

Travel to North Coast NSW Tourism Region

Year ended March 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Mar 2015	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	% change 2024 vs. 2023
Visitors ('000)	11,246	11,998	11,867	13,275	13,191	n/p	n/p	n/p	n/p	13,266	-
Nights ('000)	20,988	23,258	23,744	23,939	26,235	n/p	n/p	n/p	n/p	23,957	-
Expenditure (\$ million)	\$3,447	\$3,632	\$3,647	\$4,395	\$4,540	n/p	n/p	n/p	n/p	\$6,053	-
OVERNIGHT (international & domestic)	YE Mar 2015	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	% change 2024 vs. 2023
Visitors ('000)	4,966	5,448	5,403	5,673	6,117	n/p	n/p	n/p	n/p	6,016	-
Nights ('000)	20,988	23,258	23,744	23,939	26,235	n/p	n/p	n/p	n/p	23,957	-
Expenditure (\$ million)	\$2,837	\$2,969	\$3,041	\$3,531	\$3,798	n/p	n/p	n/p	n/p	\$4,980	-
DOMESTIC (overnight & daytrip)	YE Mar 2015	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	% change 2024 vs. 2023
Visitors ('000)	10,967	11,699	11,544	12,921	12,831	14,971	9,526	9,085	11,787	12,991	10.2%
Nights ('000)	17,998	20,019	20,311	20,106	22,248	23,288	19,501	17,648	20,846	20,041	-3.9%
Expenditure (\$ million)	\$3,274	\$3,441	\$3,454	\$4,157	\$4,281	\$4,972	\$3,890	\$3,904	\$5,880	\$5,791	-1.5%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	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	% change 2024 vs. 2023
Visitors (000)	4,686	5,149	5,080	5,319	5,757	6,217	4,407	4,181	5,623	5,740	2.1%
Nights (000)	17,998	20,019	20,311	20,106	22,248	23,288	19,501	17,648	20,846	20,041	-3.9%
Average Length of Stay	3.8	3.9	4.0	3.8	3.9	3.7	4.4	4.2	3.7	3.5	-5.8%
Expenditure (\$ million)	\$2,663	\$2,778	\$2,848	\$3,293	\$3,539	\$3,907	\$3,272	\$3,258	\$4,920	\$4,718	-4.1%
Spend per visitor per night (\$)	\$148	\$139	\$140	\$164	\$159	\$168	\$168	\$185	\$236	\$235	-0.3%
Intrastate visitors (000)	2,910	3,037	3,049	3,357	3,644	3,872	3,273	2,958	3,574	3,687	3.2%
Interstate visitors (000)	1,777	2,112	2,030	1,963	2,113	2,345	1,134	1,223	2,049	2,054	0.2%
Intrastate nights (000)	11,088	11,693	12,040	12,939	14,178	14,955	14,393	12,367	13,341	13,491	1.1%
Interstate nights (000)	6,910	8,326	8,271	7,167	8,070	8,333	5,108	5,280	7,506	6,550	-12.7%
Intrastate expenditure (\$ million)	\$1,683	\$1,603	\$1,850	\$2,131	\$2,217	\$2,454	\$2,545	\$2,412	\$3,111	\$3,249	4.4%
Interstate expenditure (\$ million)	\$980	\$1,175	\$998	\$1,162	\$1,322	\$1,453	\$726	\$846	\$1,809	\$1,468	-18.8%

Purpose of Visit

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
Holiday	2,310	2,785	2,547	2,849	2,960	3,020	2,339	2,188	3,022	2,924	-3.2%
Visiting Friends & Relatives	1,595	1,668	1,738	1,596	1,929	2,156	1,495	1,330	1,737	1,980	14.0%
Business	599	490	548	635	632	745	413	449	648	542	-16.4%
Other	260	281	348	355	317	393	291	297	288	370	28.4%
Total	4,686	5,149	5,080	5,319	5,757	6,217	4,407	4,181	5,623	5,740	2.1%
Nights (000)	YE Mar 2015	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	% change 2024 vs. 2023
Holiday	10,579	12,301	10,864	12,309	13,259	13,224	11,276	10,468	12,169	11,675	-4.1%
Visiting Friends & Relatives	5,289	5,520	6,712	5,267	6,483	6,846	5,946	4,949	5,929	6,090	2.7%
Business	1,555	1,423	1,490	1,728	1,670	2,224	1,343	1,561	2,178	1,525	-30.0%
Other	576	775	1,245	803	836	993	936	669	572	751	31.3%
Total	17,998	20,019	20,311	20,106	22,248	23,288	19,501	17,648	20,846	20,041	-3.9%

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

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Year ended March 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
Sydney	1,223	1,169	1,247	1,285	1,533	1,527	1,456	1,264	1,507	1,447	-4.0%
Regional NSW	1,687	1,868	1,803	2,072	2,111	2,344	1,817	1,694	2,067	2,239	8.4%
Total Intrastate	2,910	3,037	3,049	3,357	3,644	3,872	3,273	2,958	3,574	3,687	3.2%
Victoria	245	295	292	319	336	386	142	244	345	282	-18.2%
Queensland	1,368	1,630	1,556	1,452	1,593	1,776	920	878	1,514	1,582	4.5%
ACT	75	n/p	n/p	n/p	n/p	80	n/p	n/p	n/p	n/p	-
Other Interstate	89	121	119	113	106	104	n/p	n/p	125	n/p	-
Total Interstate	1,777	2,112	2,030	1,963	2,113	2,345	1,134	1,223	2,049	2,054	0.2%
Grand Total	4,686	5,149	5,080	5,319	5,757	6,217	4,407	4,181	5,623	5,740	2.1%

Age

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
15-34	1,486	1,792	1,577	1,680	1,899	1,906	1,318	1,360	1,676	1,520	-9.3%
35-54	1,653	1,736	1,698	1,798	1,863	2,050	1,571	1,299	1,996	1,968	-1.4%
55+	1,548	1,620	1,804	1,841	1,995	2,261	1,519	1,522	1,951	2,252	15.4%
Total	4,686	5,149	5,080	5,319	5,757	6,217	4,407	4,181	5,623	5,740	2.1%

Travel Party

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
Travelling alone	1,034	1,022	1,130	1,190	1,281	1,517	995	943	1,420	1,342	-5.5%
Adult couple	1,330	1,554	1,621	1,595	1,745	1,904	1,380	1,267	1,704	1,722	1.1%
Family group - parents and children	1,037	1,091	1,011	968	1,100	1,136	858	809	1,029	1,158	12.5%
Friends/relatives travelling together	1,088	1,280	1,146	1,336	1,441	1,412	1,090	1,016	1,285	1,317	2.5%
Other travel party	197	201	172	230	190	249	n/p	147	185	201	9.0%
Total	4,686	5,149	5,080	5,319	5,757	6,217	4,407	4,181	5,623	5,740	2.1%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	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	% change 2024 vs. 2023
Visitors (000)	279	299	323	354	360	n/p	n/p	n/p	n/p	275	-
Nights (000)	2,990	3,239	3,433	3,832	3,987	n/p	n/p	n/p	n/p	3,916	-
Average Length of Stay	10.7	10.8	10.6	10.8	11.1	n/p	n/p	n/p	n/p	14.2	-
Expenditure (\$ million)	\$174	\$192	\$194	\$238	\$259	n/p	n/p	n/p	n/p	\$263	-
Spend per visitor per night (\$)	\$58	\$59	\$56	\$62	\$65	n/p	n/p	n/p	n/p	\$67	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
United Kingdom	60	67	63	68	69	n/p	n/p	n/p	n/p	62	-
New Zealand	28	34	30	40	36	n/p	n/p	n/p	n/p	37	-
Germany	33	35	39	41	40	n/p	n/p	n/p	n/p	24	-

Age

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
15-34	176	177	196	201	205	n/p	n/p	n/p	n/p	149	-
35-54	51	62	67	75	78	n/p	n/p	n/p	n/p	55	-
55+	52	60	59	78	77	n/p	n/p	n/p	n/p	71	-
Total	279	299	323	354	360	n/p	n/p	n/p	n/p	275	-

Travel Party

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
Travelling alone	162	168	172	193	188	n/p	n/p	n/p	n/p	157	-
Adult couple	59	66	74	81	80	n/p	n/p	n/p	n/p	66	-
Family group - parents and children	16	24	24	33	40	n/p	n/p	n/p	n/p	23	-
Friends/relatives travelling together	39	38	51	44	49	n/p	n/p	n/p	n/p	27	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	279	299	323	354	360	n/p	n/p	n/p	n/p	275	-

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

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2015	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	% change 2024 vs. 2023
Visitors (000)	6,281	6,550	6,465	7,602	7,074	8,754	5,118	4,904	6,164	7,250	17.6%
Expenditure (\$ million)	\$611	\$663	\$606	\$864	\$742	\$1,065	\$618	\$646	\$960	\$1,073	11.8%
Spend per visitor (\$)	\$97	\$101	\$94	\$114	\$105	\$122	\$121	\$132	\$156	\$148	-4.9%

Purpose of Visit

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
Holiday	3,321	3,524	3,371	4,375	3,849	4,445	2,569	2,221	3,263	3,407	4.4%
Visiting Friends & Relatives	1,775	1,692	1,835	1,613	1,597	2,051	1,032	1,331	1,495	1,930	29.1%
Business	n/p	447	421	556	614	1,092	462	490	532	n/p	-
Other	762	886	838	1,058	1,014	1,166	1,055	862	874	1,262	44.4%
Total	6,281	6,550	6,465	7,602	7,074	8,754	5,118	4,904	6,164	7,250	17.6%

Origin

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
Sydney	n/p	n/p	n/p	n/p	n/p	401	n/p	n/p	n/p	n/p	-
Regional NSW	4,099	4,494	4,110	4,924	5,074	5,668	4,316	3,792	4,391	5,286	20.4%
Total Intrastate	4,335	4,813	4,429	5,275	5,273	6,068	4,491	3,895	4,512	5,523	22.4%
Total Interstate	1,946	1,736	2,035	2,327	1,801	2,686	627	1,009	1,652	1,727	4.6%
Total	6,281	6,550	6,465	7,602	7,074	8,754	5,118	4,904	6,164	7,250	17.6%

Age

Visitors (000)	YE Mar 2015	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	% change 2024 vs. 2023
15-34	1,828	1,863	1,796	2,253	1,942	2,376	1,091	1,229	1,282	1,814	41.5%
35-54	1,961	1,925	1,943	2,322	2,059	2,723	1,355	1,417	2,043	1,976	-3.3%
55+	2,492	2,761	2,725	3,027	3,072	3,656	2,673	2,258	2,839	3,461	21.9%
Total	6,281	6,550	6,465	7,602	7,074	8,754	5,118	4,904	6,164	7,250	17.6%

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

North Coast NSW Tourism Region LGAs: Ballina, Belligen, Byron, Clarence Valley, Coffs Harbour, Kempsey, Kyogle, Lismore, Mid-Coast (Partial), Nambucca Valley, Port Macquarie-Hastings, Richmond Valley and Tweed