

Travel to North Coast NSW Tourism Region

Year ended June 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	11,303	12,034	12,437	13,260	13,672	n/p	n/p	n/p	n/p	13,189	-
Nights ('000)	21,003	23,933	23,521	24,063	27,362	n/p	n/p	n/p	n/p	24,006	-
Expenditure (\$ million)	\$3,439	\$3,688	\$3,695	\$4,518	\$4,707	n/p	n/p	n/p	n/p	\$5,877	-
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	5,002	5,419	5,431	5,931	6,248	n/p	n/p	n/p	n/p	6,174	-
Nights ('000)	21,003	23,933	23,521	24,063	27,362	n/p	n/p	n/p	n/p	24,006	-
Expenditure (\$ million)	\$2,805	\$3,008	\$3,030	\$3,702	\$3,896	n/p	n/p	n/p	n/p	\$4,859	-
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	11,020	11,734	12,099	12,911	13,307	12,425	11,630	8,483	12,416	12,913	4.0%
Nights ('000)	17,940	20,427	19,878	20,583	23,263	19,264	23,091	16,488	21,241	19,956	-6.0%
Expenditure (\$ million)	\$3,261	\$3,501	\$3,471	\$4,295	\$4,435	\$4,077	\$5,063	\$3,703	\$5,929	\$5,608	-5.4%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	4,718	5,119	5,093	5,582	5,884	5,087	5,508	3,911	5,658	5,898	4.2%
Nights (000)	17,940	20,427	19,878	20,583	23,263	19,264	23,091	16,488	21,241	19,956	-6.0%
Average Length of Stay	3.8	4.0	3.9	3.7	4.0	3.8	4.2	4.2	3.8	3.4	-9.9%
Expenditure (\$ million)	\$2,628	\$2,821	\$2,806	\$3,479	\$3,623	\$3,173	\$4,282	\$3,125	\$4,886	\$4,590	-6.1%
Spend per visitor per night (\$)	\$146	\$138	\$141	\$169	\$156	\$165	\$185	\$190	\$230	\$230	0.0%
Intrastate visitors (000)	2,874	3,045	3,168	3,482	3,723	3,230	3,897	2,704	3,696	3,656	-1.1%
Interstate visitors (000)	1,844	2,073	1,924	2,100	2,161	1,858	1,611	1,207	1,962	2,242	14.3%
Intrastate nights (000)	10,760	12,170	12,252	13,018	15,106	12,187	16,789	11,073	13,891	13,175	-5.2%
Interstate nights (000)	7,181	8,257	7,626	7,565	8,158	7,077	6,302	5,416	7,349	6,781	-7.7%
Intrastate expenditure (\$ million)	\$1,641	\$1,643	\$1,889	\$2,216	\$2,314	\$1,969	\$3,255	\$2,196	\$3,196	\$3,079	-3.7%
Interstate expenditure (\$ million)	\$987	\$1,178	\$917	\$1,263	\$1,310	\$1,204	\$1,027	\$930	\$1,690	\$1,511	-10.6%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	2,313	2,764	2,572	2,976	2,966	2,429	2,979	2,029	3,110	2,898	-6.8%
Visiting Friends & Relatives	1,639	1,605	1,750	1,673	2,070	1,748	1,804	1,271	1,702	2,188	28.6%
Business	605	514	524	701	615	644	481	454	615	564	-8.3%
Other	228	311	349	335	319	354	402	211	316	346	9.5%
Total	4,718	5,119	5,093	5,582	5,884	5,087	5,508	3,911	5,658	5,898	4.2%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	10,312	12,282	11,130	12,508	13,916	10,451	13,805	9,440	12,969	11,267	-13.1%
Visiting Friends & Relatives	5,469	5,657	6,382	5,502	6,741	5,878	6,782	4,860	5,645	6,469	14.6%
Business	1,749	1,397	1,280	1,890	1,700	2,055	1,375	1,690	1,987	1,576	-20.7%
Other	411	1,092	1,086	683	907	880	1,129	499	640	645	0.6%
Total	17,940	20,427	19,878	20,583	23,263	19,264	23,091	16,488	21,241	19,956	-6.0%

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

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Year ended June 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	1,177	1,201	1,238	1,416	1,552	1,226	1,803	1,154	1,450	1,478	1.9%
Regional NSW	1,696	1,844	1,931	2,066	2,171	2,004	2,094	1,549	2,246	2,178	-3.0%
Total Intrastate	2,874	3,045	3,168	3,482	3,723	3,230	3,897	2,704	3,696	3,656	-1.1%
Victoria	261	298	291	304	379	303	227	233	361	274	-23.9%
Queensland	1,415	1,578	1,472	1,598	1,608	1,403	1,266	868	1,421	1,797	26.5%
ACT	82	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	85	136	99	122	95	n/p	n/p	n/p	120	n/p	-
Total Interstate	1,844	2,073	1,924	2,100	2,161	1,858	1,611	1,207	1,962	2,242	14.3%
Grand Total	4,718	5,119	5,093	5,582	5,884	5,087	5,508	3,911	5,658	5,898	4.2%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	1,574	1,706	1,572	1,835	1,866	1,568	1,583	1,321	1,647	1,585	-3.7%
35-54	1,635	1,730	1,738	1,840	1,949	1,632	1,969	1,282	1,920	2,002	4.2%
55+	1,509	1,682	1,783	1,907	2,069	1,887	1,956	1,308	2,091	2,311	10.5%
Total	4,718	5,119	5,093	5,582	5,884	5,087	5,508	3,911	5,658	5,898	4.2%

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	1,101	1,018	1,045	1,329	1,337	1,264	1,186	986	1,317	1,391	5.6%
Adult couple	1,313	1,607	1,612	1,627	1,804	1,543	1,702	1,155	1,768	1,755	-0.7%
Family group - parents and children	991	1,087	1,044	1,007	1,096	945	1,130	721	1,002	1,200	19.8%
Friends/relatives travelling together	1,108	1,214	1,203	1,383	1,472	1,134	1,358	924	1,329	1,382	4.0%
Other travel party	205	192	188	236	175	201	133	125	242	n/p	-
Total	4,718	5,119	5,093	5,582	5,884	5,087	5,508	3,911	5,658	5,898	4.2%

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	284	301	338	349	364	n/p	n/p	n/p	n/p	276	-
Nights (000)	3,063	3,506	3,643	3,480	4,099	n/p	n/p	n/p	n/p	4,050	-
Average Length of Stay	10.8	11.7	10.8	10.0	11.2	-	-	-	-	14.7	-
Expenditure (\$ million)	\$177	\$186	\$224	\$223	\$272	n/p	n/p	n/p	n/p	\$269	-
Spend per visitor per night (\$)	\$58	\$53	\$61	\$64	\$66	-	-	-	-	\$66	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	231	235	270	277	289	n/p	n/p	n/p	n/p	203	-
Visiting Friends & Relatives	43	60	58	65	66	n/p	n/p	n/p	n/p	63	-
Business	n/p	n/p	9	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	3	n/p	5	n/p	5	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	8	10	8	n/p	n/p	n/p	n/p	15	-
Total	284	301	338	349	364	n/p	n/p	n/p	n/p	276	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
United Kingdom	63	64	67	68	66	n/p	n/p	n/p	n/p	65	-
New Zealand	26	31	35	37	37	n/p	n/p	n/p	n/p	38	-
Germany	32	37	38	40	40	n/p	n/p	n/p	n/p	23	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	179	177	202	200	207	n/p	n/p	n/p	n/p	151	-
35-54	49	64	71	71	81	n/p	n/p	n/p	n/p	57	-
55+	55	60	65	78	77	n/p	n/p	n/p	n/p	68	-
Total	284	301	338	349	364	n/p	n/p	n/p	n/p	276	-

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	162	169	179	188	189	n/p	n/p	n/p	n/p	159	-
Adult couple	61	67	77	80	80	n/p	n/p	n/p	n/p	62	-
Family group - parents and children	18	23	28	32	40	n/p	n/p	n/p	n/p	24	-
Friends/relatives travelling together	40	38	51	45	52	n/p	n/p	n/p	n/p	29	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	284	301	338	349	364	n/p	n/p	n/p	n/p	276	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	6,301	6,615	7,006	7,329	7,423	7,338	6,122	4,572	6,757	7,015	3.8%
Expenditure (\$ million)	\$633	\$680	\$665	\$816	\$811	\$904	\$780	\$578	\$1,042	\$1,018	-2.4%
Spend per visitor (\$)	\$101	\$103	\$95	\$111	\$109	\$123	\$127	\$126	\$154	\$145	-6.0%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	3,314	3,577	3,721	4,230	3,793	3,812	3,137	2,174	3,368	3,236	-3.9%
Visiting Friends & Relatives	1,675	1,805	1,822	1,607	1,701	1,661	1,299	1,290	1,623	1,903	17.3%
Business	471	416	491	514	909	781	537	n/p	633	n/p	-
Other	842	817	972	978	1,020	1,084	1,148	746	1,133	1,149	1.4%
Total	6,301	6,615	7,006	7,329	7,423	7,338	6,122	4,572	6,757	7,015	3.8%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	4,212	4,392	4,483	4,870	5,281	4,810	4,859	3,735	4,718	5,040	6.8%
Total Intrastate	4,394	4,730	4,887	5,141	5,556	5,104	5,067	3,836	4,850	5,347	10.2%
Total Interstate	1,907	1,885	2,119	2,187	1,867	2,233	1,055	736	1,908	1,668	-12.6%
Total	6,301	6,615	7,006	7,329	7,423	7,338	6,122	4,572	6,757	7,015	3.8%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	1,720	1,968	2,106	2,065	1,976	1,975	1,304	1,116	1,610	1,639	1.8%
35-54	2,124	1,807	2,192	2,216	2,344	2,117	1,718	1,258	2,252	2,016	-10.5%
55+	2,457	2,840	2,708	3,048	3,103	3,246	3,101	2,198	2,895	3,359	16.0%
Total	6,301	6,615	7,006	7,329	7,423	7,338	6,122	4,572	6,757	7,015	3.8%

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

North Coast NSW Tourism Region LGAs: Ballina, Belligen, Byron, Clarence Valley, Coffs Harbour, Kempsey, Kyogle, Lismore, Mid-Coast (Partial), Nambucca Valley, Port Macquarie-Hastings, Richmond Valley and Tweed