

Travel to North Coast NSW Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	10,386	11,320	11,489	12,400	12,895	14,384	10,685	10,484	10,070	12,761	26.7%
Nights ('000)	19,160	17,691	20,380	20,350	20,937	23,936	17,706	20,705	19,669	21,119	7.4%
Expenditure (\$ million)	\$3,190	\$3,311	\$3,430	\$3,677	\$4,311	\$4,716	\$3,528	\$4,665	\$4,734	\$5,883	24.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	4,616	4,791	5,075	5,222	5,598	6,253	4,428	4,897	4,906	5,700	16.2%
Nights (000)	19,160	17,691	20,380	20,350	20,937	23,936	17,706	20,705	19,669	21,119	7.4%
Average Length of Stay	4.2	3.7	4.0	3.9	3.7	3.8	4.0	4.2	4.0	3.7	-7.6%
Expenditure (\$ million)	\$2,614	\$2,637	\$2,806	\$2,983	\$3,469	\$3,831	\$2,742	\$3,920	\$4,105	\$4,733	15.3%
Spend per visitor per night (\$)	\$136	\$149	\$138	\$147	\$166	\$160	\$155	\$189	\$209	\$224	7.4%
Intrastate visitors (000)	2,820	2,934	3,021	3,283	3,504	3,836	3,103	3,358	3,263	3,742	14.7%
Interstate visitors (000)	1,796	1,857	2,055	1,939	2,093	2,416	1,325	1,539	1,643	1,958	19.1%
Intrastate nights (000)	12,266	10,488	12,173	12,771	13,095	15,043	12,517	14,523	12,797	14,217	11.1%
Interstate nights (000)	6,894	7,204	8,208	7,579	7,843	8,893	5,189	6,183	6,872	6,902	0.4%
Intrastate expenditure (\$ million)	\$1,566	\$1,624	\$1,664	\$1,985	\$2,191	\$2,360	\$1,957	\$2,899	\$2,709	\$3,199	18.1%
Interstate expenditure (\$ million)	\$1,048	\$1,013	\$1,141	\$998	\$1,279	\$1,470	\$785	\$1,021	\$1,395	\$1,534	9.9%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	2,482	2,387	2,681	2,734	2,917	3,007	2,256	2,634	2,575	3,121	21.2%
Visiting Friends & Relatives	1,509	1,684	1,606	1,715	1,754	2,277	1,430	1,603	1,580	1,739	10.1%
Business	450	564	537	528	694	702	524	433	557	604	8.5%
Other	257	232	332	349	321	355	322	357	278	323	16.1%
Total	4,616	4,791	5,075	5,222	5,598	6,253	4,428	4,897	4,906	5,700	16.2%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	11,325	10,158	12,123	11,735	12,476	14,136	9,656	12,398	11,535	12,693	10.0%
Visiting Friends & Relatives	5,494	5,542	5,714	6,284	5,719	7,035	5,362	6,003	5,722	5,643	-1.4%
Business	1,397	1,502	1,482	1,273	1,984	1,876	1,711	1,404	1,801	2,091	16.1%
Other	943	490	1,062	1,058	758	889	977	900	610	692	13.3%
Total	19,160	17,691	20,380	20,350	20,937	23,936	17,706	20,705	19,669	21,119	7.4%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	1,228	1,172	1,243	1,236	1,428	1,609	1,194	1,523	1,387	1,531	10.4%
Regional NSW	1,592	1,762	1,777	2,047	2,076	2,227	1,909	1,835	1,876	2,211	17.9%
Total Intrastate	2,820	2,934	3,021	3,283	3,504	3,836	3,103	3,358	3,263	3,742	14.7%
Victoria	230	296	281	306	307	395	201	239	347	282	-18.8%
Queensland	1,399	1,407	1,568	1,459	1,607	1,832	1,004	1,202	1,145	1,486	29.9%
ACT	n/p	75	73	n/p	81	81	63	n/p	n/p	85	-
Other Interstate	111	79	133	118	98	109	n/p	65	87	105	20.3%
Total Interstate	1,796	1,857	2,055	1,939	2,093	2,416	1,325	1,539	1,643	1,958	19.1%
Grand Total	4,616	4,791	5,075	5,222	5,598	6,253	4,428	4,897	4,906	5,700	16.2%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to North Coast NSW Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	1,062	1,182	1,197	1,180	1,318	1,315	954	1,021	1,110	1,149	3.5%
30-39	713	867	831	890	1,007	1,101	745	831	830	898	8.1%
40-49	766	804	836	863	899	1,036	804	864	791	965	22.0%
50-59	837	846	894	854	972	1,060	807	904	887	1,028	15.9%
60-69	800	705	825	903	875	1,107	715	789	710	972	36.8%
70+	439	386	493	532	527	633	404	488	578	688	19.1%
Total	4,616	4,791	5,075	5,222	5,598	6,253	4,428	4,897	4,906	5,700	16.2%

Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	923	1,046	1,048	1,085	1,354	1,457	1,078	1,027	1,225	1,356	10.7%
Adult couple	1,366	1,390	1,638	1,627	1,651	1,893	1,366	1,474	1,431	1,802	25.9%
Family group - parents and children	1,052	1,005	1,031	1,073	958	1,210	835	1,042	885	1,021	15.4%
Friends/relatives travelling together	1,124	1,129	1,169	1,243	1,403	1,498	1,011	1,204	1,201	1,304	8.6%
Other travel party	150	221	190	194	232	194	138	151	165	218	32.4%
Total	4,616	4,791	5,075	5,222	5,598	6,253	4,428	4,897	4,906	5,700	16.2%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	4,059	4,250	4,482	4,582	4,918	5,626	3,769	4,179	4,099	4,859	18.5%
Outdoor / nature	2,527	2,678	2,902	2,999	3,215	3,783	2,678	3,122	2,937	3,533	20.3%
Active outdoor / sports	1,541	1,546	1,678	1,733	1,770	2,150	1,462	1,638	1,658	1,891	14.1%
Local attractions / tourist activities	920	930	966	809	922	1,127	664	840	730	984	34.8%
Arts / heritage	708	706	756	777	772	950	518	502	625	720	15.2%

Top 3 Accommodation types used (sorted by the latest year)

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private or Other Accommodation	6,906	7,394	7,548	8,410	8,099	10,653	8,347	8,509	8,529	7,727	-9.4%
Caravan & Camping	4,886	4,339	5,849	5,296	5,460	5,925	3,864	4,682	4,700	5,590	18.9%
Commercial Accommodation	4,285	3,666	4,009	4,089	4,458	4,175	3,282	4,407	3,958	5,391	36.2%

Top 3 types of Transport used (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	4,009	4,195	4,464	4,533	4,884	5,432	3,954	4,391	4,365	5,132	17.6%
Aircraft	485	502	532	554	597	705	412	458	523	471	-9.9%
Other Land Transport (Bus, Train, etc.)	114	84	126	139	128	125	72	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

Travel to North Coast NSW Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	5,771	6,529	6,413	7,178	7,298	8,131	6,258	5,587	5,163	7,060	36.7%
Expenditure (\$ million)	\$576	\$674	\$624	\$693	\$842	\$885	\$786	\$745	\$629	\$1,150	82.8%
Spend per visitor (\$)	\$100	\$103	\$97	\$97	\$115	\$109	\$126	\$133	\$122	\$163	33.7%

Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	3,052	3,425	3,457	3,836	4,290	4,038	3,181	2,916	2,452	3,415	39.3%
Visiting Friends & Relatives	1,582	1,781	1,797	1,708	1,599	1,970	1,338	1,174	1,406	1,666	18.5%
Business	428	423	418	478	594	983	623	504	477	649	36.1%
Other	708	900	741	1,157	815	1,140	1,116	993	828	1,331	60.7%
Total	5,771	6,529	6,413	7,178	7,298	8,131	6,258	5,587	5,163	7,060	36.7%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	n/p	n/p	301	428	n/p	308	n/p	n/p	n/p	n/p	-
Regional NSW	3,993	4,274	4,202	4,664	4,881	5,510	4,602	4,373	4,096	4,894	19.5%
Total Intrastate	4,300	4,498	4,503	5,092	5,121	5,818	4,851	4,560	4,177	5,083	21.7%
Total Interstate	1,471	2,031	1,911	2,087	2,176	2,313	1,407	1,027	986	1,977	100.5%
Total	5,771	6,529	6,413	7,178	7,298	8,131	6,258	5,587	5,163	7,060	36.7%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	996	1,512	1,228	1,540	1,611	1,584	1,109	890	1,136	1,181	4.0%
30-39	955	976	854	1,193	954	1,309	841	746	573	694	21.0%
40-49	726	992	866	1,015	1,073	1,039	735	768	621	1,223	97.1%
50-59	1,057	923	1,260	1,270	1,224	1,384	1,012	883	683	1,224	79.1%
60-69	1,251	1,202	1,283	1,233	1,500	1,551	1,426	1,374	1,069	1,527	42.9%
70+	786	925	921	927	935	1,265	1,135	926	1,082	1,211	12.0%
Total	5,771	6,529	6,413	7,178	7,298	8,131	6,258	5,587	5,163	7,060	36.7%

Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	4,697	5,293	5,077	5,658	6,003	6,266	4,547	3,878	3,633	4,945	36.1%
Outdoor / nature	1,590	1,908	2,002	2,136	2,541	2,746	1,727	1,400	1,562	2,120	35.8%
Active outdoor / sports	845	1,033	663	859	1,008	1,220	924	612	601	1,063	77.0%
Arts / heritage	484	479	381	501	698	616	429	n/p	n/p	422	-
Local attractions / tourist activities	390	436	379	410	609	525	319	276	n/p	417	-

Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	5,590	6,355	6,292	7,018	7,134	7,919	6,141	5,496	5,116	6,947	35.8%
Other or Mixed Transport	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

North Coast NSW includes: Forster, Taree, Wingham, Port Macquarie, South West Rocks, Macksville, Bellingen, Coffs Harbour, Grafton, Ballina, Lismore, Byron Bay, Murwillumbah & Tweed Heads