

Travel to North Coast NSW Tourism Region

Year ended March 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 Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 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 Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 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 Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 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 Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 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.

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Year ended March 2025



Source: International Visitor Survey, Tourism Research Australia

INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 2025	% change 2025 vs. 2024
Visitors (000)	299	323	354	360	n/p	n/p	n/p	n/p	275	302	9.5%
Nights (000)	3,239	3,433	3,832	3,987	n/p	n/p	n/p	n/p	3,916	4,389	12.1%
Average Length of Stay	10.8	10.6	10.8	11.1	-	-	-	-	14.2	14.5	2.3%
Expenditure (\$ million)	\$192	\$194	\$239	\$259	n/p	n/p	n/p	n/p	\$260	\$309	18.8%
Spend per visitor per night (\$)	\$59	\$57	\$62	\$65	-	-	-	-	\$66	\$70	6.0%

Purpose of Visit

Visitors (000)	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 2025	% change 2025 vs. 2024
Holiday	233	260	282	281	n/p	n/p	n/p	n/p	205	220	7.3%
Visiting friends and relatives	58	56	65	67	n/p	n/p	n/p	n/p	63	75	19.4%
Business	n/p	n/p	9	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	10	10	n/p	n/p	n/p	n/p	14	14	-0.4%
Total	299	323	354	360	n/p	n/p	n/p	n/p	275	302	9.5%

Origin (Top 3 based on latest time period)

Visitors (000)	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 2025	% change 2025 vs. 2024
United Kingdom	67	63	68	69	n/p	n/p	n/p	n/p	62	70	12.4%
New Zealand	34	30	40	36	n/p	n/p	n/p	n/p	37	39	7.8%
United States of America	28	39	34	33	n/p	n/p	n/p	n/p	21	26	24.0%

Age

Visitors (000)	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 2025	% change 2025 vs. 2024
15-34	177	196	201	205	n/p	n/p	n/p	n/p	149	157	5.4%
35-54	62	67	75	78	n/p	n/p	n/p	n/p	55	60	7.8%
55+	60	59	78	77	n/p	n/p	n/p	n/p	71	85	19.4%
Total	299	323	354	360	n/p	n/p	n/p	n/p	275	302	9.5%

Travel Party

Visitors (000)	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 2025	% change 2025 vs. 2024
Travelling alone	168	172	193	188	n/p	n/p	n/p	n/p	157	173	10.0%
Adult couple	66	74	81	80	n/p	n/p	n/p	n/p	66	67	1.9%
Family group - parents and children	24	24	33	40	n/p	n/p	n/p	n/p	23	25	6.3%
Friends/Relatives travelling together	38	51	44	49	n/p	n/p	n/p	n/p	27	33	21.8%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	299	323	354	360	n/p	n/p	n/p	n/p	275	302	9.5%

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

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	YE Mar 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.