

North Coast NSW Visitor Profile

Year ending December 2024

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



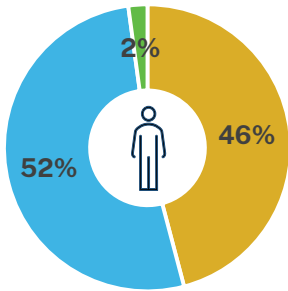
Total Visitation to North Coast NSW (Domestic & International)

VISITORS



13.6m

Share by visitor type

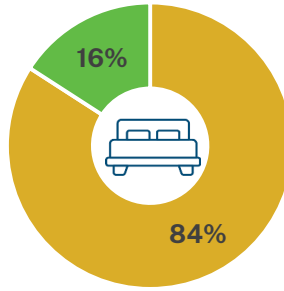


NIGHTS



24.5m

Share by visitor type

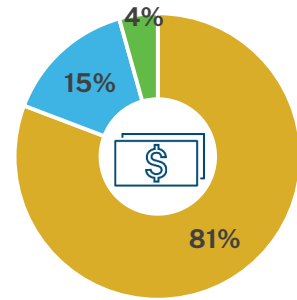


EXPENDITURE



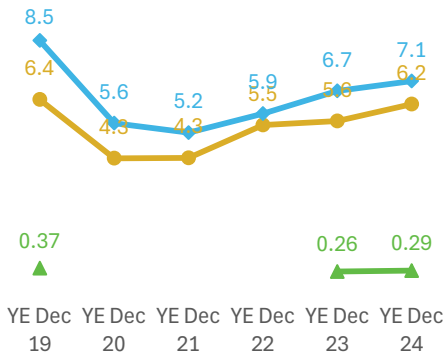
\$6.1b

Share by visitor type

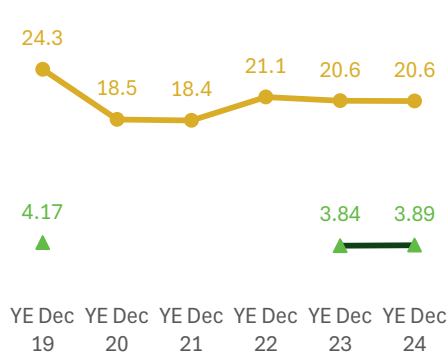


Domestic overnight Domestic day International

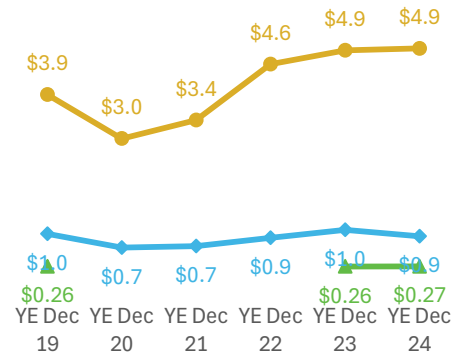
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



North Coast NSW Visitor Profile

Year ending December 2024

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



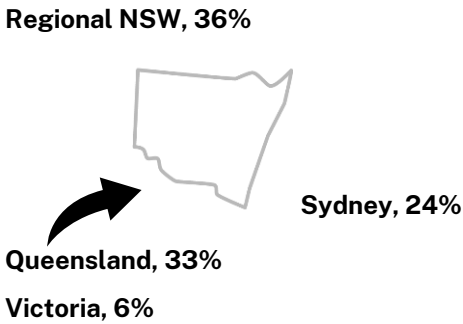
Domestic Overnight Travel

Visitors: 6.2m (+10.8% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 20.6m (-0.2% YOY)	\$240 per night	3.3 nights	1st for visitors
Expenditure: \$4.9b (+0.8% YOY)	\$792 per visitor		1st for nights
			1st for expenditure

Purpose of visit - % share of total

<u>Visitors</u>	<u>Nights</u>	<u>Expenditure</u>
Holiday 49%	Holiday 56%	Holiday 59%
VFR 34%	VFR 30%	VFR 19%
Business 13%	Business 10%	Business 13%

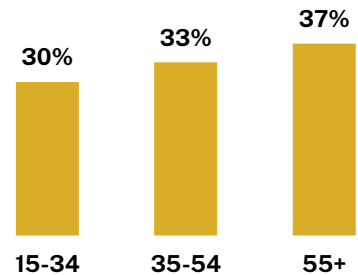
Visitor Origin



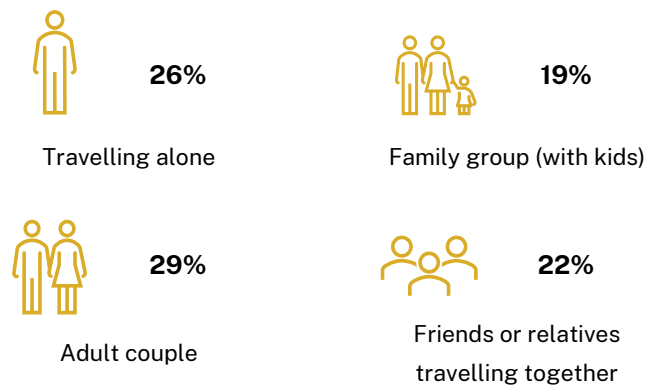
Gender



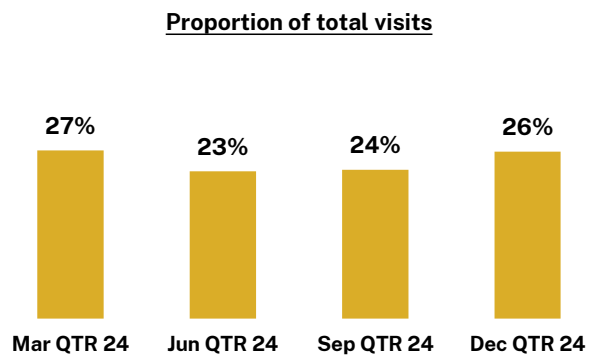
Age



Travel Party



Visitation by quarter



North Coast NSW Visitor Profile

Year ending December 2024

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



Domestic Daytrip Travel

Visitors: 7.1m (+5.2% YOY)

Expenditure: \$909.3m (-13.3% YOY)

Average spend



\$129 per visitor

Ranking in Regional NSW



1st for visitors
2nd for expenditure

Purpose of visit - % share of total

Visitors

Holiday 48%

VFR 28%

Business n/p

Expenditure

Holiday 55%

VFR 22%

Business n/p

Visitor Origin

Regional NSW, 70%



Sydney, n/p

Gender

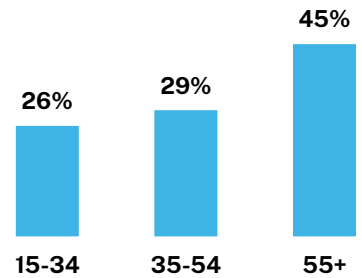


50%



50%

Age

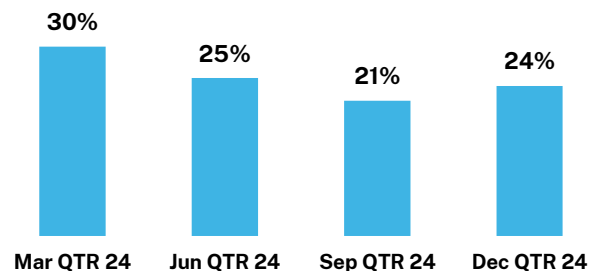


Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



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 December 2024

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



International Travel

Visitors: 292,300 (+12.6% YOY)

Nights: 3.9m (+1.4% YOY)

Expenditure: \$265.9m (+1.3% YOY)

Average spend



\$68 per night

\$910 per visitor

Average length of stay



13.3 nights

Ranking in Regional NSW



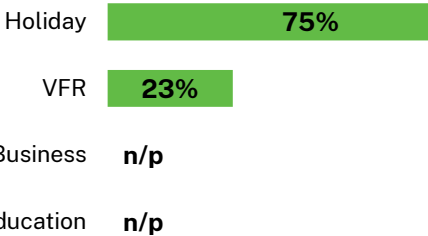
1st for visitors

1st for nights

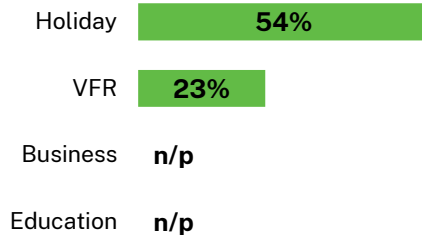
2nd for expenditure

Purpose of visit - % share of total

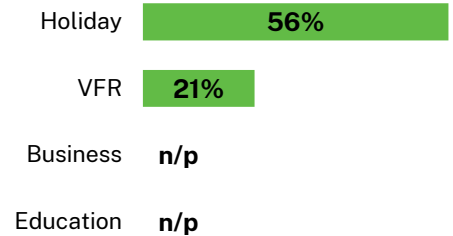
Visitors



Nights



Expenditure



Visitor Origin (Top 5)

- 1st United Kingdom - 23%
- 2nd New Zealand - 13%
- 3rd USA - 9%
- 4th Germany - 7%
- 5th France - 4%

Gender



43%



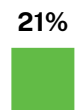
57%

Age

53%

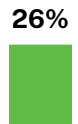


15-34



21%

35-54



26%

55+

First Visit to Australia

Return visit:
48%



First visit:
52%

Free & Independent Visitor

84% of International visitors to North Coast NSW were Free & Independent (FIT) Travellers

Travel Party



61%

Travelling alone



8%

Family group (with kids)



21%

Adult couple



10%

Friends or relatives travelling together

Visitation by quarter

Proportion of total visits

