

Travel to North Coast NSW Tourism Region

Year ended September 2025



Source: International Visitor Survey, Tourism Research Australia

Note: Due to the program transition from National Visitor Survey (NVS) to Domestic Tourism Statistics (DoTS), domestic data is currently unavailable in a time series format for this region. Domestic data will be readded to the report once we have a full year of data for YE Dec 2025 (March 2026 release). The International Visitor Survey (IVS) is unchanged and a full set of time series data is available.

OVERVIEW											
GRAND TOTAL (overnight & daytrip)	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Visitors ('000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Nights ('000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Expenditure (\$ million)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
OVERNIGHT (international & domestic)	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Visitors ('000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Nights ('000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Expenditure (\$ million)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
DOMESTIC (overnight & daytrip)	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Visitors ('000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Nights ('000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Expenditure (\$ million)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-

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

DOMESTIC OVERNIGHT TRAVEL											
Visitors, Nights and Expenditure											
	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Visitors (000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Nights (000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Average Length of Stay	-	-	-	-	-	-	-	-	-	-	-
Expenditure (\$ million)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Spend per visitor per night (\$)	-	-	-	-	-	-	-	-	-	-	-
Intrastate visitors (000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Interstate visitors (000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Intrastate nights (000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Interstate nights (000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Intrastate expenditure (\$ million)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Interstate expenditure (\$ million)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-

n/p = not publishable (sample < 500); '-' = not calculable; domestic overnight data not available for NSW prior to YE Dec 2019 and other regions prior to YE Dec 2025.

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Year ended September 2025



Source: International Visitor Survey, Tourism Research Australia

INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Visitors (000)	310	338	355	373	n/p	n/p	n/p	n/p	282	299	6.1%
Nights (000)	3,526	3,716	3,755	3,934	n/p	n/p	n/p	n/p	3,567	4,851	36.0%
Average Length of Stay	11.4	11.0	10.6	10.5	-	-	-	-	12.6	16.2	28.2%
Expenditure (\$ million)	\$192	\$227	\$249	\$257	n/p	n/p	n/p	n/p	\$263	\$309	17.5%
Spend per visitor per night (\$)	\$54	\$61	\$66	\$65	-	-	-	-	\$74	\$64	-13.6%

Purpose of Visit

Visitors (000)	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Holiday	243	273	279	297	n/p	n/p	n/p	n/p	212	212	0.0%
Visiting friends and relatives	61	57	66	68	n/p	n/p	n/p	n/p	63	79	26.9%
Business	n/p	n/p	12	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	4	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	9	n/p	11	n/p	n/p	n/p	n/p	13	13	-1.1%
Total	310	338	355	373	n/p	n/p	n/p	n/p	282	299	6.1%

Origin (Top 3 based on latest time period)

Visitors (000)	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
United Kingdom	64	69	65	66	n/p	n/p	n/p	n/p	71	70	-0.6%
New Zealand	32	35	37	38	n/p	n/p	n/p	n/p	42	34	-19.4%
United States of America	31	39	33	33	n/p	n/p	n/p	n/p	22	27	24.4%

Age

Visitors (000)	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
15-34	182	203	203	203	n/p	n/p	n/p	n/p	152	155	1.6%
35-54	68	68	75	88	n/p	n/p	n/p	n/p	60	56	-6.0%
55+	60	67	77	83	n/p	n/p	n/p	n/p	70	89	26.0%
Total	310	338	355	373	n/p	n/p	n/p	n/p	282	299	6.1%

Travel Party

Visitors (000)	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Travelling alone	175	180	189	190	n/p	n/p	n/p	n/p	165	169	2.1%
Adult couple	71	79	75	86	n/p	n/p	n/p	n/p	63	71	13.3%
Family group - parents and children	22	29	36	41	n/p	n/p	n/p	n/p	25	24	-7.1%
Friends/Relatives travelling together	39	49	50	55	n/p	n/p	n/p	n/p	28	32	16.1%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	310	338	355	373	n/p	n/p	n/p	n/p	282	299	6.1%

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

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	YE Sep 2025	% change 2025 vs. 2024
Visitors (000)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Expenditure (\$ million)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	-
Spend per visitor (\$)	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable (sample < 1000); '-' = not calculable; domestic daytrip data not available for NSW prior to YE Dec 2019 and other regions prior to YE Dec 2025.