

# North Coast NSW Visitor Profile

Year ending March 2025

Source: Domestic Tourism Statistics & International Visitor Survey, Tourism Research Australia



This profile shows the latest visitor figures for North Coast NSW. Due to the program transition from the National Visitor Survey (NVS) to Domestic Tourism Statistics (DoTS), domestic tourism figures are shown for Mar QTR 2025 only. International visitor results are shown for the total year period: Year ending March 2025.

In some cases, figures cannot be supplied as they do not meet the quality thresholds for publication. These are marked as 'n/p'.

## TOTAL DOMESTIC VISITATION

All data in this section is for Mar QTR 2025 only

### VISITORS



3.2m

### NIGHTS



6.4m

### EXPENDITURE



\$1.5b

#### Market share of Regional NSW

21%

share of visitors

Ranked

**2nd for visitors**

in Regional NSW

26%

share of nights

Ranked

**1st for nights**

in Regional NSW

23%

share of expenditure

Ranked

**1st for expenditure**

in Regional NSW

#### Share by visitor type

DOMESTIC DAY TRIP

47%

53%

DOMESTIC OVERNIGHT

DOMESTIC DAY TRIP

15%




85%

DOMESTIC OVERNIGHT

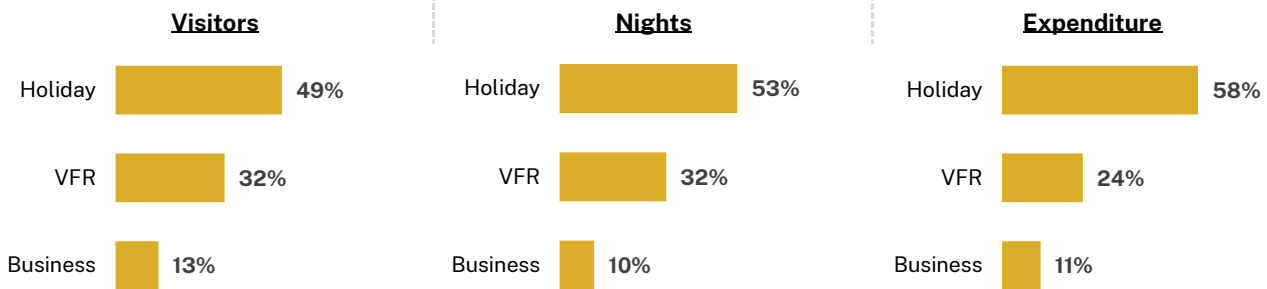
Note: This report has been updated to reflect the latest available data as at 17/12/2025, superseding any previous versions.

## DOMESTIC OVERNIGHT TRAVEL

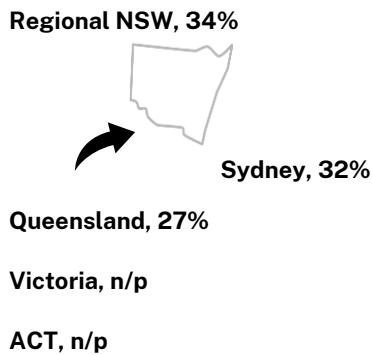
All data in this section is for Mar QTR 2025 only

	 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN REGIONAL NSW
<b>VISITORS:</b> 1.7m	\$203.8 per night	3.7 nights	1st for visitors
<b>NIGHTS:</b> 6.4m	\$753.1 per visitor		1st for nights
<b>EXPENDITURE:</b> \$1,294.2m			1st for expenditure

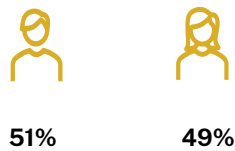
## PURPOSE OF VISIT - % SHARE OF TOTAL



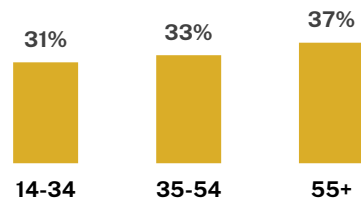
### TRAVEL ORIGIN



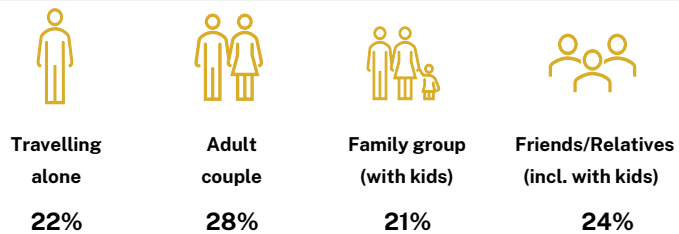
### GENDER



### AGE

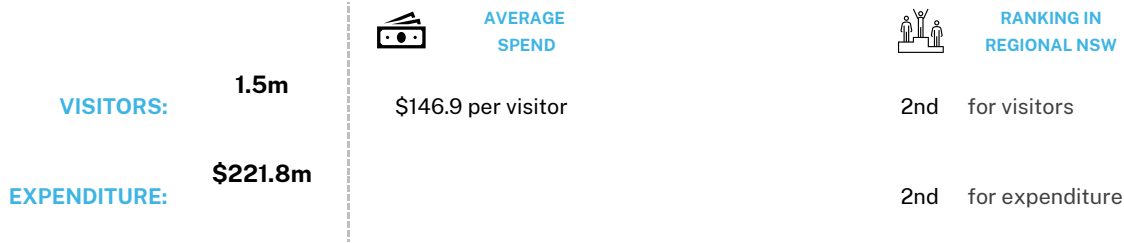


### TRAVEL PARTY



**DOMESTIC DAY TRIP TRAVEL**

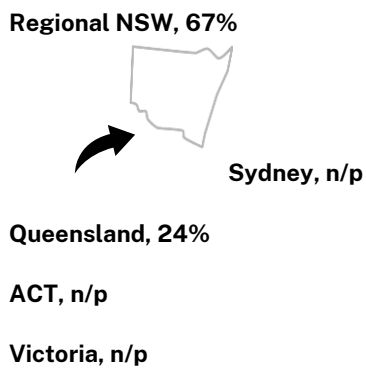
*All data in this section is for Mar QTR 2025 only*



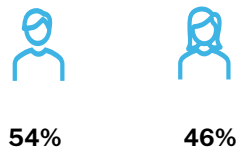
**PURPOSE OF VISIT - % SHARE OF TOTAL**



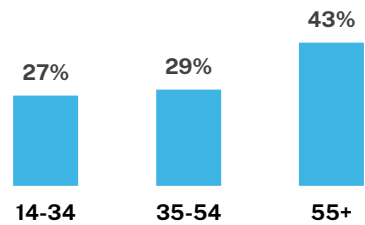
**TRAVEL ORIGIN**






**GENDER**



**AGE**



## INTERNATIONAL TRAVEL

<b>VISITORS:</b>	<b>301,700</b>	(+9.5% YoY)	 <b>AVERAGE SPEND</b>	\$70 per night	 <b>AVERAGE LENGTH OF STAY</b>	14.5 nights	 <b>RANKING IN REGIONAL NSW</b>	1st for visitors
<b>NIGHTS:</b>	<b>4.4m</b>	(+12.1% YoY)		\$1,025 per visitor				1st for nights
<b>EXPENDITURE:</b>	<b>\$309.2m</b>	(+18.8% YoY)						1st for expenditure

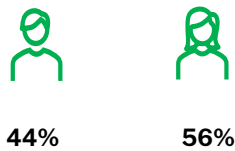
## PURPOSE OF VISIT - % SHARE OF TOTAL

Visitors		Nights		Expenditure	
Holiday	73%	Holiday	48%	Holiday	49%
VFR	25%	VFR	28%	VFR	25%
Business	n/p	Business	n/p	Business	n/p
Education	n/p	Education	n/p	Education	n/p

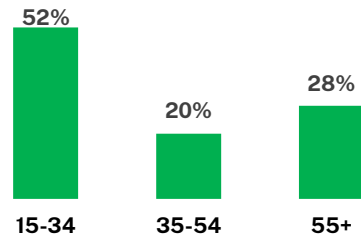
### TRAVEL ORIGIN

- 1st UK, 23%
- 2nd New Zealand, 13%
- 3rd USA, 9%
- 4th Germany, 8%
- 5th France, 5%

### GENDER



### AGE

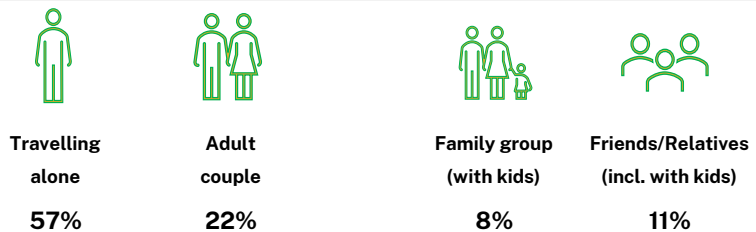


### FIRST VISIT TO AUSTRALIA



56% of visitors were making their first visit to Australia

### TRAVEL PARTY



### FREE & INDEPENDENT

83% of international visitors were free & independent (FIT) travellers to North Coast NSW.

### QUARTER VISITED WITHIN YE MAR 2025

Jun QTR	Sep QTR	Dec QTR	Mar QTR
18%	20%	30%	32%