

# North Coast NSW Visitor Profile

Year ending June 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 Jun QTR 2025 only. International visitor results are shown for the total year period: Year ending June 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 Jun QTR 2025 only

### VISITORS



3.2m

### NIGHTS



4.6m

### 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

53%

47%

DOMESTIC OVERNIGHT

DOMESTIC DAY TRIP

22%




78%

DOMESTIC OVERNIGHT

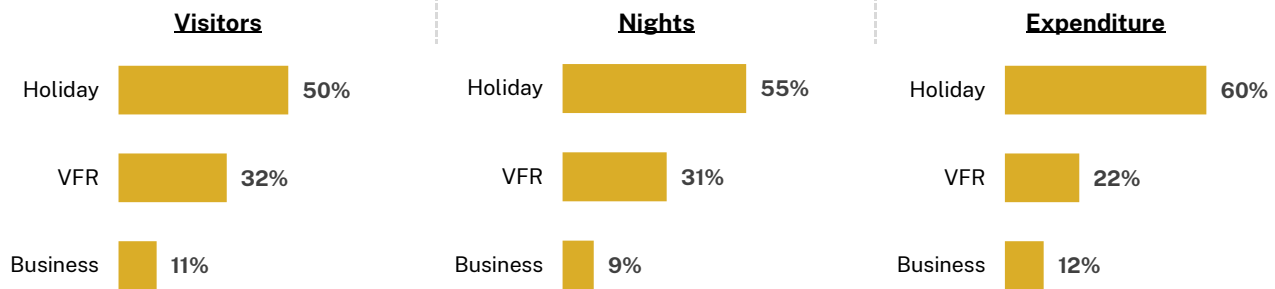
Note: This report has been updated to reflect the latest available data as at 17/12/2025, superseding any previous versions.

## DOMESTIC OVERNIGHT TRAVEL

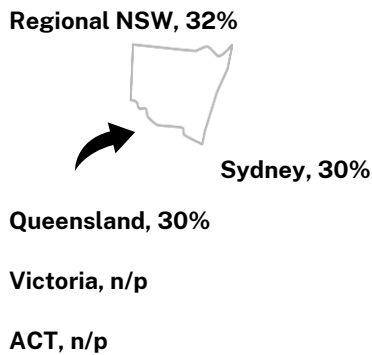
All data in this section is for Jun QTR 2025 only

	 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN REGIONAL NSW
<b>VISITORS:</b> 1.5m	\$199.8 per night	3.1 nights	1st for visitors
<b>NIGHTS:</b> 4.6m	\$614.8 per visitor		1st for nights
<b>EXPENDITURE:</b> \$921.0m			1st for expenditure

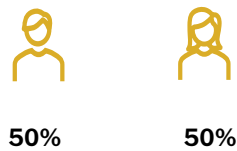
## PURPOSE OF VISIT - % SHARE OF TOTAL



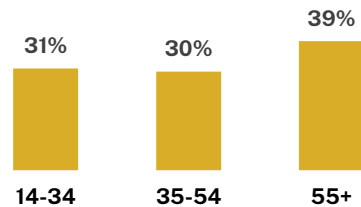
### TRAVEL ORIGIN



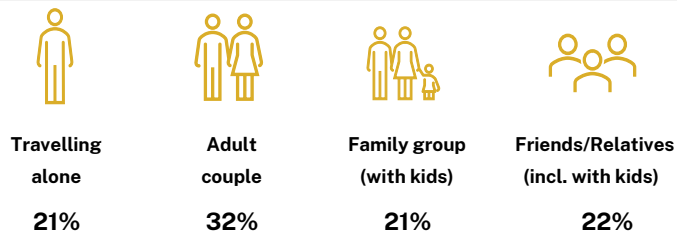
### GENDER



### AGE

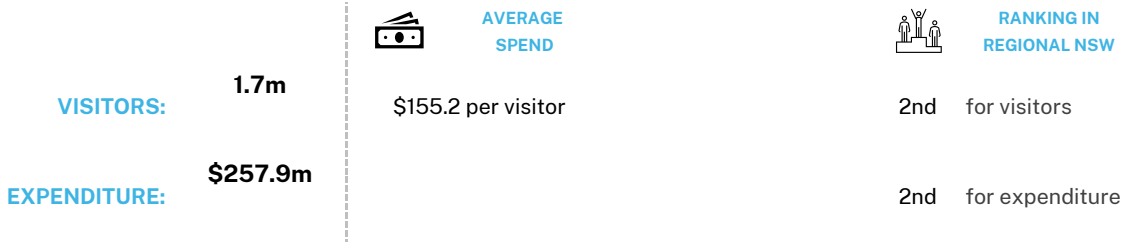


### TRAVEL PARTY

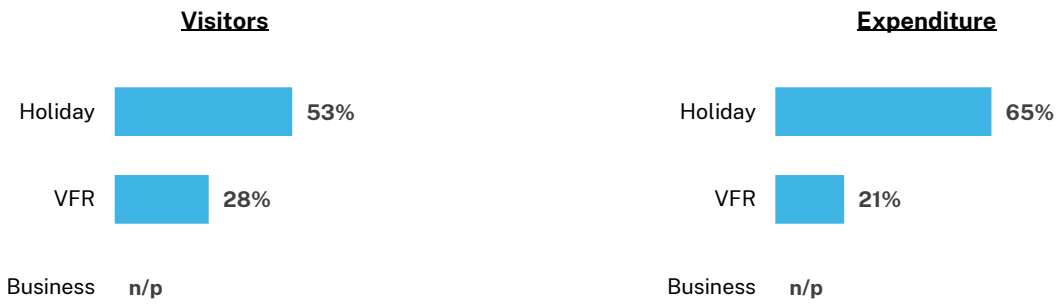


**DOMESTIC DAY TRIP TRAVEL**

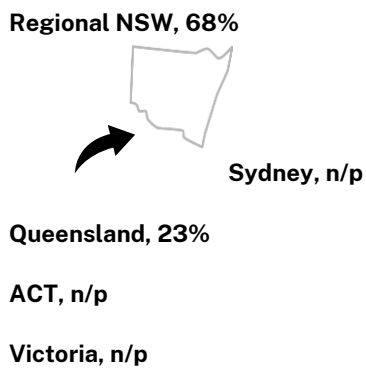
*All data in this section is for Jun QTR 2025 only*



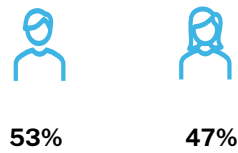
**PURPOSE OF VISIT - % SHARE OF TOTAL**



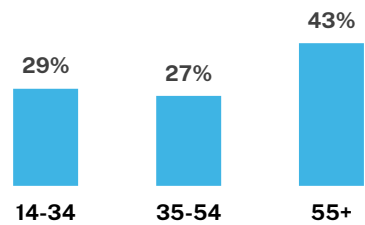
**TRAVEL ORIGIN**






**GENDER**



**AGE**



## INTERNATIONAL TRAVEL

			 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN REGIONAL NSW
<b>VISITORS:</b>	<b>306,800</b>	(+11.3% YoY)	\$70 per night	14.8 nights	1st for visitors
<b>NIGHTS:</b>	<b>4.5m</b>	(+12.2% YoY)	\$1,037 per visitor		1st for nights
<b>EXPENDITURE:</b>	<b>\$318.0m</b>	(+19.1% YoY)			1st for expenditure

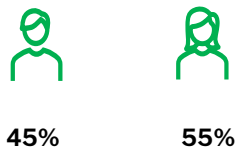
## PURPOSE OF VISIT - % SHARE OF TOTAL

Visitors		Nights		Expenditure	
Holiday	72%	Holiday	46%	Holiday	49%
VFR	26%	VFR	30%	VFR	28%
Business	n/p	Business	n/p	Business	n/p
Education	n/p	Education	n/p	Education	n/p

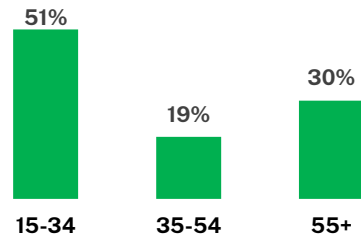
### TRAVEL ORIGIN

- 1st UK, 23%
- 2nd New Zealand, 13%
- 3rd USA, 8%
- 4th Germany, 8%
- 5th Canada, 4%

### GENDER



### AGE

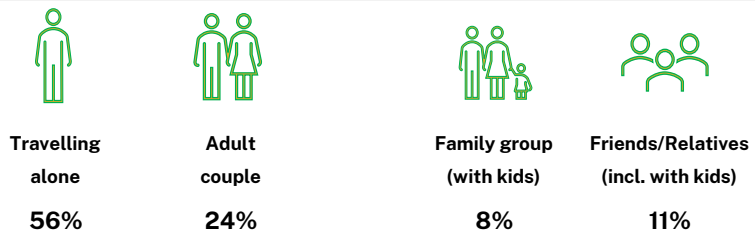


### FIRST VISIT TO AUSTRALIA



55% of visitors were making their first visit to Australia

### TRAVEL PARTY



### FREE & INDEPENDENT

84% of international visitors were free & independent (FIT) travellers to North Coast NSW.

### QUARTER VISITED WITHIN YE JUN 2025

Sep QTR	Dec QTR	Mar QTR	Jun QTR
19%	30%	31%	20%