

# North Coast NSW Visitor Profile

Year ending March 2024

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



## Total Visitation to North Coast NSW (Domestic & International)

### VISITORS



13.3m

### NIGHTS



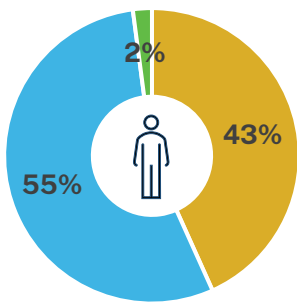
24m

### EXPENDITURE

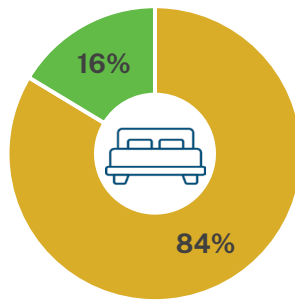


\$6.1b

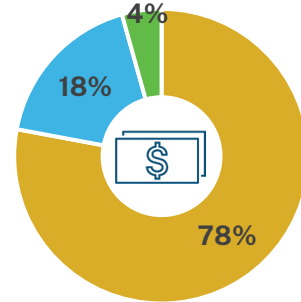
#### Share by visitor type



#### Share by visitor type

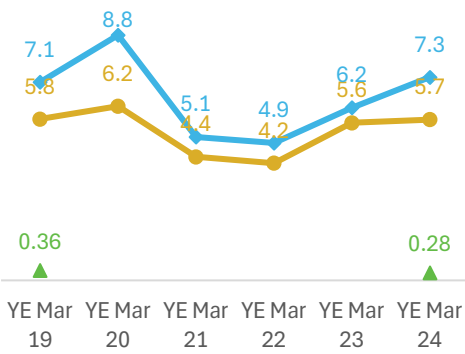


#### Share by visitor type

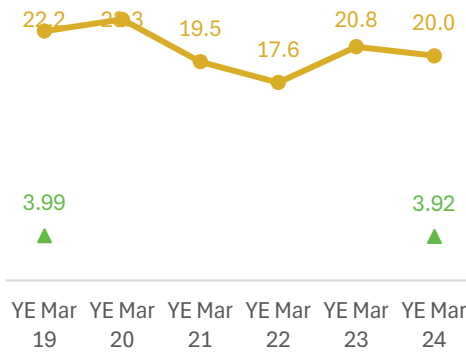


Domestic overnight Domestic day International

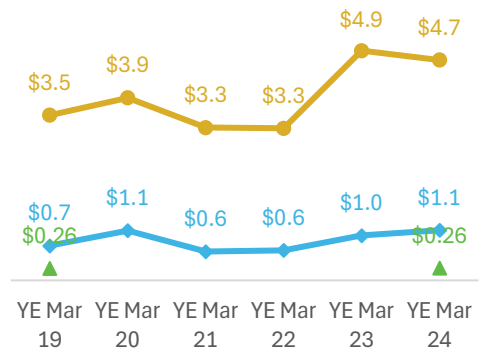
#### Visitors (Millions)



#### Nights (Millions)



#### Expenditure (\$ Billions)



# North Coast NSW Visitor Profile

Year ending March 2024

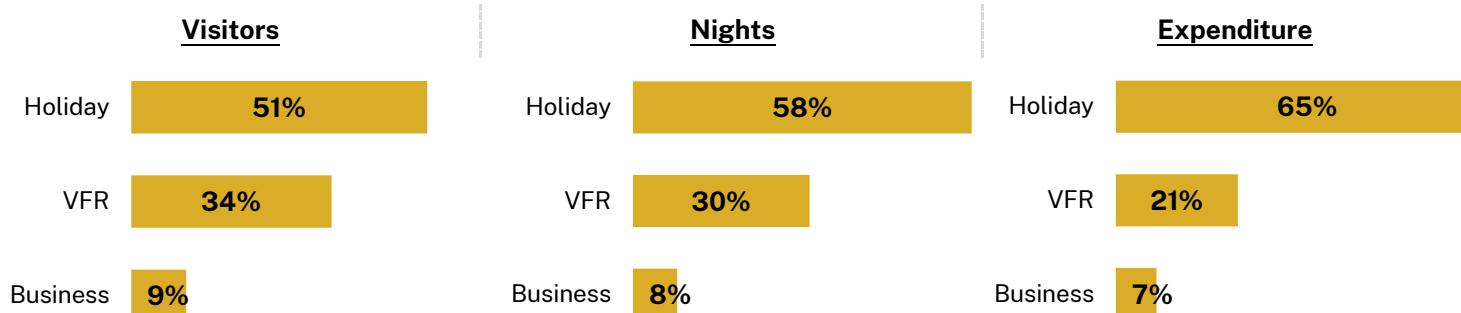
Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



## Domestic Overnight Travel

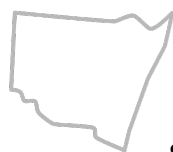


### Purpose of visit - % share of total



### Visitor Origin

Regional NSW, 39%



Sydney, 25%

### Gender



51%



49%

### Age

26%

15-34

34%

35-54

39%

55+

### Travel Party



23%

Travelling alone



20%

Family group (with kids)



30%

Adult couple



23%

Friends or relatives travelling together

### Travel Season



25%

Spring



31%

Summer



23%

Autumn



22%

Winter

# North Coast NSW Visitor Profile

Year ending March 2024

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



## Domestic Daytrip Travel

### Average spend

Visitors: **7.3m (+17.6% YOY)**  
Expenditure: **\$1.1b (+11.8% YOY)**



**\$148 per visitor**

### Ranking in Regional NSW



**2nd** for visitors  
**1st** for expenditure

## Purpose of visit - % share of total

### Visitors

Holiday **47%**

VFR **27%**

Business **n/p**

### Expenditure

Holiday **52%**

VFR **18%**

Business **n/p**

## Visitor Origin

Regional NSW, **73%**



Sydney, **n/p**

## Gender



**54%**



**46%**

## Age

**25%**

**15-34**

**27%**

**35-54**

**48%**

**55+**

## Travel Season



**18%**

Spring



**28%**

Summer



**26%**

Autumn



**28%**

Winter

# North Coast NSW Visitor Profile

Year ending March 2024

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



## International Travel

<b>Visitors: 275,400 (n/p YOY)</b>	<b>Average spend</b>	<b>Average length of stay</b>	<b>Ranking in Regional NSW</b>
<b>Nights: 3.9m (n/p YOY)</b>	<b>\$67 per night</b>	<b>14.2 nights</b>	<b>1st</b> for visitors
<b>Expenditure: \$263.0m (n/p YOY)</b>	<b>\$954 per visitor</b>		<b>1st</b> for nights
			<b>1st</b> for expenditure

### Purpose of visit - % share of total

	<u>Visitors</u>	<u>Nights</u>	<u>Expenditure</u>
Holiday	<b>75%</b>	<b>42%</b>	<b>55%</b>
VFR	<b>23%</b>	<b>23%</b>	<b>20%</b>
Business	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>
Education	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>

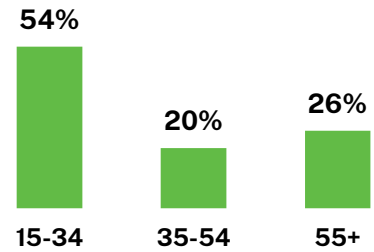
### Visitor Origin (Top 5)

<b>1st</b>	<b>United Kingdom - 23%</b>
<b>2nd</b>	<b>New Zealand - 13%</b>
<b>3rd</b>	<b>Germany - 9%</b>
<b>4th</b>	<b>USA - 8%</b>
<b>5th</b>	<b>Canada - 6%</b>

### Gender



### Age



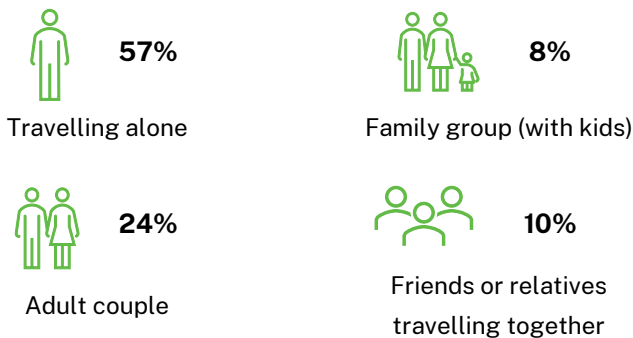
### First Visit to Australia



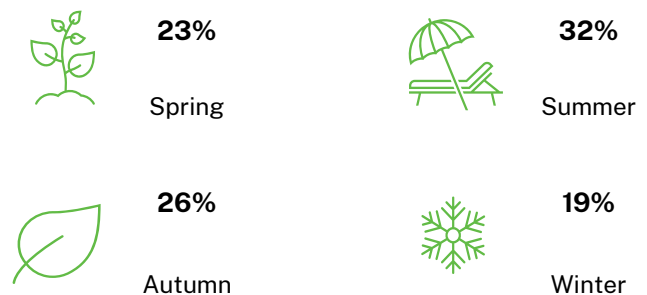
### Free & Independent Visitor

**83% of International visitors to North Coast NSW were Free & Independent (FIT) Travellers**

### Travel Party



### Travel Season



# North Coast NSW Visitor Profile

Year ending March 2024

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



## Domestic Aviation

In YE Mar 2024, NSW accounted for 26% of Interstate domestic aviation seat capacity in Australia, ranking #1 of all states and territories\*.

In YE Mar 2024, NSW accounted for 16% of Intrastate domestic aviation seat capacity in Australia, ranking #3 of all states and territories\*\*.

Source: Cirium.

\***Interstate:** Inbound seat capacity

\*\***Intrastate:** Seats in both directions

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors	Expenditure	Visitors	Nights	Expenditure	ALOS	Spend per night	Spend per visitor	Visitors	Expenditure	Spend per visitor
	(000)	\$million	(000)	(million)	\$million		\$	\$	(000)	\$million	\$
Sydney	35,110	\$15,707	10,978	31.8	\$11,751	2.9	\$369	\$1,070	24,132	\$3,955	\$164
Regional NSW	66,006	\$25,343	27,148	86.0	\$19,184	3.2	\$223	\$707	38,859	\$6,158	\$158
North Coast NSW	12,991	\$11,968	5,740	20.0	\$4,718	3.5	\$235	\$822	7,250	\$1,073	\$148
Hunter	12,087	\$10,406	4,815	13.3	\$3,134	2.8	\$236	\$651	7,272	\$973	\$134
South Coast	11,725	\$10,033	4,953	16.4	\$3,260	3.3	\$199	\$658	6,773	\$950	\$140
Central NSW	5,671	\$4,713	2,817	7.0	\$1,859	2.5	\$264	\$660	2,854	\$607	\$213
Central Coast	5,523	\$4,660	1,844	4.7	\$981	2.6	\$207	\$532	3,679	\$519	\$141
Capital Country	4,579	\$3,609	1,754	3.9	\$785	2.2	\$201	\$447	2,824	\$358	\$127
Blue Mountains	4,176	\$3,659	1,220	3.0	\$702	2.4	\$237	\$576	2,957	\$359	\$121
New England North West	3,801	\$2,820	1,886	5.1	\$905	2.7	\$177	\$480	1,915	\$460	\$240
Riverina	2,738	\$2,159	1,225	3.0	\$646	2.5	\$214	\$527	1,513	\$482	\$319
The Murray	2,602	\$1,962	1,376	3.4	\$737	2.5	\$218	\$536	1,225	\$250	\$204
Snowy Mountains	n/p	n/p	1,005	3.4	\$831	3.4	\$246	\$827	n/p	n/p	n/p
Outback NSW	n/p	n/p	656	2.3	\$508	3.5	\$220	\$774	n/p	n/p	n/p
<b>NSW Total</b>	<b>100,259</b>	<b>\$41,049</b>	<b>37,269</b>	<b>117.8</b>	<b>\$30,936</b>	<b>3.2</b>	<b>\$263</b>	<b>\$830</b>	<b>62,991</b>	<b>\$10,114</b>	<b>\$161</b>