

North Coast NSW Visitor Profile

Year ended September 2023



Source: National Visitor Survey, Tourism Research Australia.

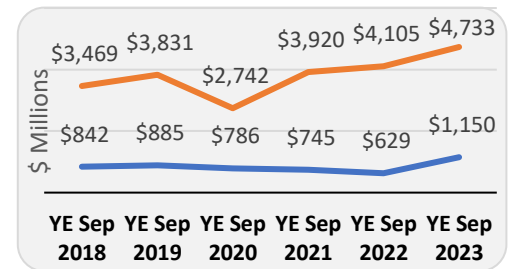
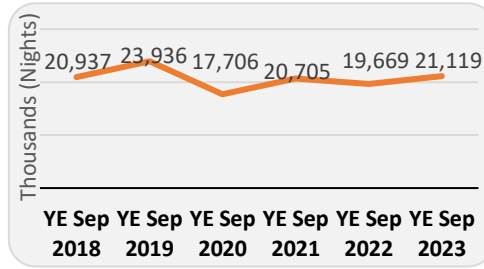
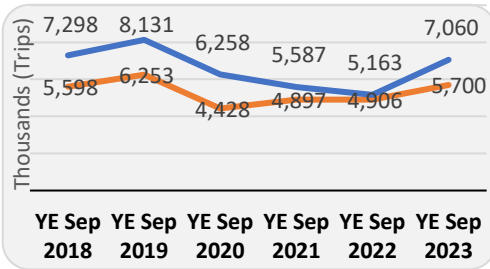
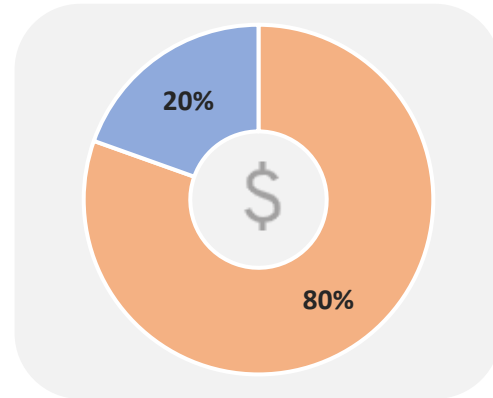
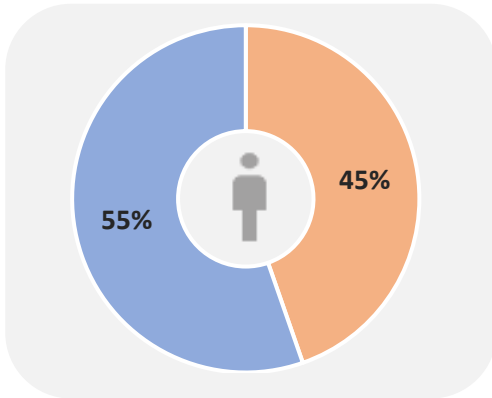
Icons sourced from www.easil.ly

Note: This report does not include international visitation statistics as YE September 2023 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic Overnight (Orange) Domestic Daytrip (Blue)



Domestic overnight travel

Visitors: 5.7m (+16.2% YoY)
 Nights: 21.1m (+7.4% YoY)
 Expenditure: \$4.7bn (+15.3% YoY)

Average spend
 \$224 per night
 \$830 per visitor



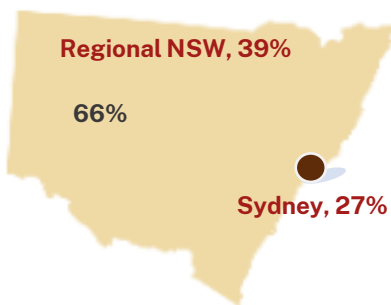
Average length of stay:
 3.7 nights



#1 for visitors
 #1 for nights
 #1 for expenditure
In Regional NSW

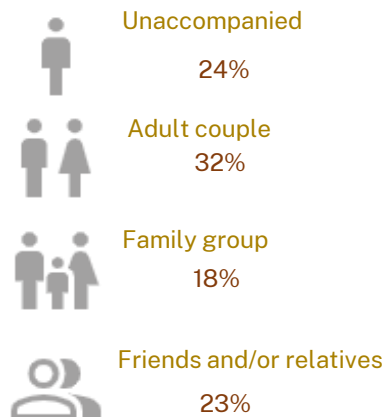
Origin

66% of the visitors came from within New South Wales

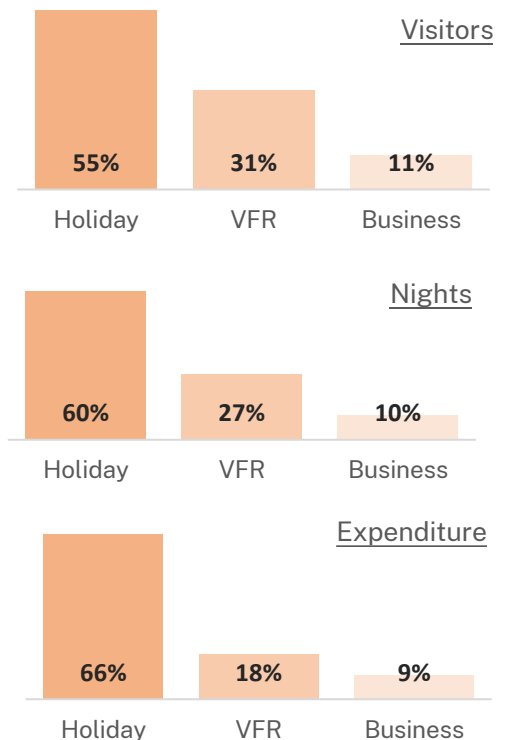


Travel party

32% of the visitors were adult couple



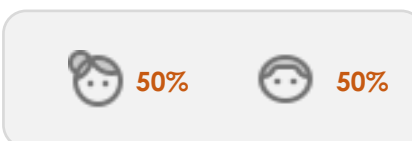
Purpose of visit



Transport

Self-drive Land Vehicle, 90%
 Aircraft, 8%
 Other Land Transport (Bus, Train, etc.), n/p
 Other or Mixed Transport, n/p

Gender



*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

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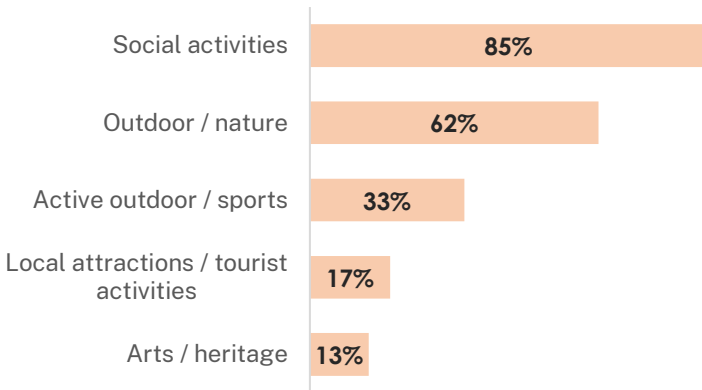
Year ended September 2023



Source: National Visitor Survey, Tourism Research Australia.

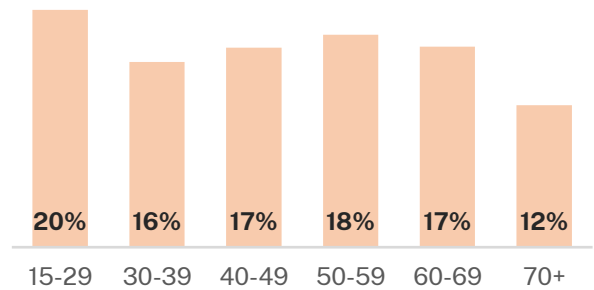
Icons sourced from www.easilly

Top 5 activities

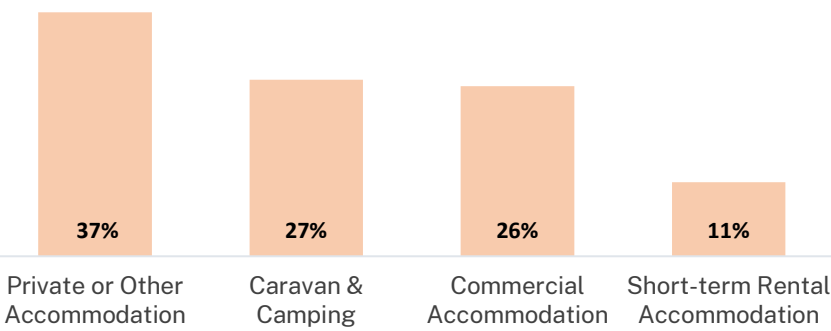


Age

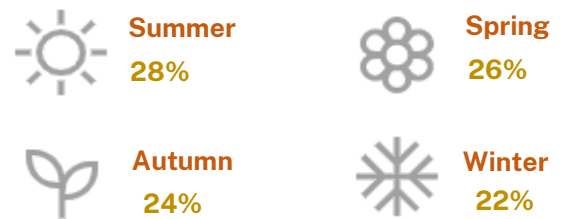
15-29 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

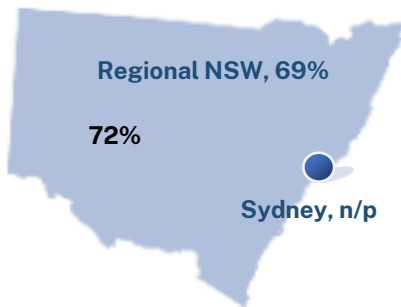
Visitors: 7.1m (+36.7% YoY)
Expenditure: \$1.2bn (+82.8% YoY)

\$ Average spend \$163 per visitor

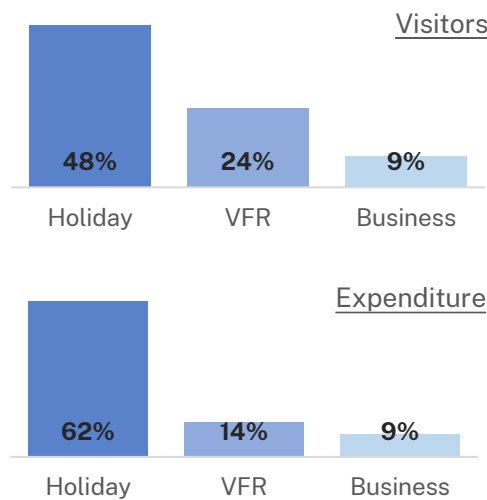
#3 for visitors
#1 for expenditure
In Regional NSW

Origin

72% of the visitors to the region came from New South Wales



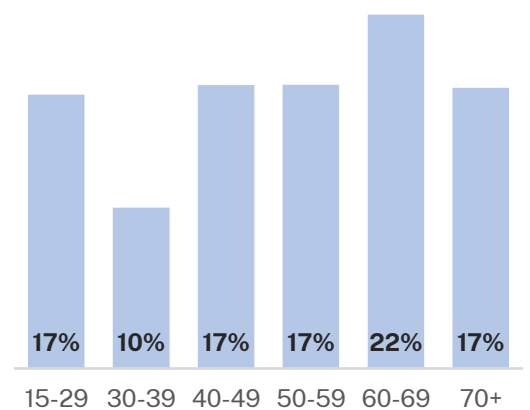
Purpose of visit



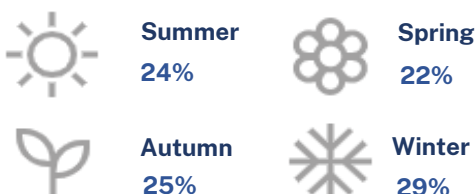
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

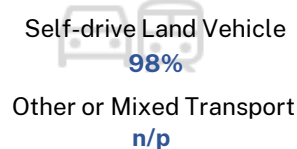
'60-69 years' was the largest age group of the visitors to the region



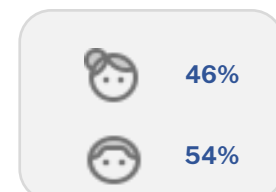
Travel season*



Transport



Gender



*by month returned from the trip
Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Due to technical limitations, "not asked" samples constitute no part of % share in the total proportion.