	32	39	38	n/p	n/p	n/p	22	-
Friends/relatives travelling together	38	40	46	44	50	57	n/p	n/p	n/p	31	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	268	287	324	350	355	375	n/p	n/p	n/p	257	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	6,110	6,308	6,680	6,972	7,407	8,510	5,558	5,221	5,902	6,712	13.7%
Expenditure (\$ million)	\$596	\$649	\$641	\$755	\$806	\$961	\$669	\$703	\$881	\$1,049	19.1%
Spend per visitor (\$)	\$98	\$103	\$96	\$108	\$109	\$113	\$120	\$135	\$149	\$156	4.7%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	3,258	3,339	3,534	3,855	4,216	4,156	2,982	2,458	2,968	3,237	9.1%
Visiting Friends & Relatives	1,664	1,753	1,883	1,551	1,648	2,029	1,135	1,352	1,438	1,591	10.7%
Business	n/p	421	414	468	640	1,043	459	532	532	n/p	-
Other	754	795	849	1,098	903	1,282	982	878	964	1,254	30.0%
Total	6,110	6,308	6,680	6,972	7,407	8,510	5,558	5,221	5,902	6,712	13.7%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	4,065	4,169	4,321	4,531	5,057	5,719	4,390	4,166	4,281	4,632	8.2%
Total Intrastate	4,354	4,436	4,636	4,894	5,321	6,005	4,614	4,334	4,394	4,827	9.9%
Total Interstate	1,757	1,872	2,044	2,078	2,085	2,505	944	887	1,508	1,885	24.9%
Total	6,110	6,308	6,680	6,972	7,407	8,510	5,558	5,221	5,902	6,712	13.7%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	1,568	2,008	1,870	1,965	2,092	2,283	1,240	1,300	1,314	1,462	11.2%
35-54	1,881	1,838	2,094	2,110	2,248	2,568	1,550	1,537	1,781	2,002	12.4%
55+	2,660	2,462	2,716	2,897	3,067	3,659	2,768	2,385	2,807	3,248	15.7%
Total	6,110	6,308	6,680	6,972	7,407	8,510	5,558	5,221	5,902	6,712	13.7%

n/p = not publishable (sample < 40); '-' = not calculable

Outback NSW Tourism Region LGAs: Bogan, Bourke, Brewarrina, Broken Hill, Central Darling, Cobar, Walgett and Warren (Partial)