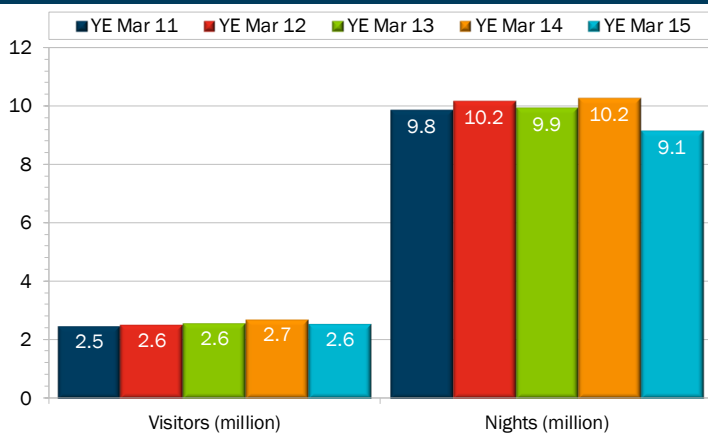


Domestic Overnight Travel (1)

Visitors and nights



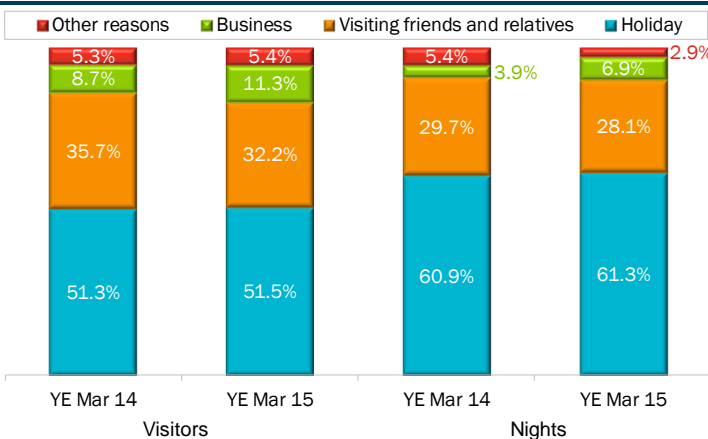
Mid North Coast sub-region received nearly 2.6 million domestic overnight visitors - down by 5.9% on YE Mar 14. Visitors spent over 9.1 million nights in the sub-region - down by 10.9% on YE Mar 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 4.1 percent* on last year and by 11.4 percent* compared to four years ago.

Market share

The sub-region received 13.5% of visitors and 14.2% of nights in regional NSW. Compared to YE Mar 14, the share of visitors was down by 1.4% pts and the share of nights was down by 2.2% pts.

Purpose of visit to the sub-region



'Holiday' (51.5%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives' (VFR) (32.2%) and 'business' (11.3%). Compared to YE Mar 14, visitors who travelled for 'holiday' declined by 5.6% and 'VFR' decreased by 15.1%* while 'business' grew by 22.3%.

'Holiday' (61.3%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (28.1%) and 'business' (6.9%). Compared to YE Mar 14, nights spent for 'holiday' declined by 10.3% and 'VFR' fell by 15.7% while 'business' grew by 55.5%*.

Accommodation

'Friends or relatives property' (28.1%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (21.2%) and 'rented house, apartment, flat or unit' (12.6%).

Mid North Coast sub-region covers Great Lakes to Coffs Harbour including Forster, Taree, Wingham, Port Macquarie, South West Rocks, Macksville and Bellingen.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Mar 15, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Mar 14	YE Mar 15	YE Mar 14	YE Mar 15
Regional NSW	49.2%	46.4%	46.2%	39.9%
Sydney	33.4%	35.0%	36.1%	37.3%
Total intrastate	82.5%	81.4%	82.3%	77.1%
Queensland	10.7%	10.3%	9.9%	10.2%
Victoria	4.0%	4.6%	4.6%	8.0%
ACT	1.3%	1.7%	1.3%	2.5%
Other interstate	1.5%	2.0%	1.9%	2.1%
Total interstate	17.5%	18.6%	17.7%	22.9%

Regional NSW (46.4%) was the largest source of visitors to the sub-region, followed by Sydney (35.0%) and Queensland (10.3%). Compared to YE Mar 14, the regional NSW source market declined by 11.2% and Sydney decreased by 1.3%. Over the same period, Queensland declined by 9.3% while Victoria grew by 7.3% and the ACT increased by 26.2%.

Regional NSW (39.9%) was the largest source market in terms of nights in the sub-region, followed by Sydney (37.3%) and Queensland (10.2%). Compared to YE Mar 14, nights spent by visitors from regional NSW declined by 23.1%* and nights from Sydney decreased by 8.0%. Over the same period, nights by Queenslanders declined by 8.1% while Victorian nights grew by 54.6%* and nights by visitors from the ACT increased by 76.4%.

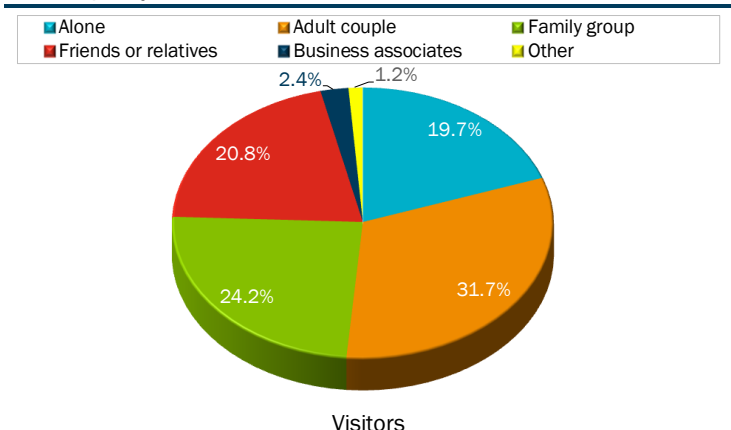
All transport

'Private vehicle or company car' (88.6%) was the most popular form of transport used by visitors to the sub-region, followed by 'aircraft' (6.0%) and 'railway' (1.7%).

Activities

'Eat out, dine at a restaurant or cafe' (59.1%) was the most popular activity undertaken by visitors to the sub-region, followed by 'go to the beach' (46.7%) and 'visit friends and relatives' (44.7%).

Travel party



'Adult couple' (31.7%) was the most common travel party amongst visitors to the sub-region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent nearly \$1.4 billion in the sub-region - up by 0.5% on YE Mar 14. On average, they spent \$150 per night - up by 12.8% on YE Mar 14.

(2) Estimated using data from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 15.

np = Not published due to insufficient sample.

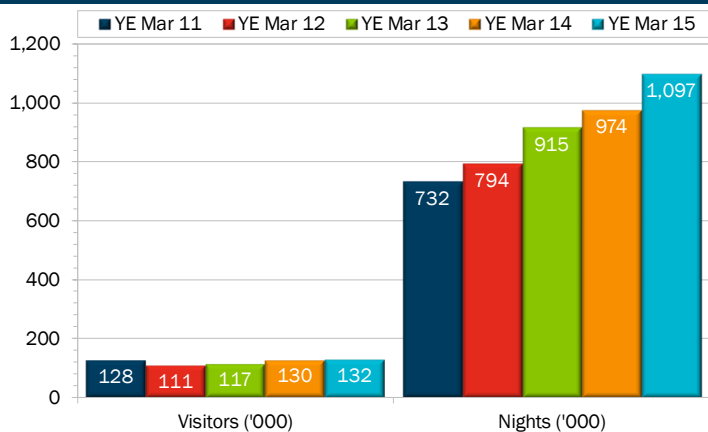
Travel to Mid North Coast sub-region

Year ended March 2015

Total visitors (million)	4.9
Total nights (million)	10.2
Total expenditure (billion)	\$1.7

International Overnight Travel (3)

Visitors and nights



Mid North Coast sub-region received 132,400 international overnight visitors - up by 1.8% on YE Mar 14. Visitors spent 1.1 million nights in the sub-region - up by 12.6% on YE Mar 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.7 percent* on last year and by 7.1 percent* compared to four years ago.

Market share

The sub-region received 20.2% of visitors and 9.0% of nights in regional NSW. Compared to YE Mar 14, the share of visitors was down by 1.0% pt and the share of nights was up by 0.7% pts.

Purpose of visit to the sub-region

'Holiday' (82.6%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (13.9%) and 'business' (2.4%). Compared to YE Mar 14, visitors who travelled for 'holiday' grew by 5.0% while 'VFR' declined by 15.7% and 'business' decreased by 10.9%.

Origin - share of visitors to the sub-region

Share of international visitors to Mid North Coast sub-region						
Rank	Individual market	YE Mar 14	YE Mar 15	Origin region	YE Mar 14	YE Mar 15
1	United Kingdom	23.5%	20.7%	Europe	61.7%	58.3%
2	Germany	13.0%	10.3%	North America	14.7%	16.6%
3	USA	9.4%	9.6%	Asia	9.5%	12.2%
4	New Zealand	10.1%	9.3%	New Zealand & Oceania	10.9%	9.8%
5	Canada	5.4%	7.0%	Other Countries	3.2%	3.1%

The UK (20.7%) was the sub-region's largest individual source market of visitors, followed by Germany (10.3%).

Accommodation

'Friends or relatives property' (34.4%) was the most popular form of accommodation used for nights in the sub-region, followed by 'rented house, apartment, flat or unit' (17.6%).

Age

'15 to 29 years' (44.9%) was the largest age group of visitors to the sub-region, followed by '50 to 59 years' (15.3%) and '30 to 39 years' (14.4%).

Expenditure (incl pre-paid package expenditure) (4)

International overnight visitors spent \$64 million in the sub-region - up by 24.0% on YE Mar 14. On average, they spent \$58 per night - up by 10.2% on YE Mar 14.

(4) Estimated using data from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Mar 15.

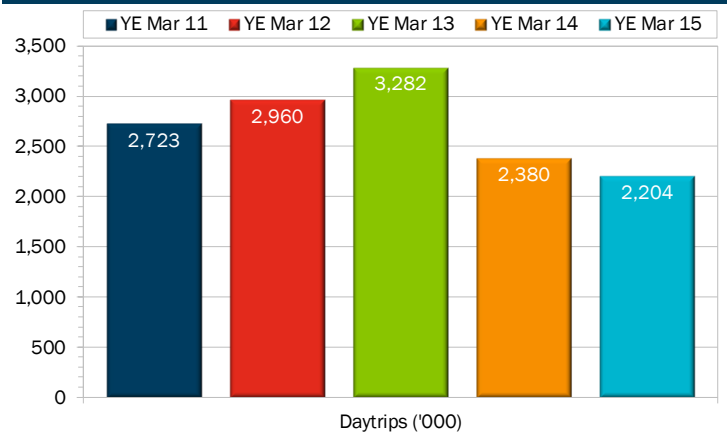
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Mar 15, TRA

Domestic Daytrip Travel (5)

Daytrips



Mid North Coast sub-region received over 2.2 million domestic daytrip visitors - down by 7.4% on YE Mar 14.

Note: The number of domestic daytrips to regional New South Wales increased by 7.6 percent* on last year and by 6.1 percent* compared to four years ago.

Market share

The sub-region received 6.5% of daytrips to regional NSW. Compared to YE Mar 14, the share was down by 1.1% pts.

Main purpose of trip

'Holiday' (48.4%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (23.7%) and 'medical reasons' (11.5%).

Compared to YE Mar 14, visitors who travelled for 'holiday' declined by 15.4% while 'VFR' grew by 5.0% and 'medical reasons' increased by 21.9%.

Activities

'Eat out, dine at a restaurant or cafe' (47.0%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (30.3%) and 'go shopping for pleasure' (28.6%).

Expenditure (6)

Domestic daytrip visitors spent \$237 million in the sub-region - down by 14.2% on YE Mar 14. On average, they spent \$108 per trip - down by 7.3% on YE Mar 14.

(6) Estimated using data from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Mar 15.

Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending March 2015 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS.

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

np = Not published due to insufficient sample.

(5) Source: NVS, YE Mar 15, TRA

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