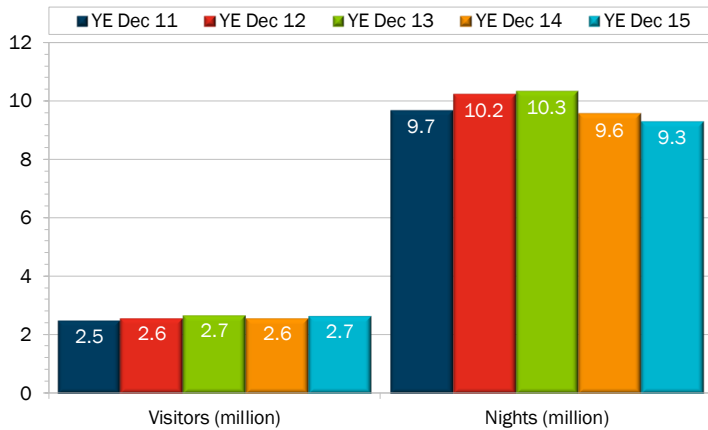


Domestic Overnight Travel (1)

Visitors and nights



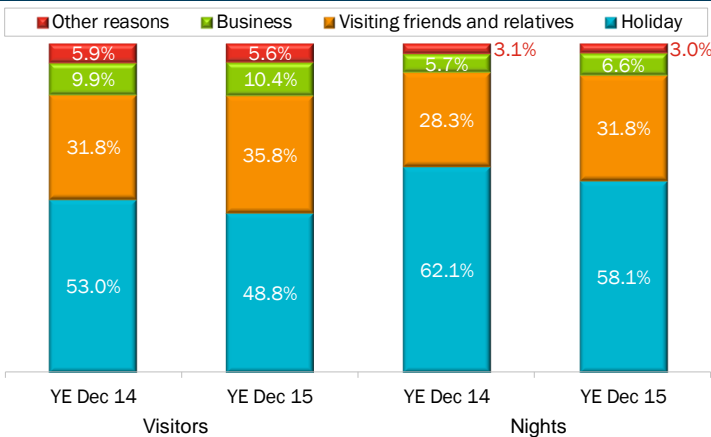
The Mid North Coast sub-region received nearly 2.7 million domestic overnight visitors – up by 3.2% on YE Dec 14. Visitors spent nearly 9.3 million nights in the sub-region - down by 2.8% on YE Dec 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 2.3 percent on last year and by 12.2 percent* compared to four years ago.

Market share

The sub-region received 13.8% of visitors and 14.0% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was up by 0.1% pt and share of nights was down by 0.9% pts.

Purpose of visit to the Mid North Coast sub-region



'Holiday' (48.8%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (35.8%) and 'business' (10.4%). Compared to YE Dec 14, visitors who travelled for 'holiday' declined by 5.1% while 'VFR' grew by 16.0%* and 'business' increased by 8.5%.

'Holiday' (58.1%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (31.8%) and 'business' (6.6%). Compared to YE Dec 14, nights spent for 'holiday' declined by 9.1% while 'VFR' grew by 9.1% and 'business' increased by 12.7%.

Accommodation in the Mid North Coast sub-region

'Friends or relatives property' (32.4%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (21.0%) and 'rented house, apartment, flat or unit' (14.9%).

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 14	YE Dec 15	YE Dec 14	YE Dec 15
Regional NSW	45.3%	47.8%	40.8%	42.3%
Sydney	35.7%	32.5%	38.4%	35.1%
Total intrastate	80.9%	80.3%	79.2%	77.4%
Queensland	11.3%	11.4%	9.8%	12.0%
Victoria	4.5%	4.8%	7.5%	6.1%
ACT	1.2%	1.8%	1.4%	2.2%
Other interstate	2.0%	1.6%	2.1%	2.3%
Total interstate	19.1%	19.7%	20.8%	22.6%

Regional NSW (47.8%) was the largest source of visitors to the sub-region, followed by Sydney (32.5%) and Queensland (11.4%). Compared to YE Dec 14, the regional NSW source market grew by 8.9% while Sydney declined by 5.8%. Over the same period, Queensland grew by 4.1% and Victoria increased by 9.1% while the ACT grew by 57.0%.

Regional NSW (42.3%) was the largest source market in terms of nights in the sub-region, followed by Sydney (35.1%) and Queensland (12.0%). Compared to YE Dec 14, nights spent by visitors from regional NSW grew by 0.9% while nights from Sydney declined by 11.2%. Over the same period, nights by Queenslanders grew by 19.3% while Victorian nights declined by 21.0% and nights by visitors from the ACT increased by 47.0%.

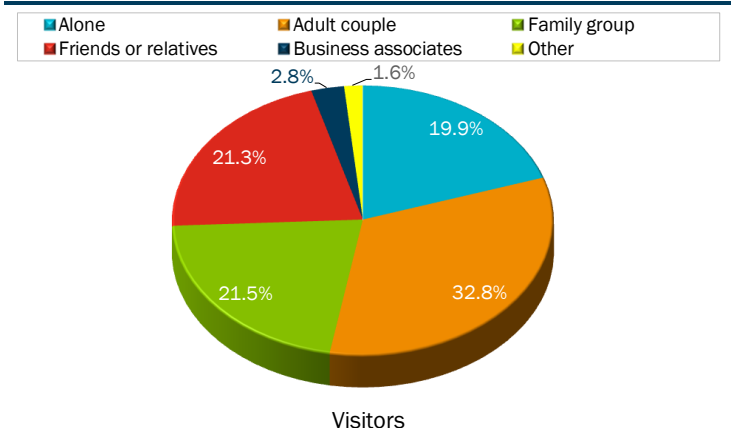
Top activities in the Mid North Coast sub-region

'Eat out, dine at a restaurant or cafe' (58.0%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (44.7%) and 'go to the beach' (43.5%).

Age groups

'15 to 29 years' (21.9%) was the largest age group of visitors to the sub-region, followed by '50 to 59 years' (18.1%) and '60 to 69 years' (17.6%).

Travel party



'Adult couple' (32.8%) 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 3.8% on YE Dec 14. On average, they spent \$141 per night – down by 1.0% on YE Dec 14.

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

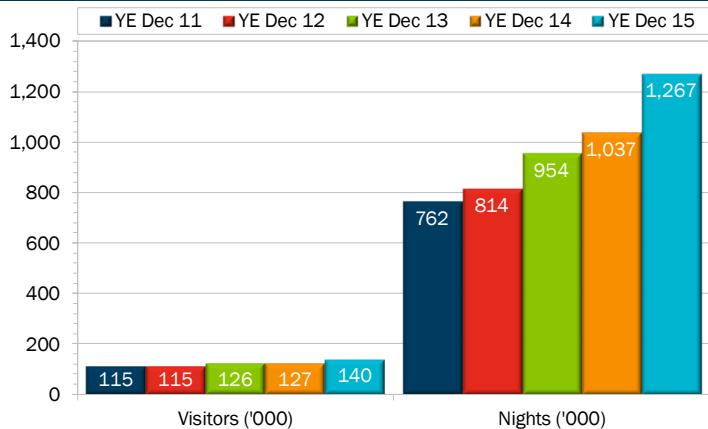
Travel to Mid North Coast sub-region

Year ended December 2015

	YE Dec 15	YE Dec 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	5.5	5.0	10.2%	10.0%	5
Total nights (million)	10.6	10.6	-0.3%	13.2%	4
Total expenditure (billion)	\$1.7	\$1.7	2.8%	12.0%	5

International Overnight Travel (3)

Visitors and nights



The Mid North Coast sub-region received 140,200 international overnight visitors - up by 10.7%* on YE Dec 14. Visitors spent nearly 1.3 million nights in the sub-region - up by 22.2% on YE Dec 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.5 percent* on last year and by 17.9 percent* compared to four years ago.

Market share

The sub-region received 20.3% of visitors and 9.1% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was up by 0.4% pts and the share of nights was up by 0.5% pts.

Purpose of visit to the Mid North Coast sub-region

'Holiday' (80.8%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (14.3%) and 'employment' (2.4%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 9.4% and 'VFR' increased by 7.0%.

Origin -share of visitors to the Mid North Coast sub-region

Share of international visitors to the Mid North Coast sub-region						
Rank	Individual market	YE Dec 14	YE Dec 15	Origin region	YE Dec 14	YE Dec 15
1	United Kingdom	18.5%	21.1%	Europe	59.2%	56.7%
2	Germany	12.2%	12.6%	North America	15.2%	15.3%
3	USA	8.8%	9.6%	Asia	11.6%	14.7%
4	New Zealand	10.5%	8.6%	New Zealand & Oceania	11.1%	9.4%
5	Canada	6.3%	5.7%	Other Countries	3.0%	3.9%

The UK (21.1%) was the sub-region's largest individual source market of visitors, followed by Germany (12.6%).

Accommodation in the Mid North Coast sub-region

'Friends or relatives property' (33.4%) was the most popular form of accommodation used for nights in the sub-region, followed by 'rented house, apartment, flat or unit' (30.3%).

Age groups

'15 to 29 years' (44.6%) was the largest age group of visitors to the sub-region, followed by '50 to 59 years' (15.7%) and '30 to 39 years' (14.9%).

Expenditure (incl 30% prepaid package expenditure) (4)

International overnight visitors spent \$74 million in the sub-region - up by 26.8% on YE Dec 14. On average, they spent \$59 per night - up by 3.7% on YE Dec 14.

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

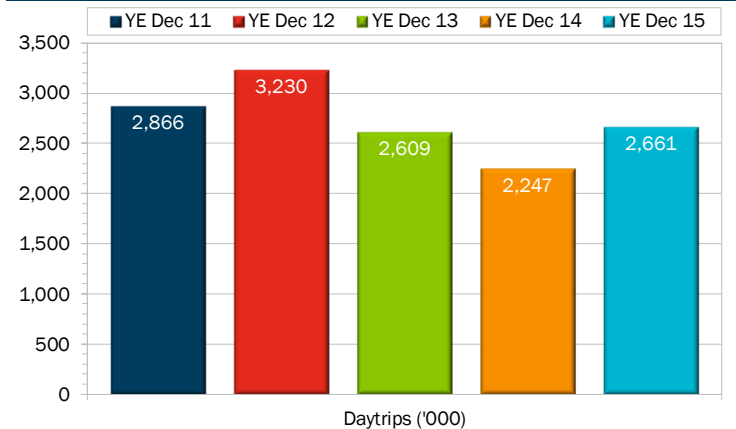
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



The Mid North Coast sub-region received nearly 2.7 million domestic daytrip visitors - up by 18.4%* on YE Dec 14.

Note: The number of domestic daytrips to regional New South Wales increased by 8.5 percent* on last year and by 5.2 percent* compared to four years ago.

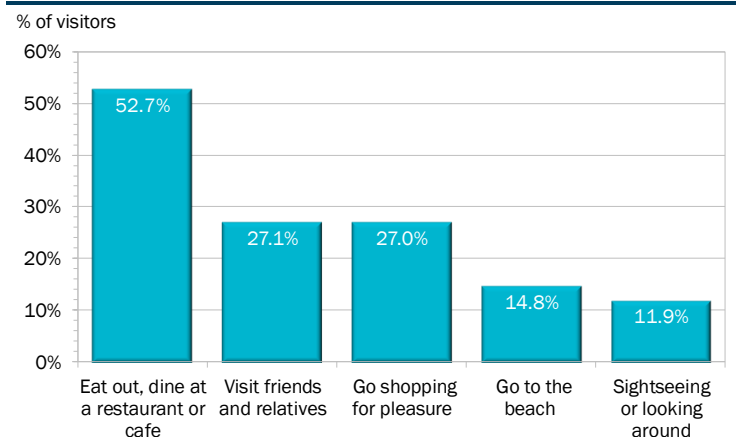
Market share

The sub-region received 7.6% of daytrips to regional NSW. Compared to YE Dec 14, the share was up by 0.6% pts.

Main purpose of trip

'Holiday' (47.4%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (19.8%) and 'medical reasons' (11.3%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 18.6% while 'VFR' declined by 5.0% and 'medical reasons' increased by 22.4%.

Top activities in the Mid North Coast sub-region



Expenditure (6)

Domestic daytrip visitors spent \$319 million in the sub-region - up by 34.2%* on YE Dec 14. On average, they spent \$120 per trip - up by 13.3% on YE Dec 14.

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

Further information

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 Dec 15, TRA

Page 2 of 2