

North Coast Visitor Profile

Year ended December 2023

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

International data is not available for the period YE December 2020 – YE December 2022.

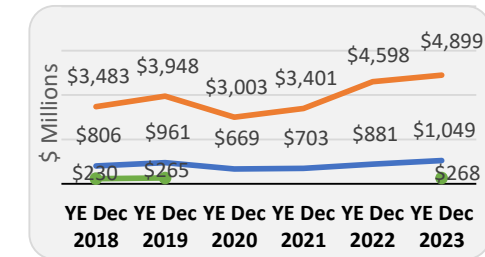
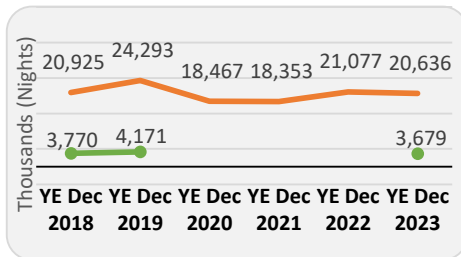
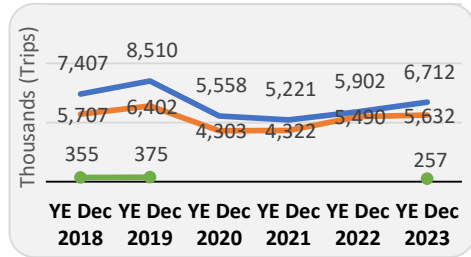
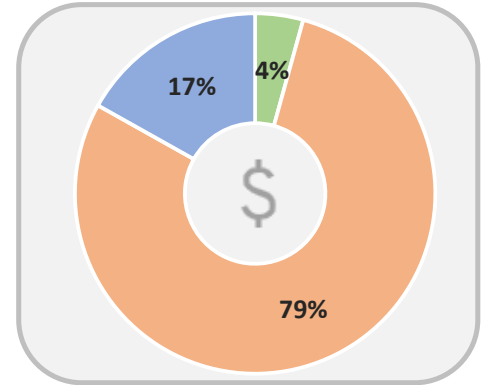
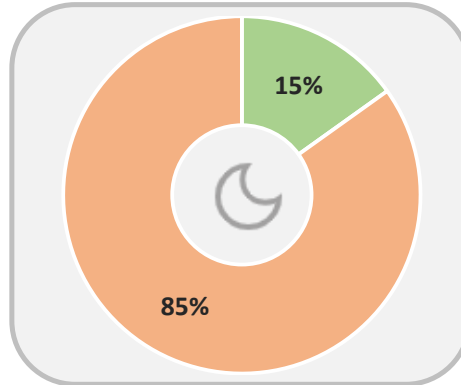
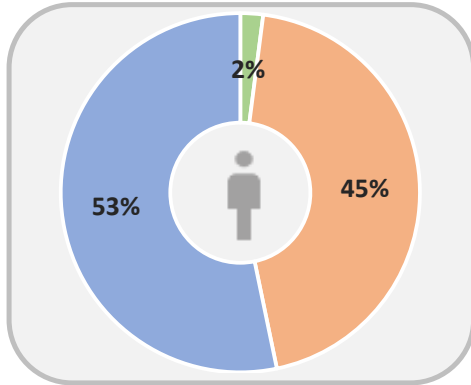
TOTAL DOMESTIC & INTERNATIONAL

Visitors
12.6m

Nights
24.3m

Expenditure
\$6.2bn

International Domestic Overnight Domestic Daytrip



Domestic overnight travel

Visitors: 5.6m (+2.6% YoY)
Nights: 20.6m (-2.1% YoY)
Expenditure: \$4.9bn (+6.6% YoY)

Average spend
\$237 per night
\$870 per visitor



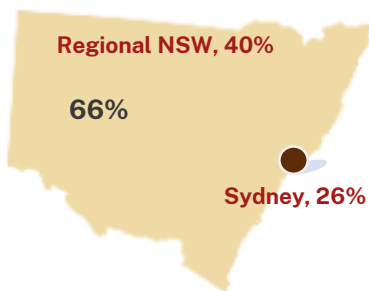
Average length of stay:
3.7 nights



#1 for visitors
#1 for nights
#1 for expenditure
In Regional NSW

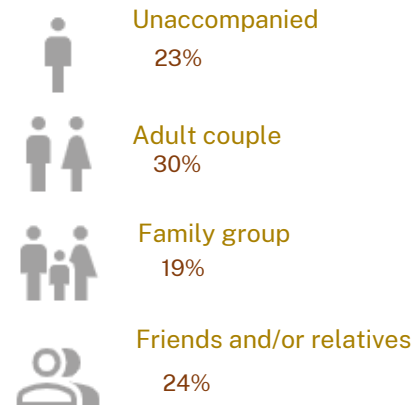
Origin

66% of the visitors came from within New South Wales

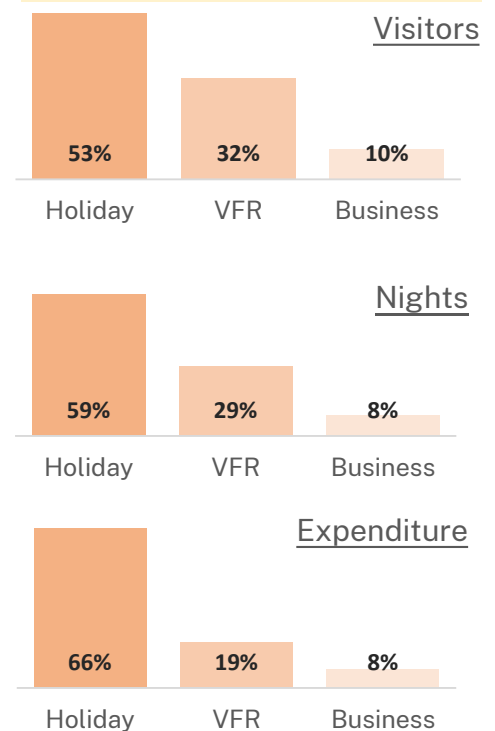


Travel party

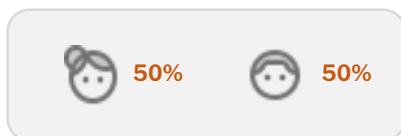
30% of the visitors were adult couple



Purpose of visit



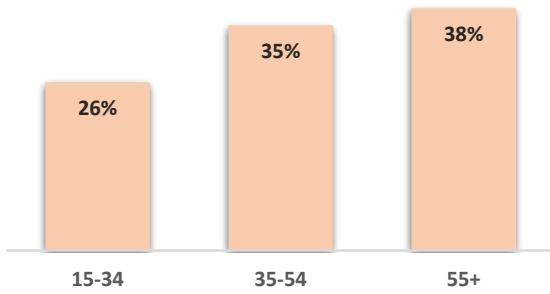
Gender



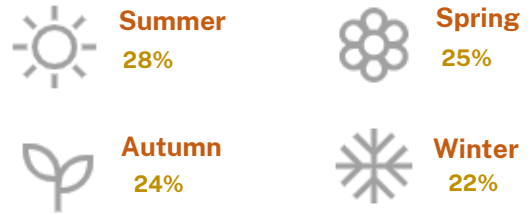
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

55+ years' was the largest age group of the visitors to the region



Travel season*



*by month returned from the trip

Domestic daytrip travel

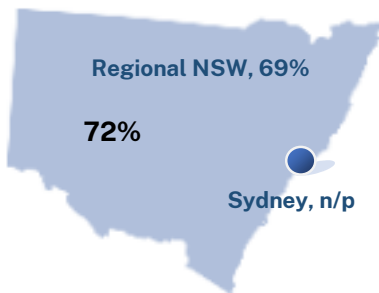
Visitors: 6.7m (+13.7% YoY)
Expenditure: \$1.0bn (+19.1% YoY)

\$ Average spend \$156 per visitor

#3 for visitors
#1 for expenditure
In Regional NSW

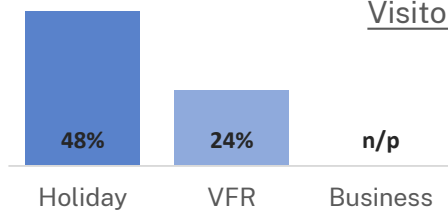
Origin

72% of the visitors to the region came from New South Wales

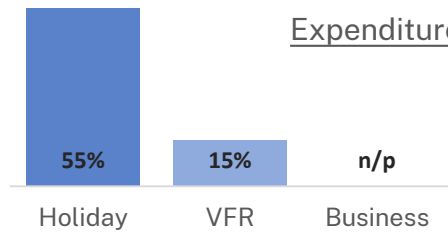


Purpose of visit

Visitors



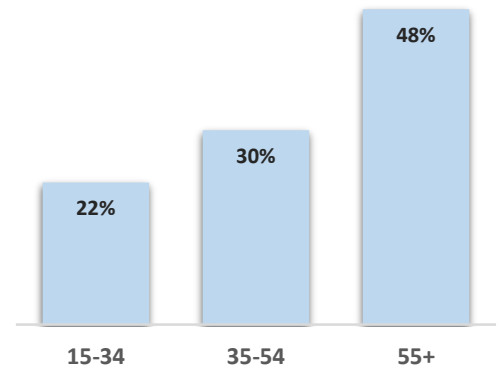
Expenditure



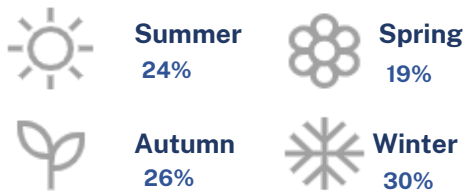
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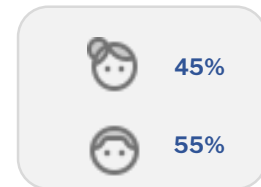


Travel season*



*by month returned from the trip

Gender

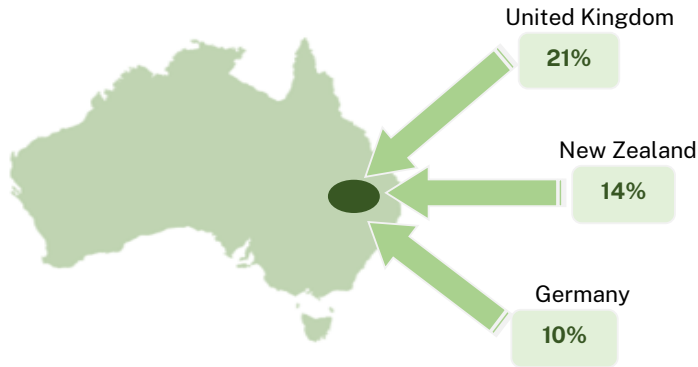


International travel

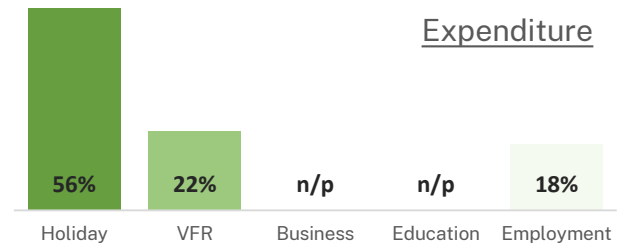
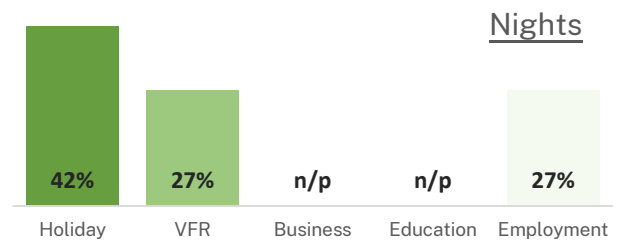
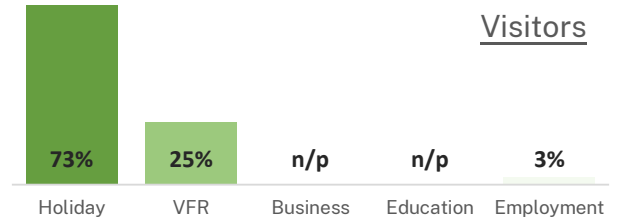
<p>Visitors: 257,500</p> <p>Nights: 3.7m</p> <p>Expenditure: \$267.7m</p>	<p>% of recovery on YE Dec 19</p> <p>69%</p> <p>88%</p> <p>101%</p>	<p>Average spend</p> <p>\$73 per night</p> <p>\$1040 per visitor</p>	<p>Average length of stay:</p> <p>14.3 nights</p>	<p>#1 for visitors</p> <p>#1 for nights</p> <p>#1 for expenditure</p> <p>In Regional NSW</p>
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Top 3 origin markets

United Kingdom was the largest individual source market of visitors to the region

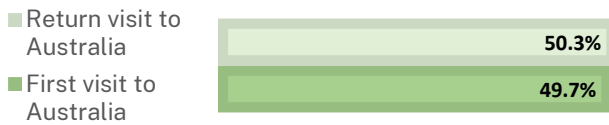


Purpose of visit

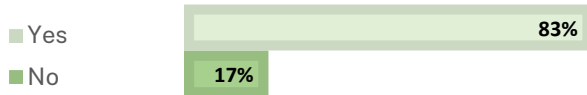


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First vs return visitor



FIT visitor#

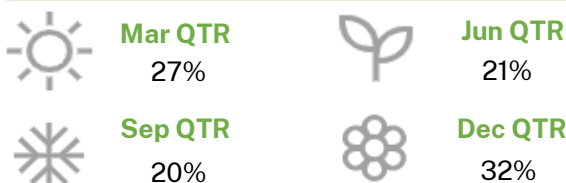


free and independent traveller

Travel party



Travel quarter



Age

15-34 years' was the largest age group of the visitors to the region

