

# Travel to North Coast NSW Tourism Region

Year ended June 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 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	YE Jun 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 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	YE Jun 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 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	YE Jun 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 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	YE Jun 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.

Note: This report has been updated to reflect the latest available data as at 17/12/2025, superseding any previous versions.

# Travel to North Coast NSW Tourism Region

Year ended June 2025



Source: International Visitor Survey, Tourism Research Australia

## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	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	YE Jun 2025	% change 2025 vs. 2024
Visitors (000)	301	338	349	364	n/p	n/p	n/p	n/p	276	307	11.3%
Nights (000)	3,506	3,643	3,480	4,099	n/p	n/p	n/p	n/p	4,050	4,543	12.2%
Average Length of Stay	11.7	10.8	10.0	11.2	-	-	-	-	14.7	14.8	0.8%
Expenditure (\$ million)	\$187	\$225	\$224	\$273	n/p	n/p	n/p	n/p	\$267	\$318	19.1%
Spend per visitor per night (\$)	\$53	\$62	\$64	\$67	-	-	-	-	\$66	\$70	6.2%

### Purpose of Visit

Visitors (000)	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	YE Jun 2025	% change 2025 vs. 2024
Holiday	235	270	277	289	n/p	n/p	n/p	n/p	203	221	8.6%
Visiting friends and relatives	60	58	65	66	n/p	n/p	n/p	n/p	63	79	26.7%
Business	n/p	9	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	5	n/p	5	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	8	10	8	n/p	n/p	n/p	n/p	15	14	-3.7%
Total	301	338	349	364	n/p	n/p	n/p	n/p	276	307	11.3%

### Origin (Top 3 based on latest time period)

Visitors (000)	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	YE Jun 2025	% change 2025 vs. 2024
United Kingdom	64	67	68	66	n/p	n/p	n/p	n/p	65	71	9.3%
New Zealand	31	35	37	37	n/p	n/p	n/p	n/p	38	39	1.1%
United States of America	29	40	33	33	n/p	n/p	n/p	n/p	23	25	10.1%

### Age

Visitors (000)	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	YE Jun 2025	% change 2025 vs. 2024
15-34	177	202	200	207	n/p	n/p	n/p	n/p	151	158	4.7%
35-54	64	71	71	81	n/p	n/p	n/p	n/p	57	58	1.3%
55+	60	65	78	77	n/p	n/p	n/p	n/p	68	91	34.3%
Total	301	338	349	364	n/p	n/p	n/p	n/p	276	307	11.3%

### Travel Party

Visitors (000)	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	YE Jun 2025	% change 2025 vs. 2024
Travelling alone	169	179	188	189	n/p	n/p	n/p	n/p	159	173	8.7%
Adult couple	67	77	80	80	n/p	n/p	n/p	n/p	62	74	18.9%
Family group - parents and children	23	28	32	40	n/p	n/p	n/p	n/p	24	23	-4.8%
Friends/Relatives travelling together	38	51	45	52	n/p	n/p	n/p	n/p	29	32	13.9%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	301	338	349	364	n/p	n/p	n/p	n/p	276	307	11.3%

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

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Jun 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.