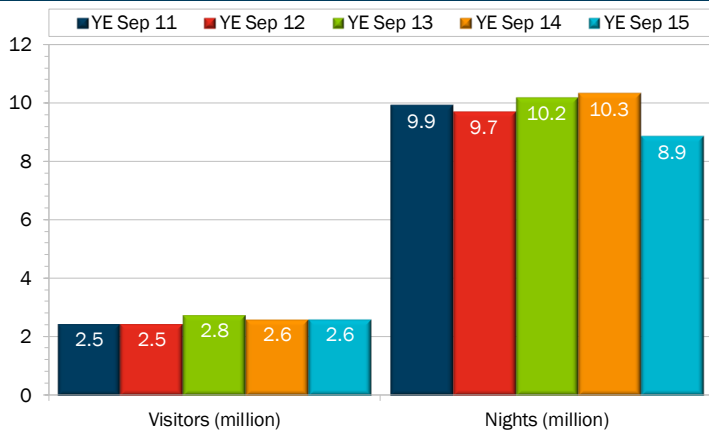


## Domestic Overnight Travel (1)

### Visitors and nights



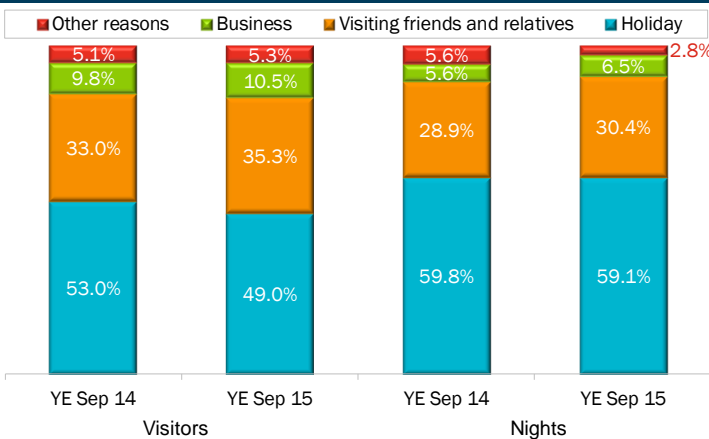
Mid North Coast sub-region received over 2.6 million domestic overnight visitors – up marginally on YE Sep 14. Visitors spent nearly 8.9 million nights in the sub-region - down by 14.2%\* on YE Sep 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.9 percent\* on last year and by 11.6 percent\* compared to four years ago.

### Market share

The sub-region received 13.6% of both visitors and nights in regional NSW. Compared to YE Sep 14, the share of visitors was down by 0.5 pts and share of nights was down by 2.6 pts.

### Purpose of visit to the sub-region



'Holiday' (49.0%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (35.3%) and 'business' (10.5%). Compared to YE Sep 14, visitors who travelled for 'holiday' declined by 7.4% while 'VFR' grew by 6.9% and 'business' increased by 7.5%.

'Holiday' (59.1%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (30.4%) and 'business' (6.5%). Compared to YE Sep 14, nights spent for 'holiday' declined by 15.2% and 'VFR' decreased by 9.6% while 'business' fell by 0.4%.

### Accommodation

'Friends or relatives property' (32.5%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (20.8%) and 'rented house, apartment, flat or unit' (12.3%).

### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 14	YE Sep 15	YE Sep 14	YE Sep 15
Regional NSW	44.5%	48.0%	42.6%	41.6%
Sydney	36.5%	33.2%	37.5%	35.1%
Total intrastate	80.9%	81.2%	80.1%	76.7%
Queensland	11.6%	10.4%	10.7%	11.2%
Victoria	4.1%	4.8%	5.6%	7.4%
ACT	1.2%	2.0%	1.3%	2.3%
Other interstate	2.2%	1.6%	2.3%	2.3%
Total interstate	19.1%	18.8%	19.9%	23.3%

Regional NSW (48.0%) was the largest source of visitors to the sub-region, followed by Sydney (33.2%) and Queensland (10.4%). Compared to YE Sep 14, the regional NSW source market grew by 8.1% while Sydney declined by 8.9%. Over the same period, Queensland declined by 10.3% while Victoria grew by 16.5% and the ACT increased by 63.8%\*.

Regional NSW (41.6%) was the largest source market in terms of nights in the sub-region, followed by Sydney (35.1%) and Queensland (11.2%). Compared to YE Sep 14, nights spent by visitors from regional NSW declined by 16.2% and nights from Sydney decreased by 19.7%. Over the same period, nights by Queenslanders declined by 9.9% while Victorian nights grew by 12.9% and nights by visitors from the ACT increased by 59.8%.

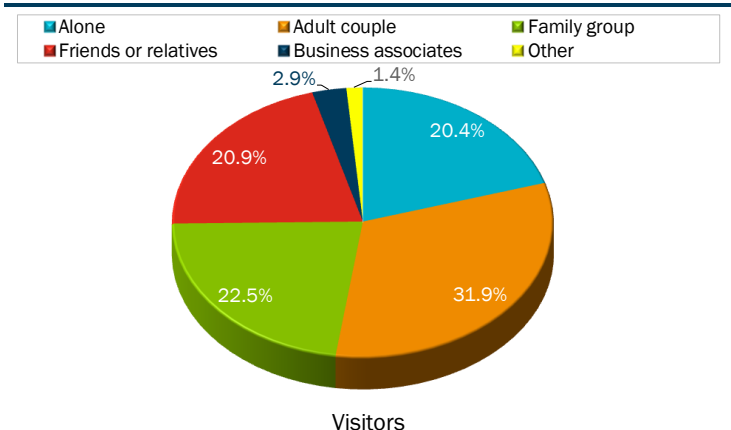
### Activities

'Eat out, dine at a restaurant or cafe' (58.5%) was the most popular activity undertaken by visitors to the sub-region, followed by 'go to the beach' (45.0%) and 'visit friends and relatives' (44.5%).

### Age

'15 to 29 years' (20.5%) was the largest age group of visitors to the sub-region, followed by '50 to 59 years' (18.8%) and '40 to 49 years' (17.9%).

### Travel party



'Adult couple' (31.9%) was the most common travel party amongst visitors to the sub-region.

### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent over \$1.3 billion in the sub-region - down by 7.3% on YE Sep 14. On average, they spent \$148 per night – up by 8.1% on YE Sep 14.

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

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.

np = Not published due to insufficient sample.

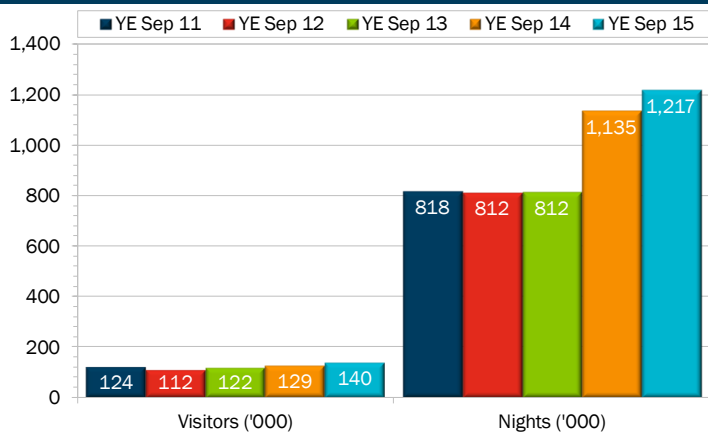
# Travel to Mid North Coast sub-region

Year ended September 2015

	YE Sep	YE Sep	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	5.4	5.0	8.1%	9.7%	5
Total nights (million)	10.1	11.5	-12.1%	12.8%	4
Total expenditure (billion)	\$1.7	\$1.7	-1.4%	11.7%	5

## International Overnight Travel (3)

Visitors and nights



Mid North Coast sub-region received 140,500 international overnight visitors - up by 9.3% on YE Sep 14. Visitors spent 1.2 million nights in the sub-region - up by 7.2% on YE Sep 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 9.8 percent\* on last year and by 13.5 percent\* compared to four years ago.

### Market share

The sub-region received 20.6% of visitors and 9.1% of nights in regional NSW. Compared to YE Sep 14, the share of visitors and the share of nights were down by 0.1% pt each.

### Purpose of visit to the sub-region

'Holiday' (80.6%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (14.7%) and 'business' (2.3%). Compared to YE Sep 14, visitors who travelled for 'holiday' grew by 10.0% while 'VFR' declined by 0.5% and 'business' decreased by 18.6%.

### Origin - share of visitors to the sub-region

Share of international visitors to Mid North Coast sub-region						
Rank	Individual market	YE Sep 14	YE Sep 15	Origin region	YE Sep 14	YE Sep 15
1	United Kingdom	20.6%	21.1%	Europe	58.9%	59.7%
2	Germany	12.1%	12.4%	North America	15.4%	15.0%
3	USA	8.8%	9.2%	Asia	9.5%	13.7%
4	New Zealand	11.7%	7.4%	New Zealand & Oceania	12.6%	8.2%
5	Switzerland	3.0%	6.0%	Other Countries	3.6%	3.4%

The UK (21.1%) was the sub-region's largest individual source market of visitors, followed by Germany (12.4%).

### Accommodation

'Friends or relatives property' (35.4%) was the most popular form of accommodation used for nights in the sub-region, followed by 'rented house, apartment, flat or unit' (28.5%).

### Age

'15 to 29 years' (45.6%) was the largest age group of visitors to the sub-region, followed by '50 to 59 years' (15.0%) and '30 to 39 years' (14.0%).

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

International overnight visitors spent \$70 million in the sub-region - up by 11.9% on YE Sep 14. On average, they spent \$57 per night - up by 4.3% on YE Sep 14.

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

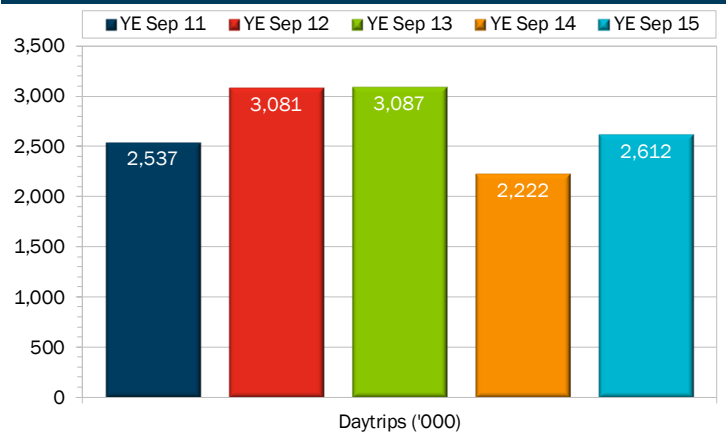
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

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

## Domestic Daytrip Travel (5)

Daytrips



Mid North Coast sub-region received over 2.6 million domestic daytrip visitors - up by 17.6%\* on YE Sep 14.

Note: The number of domestic daytrips to regional New South Wales increased by 12.9 percent\* on last year and by 9.4 percent\* compared to four years ago.

### Market share

The sub-region received 7.4% of daytrips to regional NSW. Compared to YE Sep 14, the share was up by 0.3% pts.

### Main purpose of trip

'Holiday' (43.9%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (20.2%) and 'medical reasons' (13.0%).

Compared to YE Sep 14, visitors who travelled for 'holiday' grew by 1.6% while 'VFR' declined by 2.6% and 'medical reasons' increased by 138%\*.

### Activities

'Eat out, dine at a restaurant or cafe' (48.3%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (25.1%) and 'go shopping for pleasure' (24.7%).

### Expenditure (6)

Domestic daytrip visitors spent \$306 million in the sub-region - up by 30.2%\* on YE Sep 14. On average, they spent \$117 per trip - up by 10.8% on YE Sep 14.

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

### Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending September 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](http://www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS).

Please see [www.destinationnsw.com.au](http://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 Sep 15, TRA

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