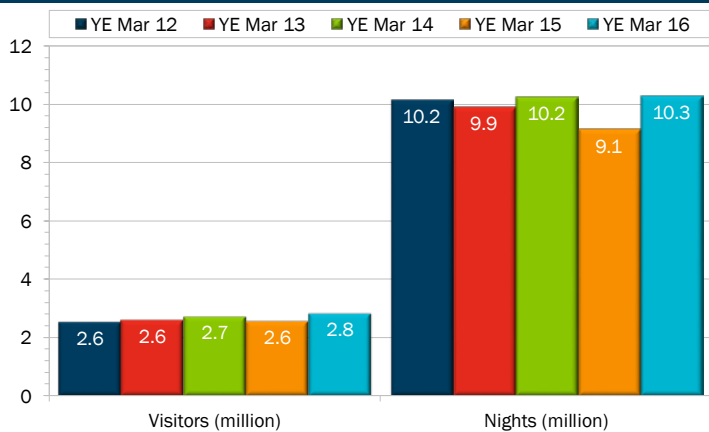


Domestic Overnight Travel (1)

Visitors and nights



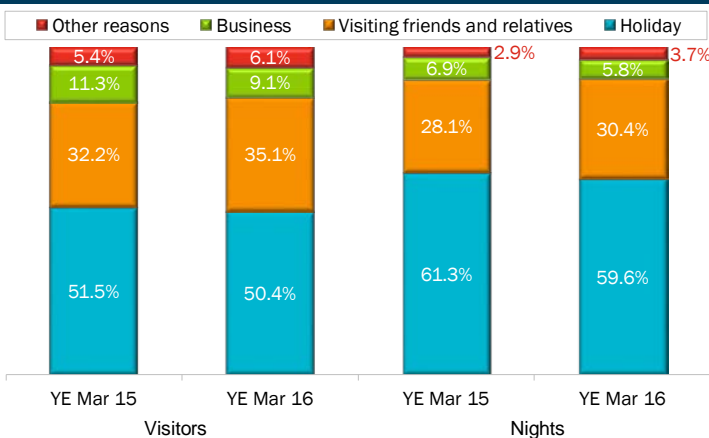
The Mid North Coast sub-region received over 2.8 million domestic overnight visitors – up by 10.3%* on YE Mar 15. Visitors spent nearly 10.3 million nights in the sub-region – up by 12.6%* on YE Mar 15.

Note: The number of domestic overnight trips to regional New South Wales increased by 5.8 percent* on last year and by 17.0 percent* compared to four years ago.

Market share

The sub-region received 14.1% of visitors and 15.1% of nights in regional NSW. Compared to YE Mar 15, the share of visitors was up by 0.6% pts and the share of nights was up by 0.9% pts.

Purpose of visit to the Mid North Coast sub-region



'Holiday' (50.4%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (35.1%) and 'business' (9.1%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 8.0% and 'VFR' increased by 20.4%* while 'business' declined by 11.0%.

'Holiday' (59.6%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (30.4%) and 'business' (5.8%). Compared to YE Mar 15, nights spent for 'holiday' grew by 9.4% and 'VFR' increased by 21.6% while 'business' decreased by 5.5%.

Accommodation in the Mid North Coast sub-region

'Friends or relatives property' (29.6%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (22.9%) and 'rented house, apartment, flat or unit' (15.2%).

Origin

Origin	Share of visitors		Share of nights	
	YE Mar 15	YE Mar 16	YE Mar 15	YE Mar 16
Regional NSW	46.4%	47.6%	39.9%	44.7%
Sydney	35.0%	31.7%	37.3%	32.5%
Total intrastate	81.4%	79.3%	77.1%	77.3%
Queensland	10.3%	12.1%	10.2%	13.0%
Victoria	4.6%	4.6%	8.0%	4.4%
ACT	1.7%	1.5%	2.5%	1.4%
Other interstate	2.0%	2.6%	2.1%	3.9%
Total interstate	18.6%	20.7%	22.9%	22.7%

Regional NSW (47.6%) was the largest source of visitors to the sub-region, followed by Sydney (31.7%) and Queensland (12.1%). Compared to YE Mar 15, the regional NSW source market grew by 13.2%* while Sydney declined by 0.3%. Over the same period, Queensland grew by 29.9%* and Victoria increased by 11.1% while the ACT declined by 5.7%.

Regional NSW (44.7%) was the largest source market in terms of nights in the sub-region, followed by Sydney (32.5%) and Queensland (13.0%). Compared to YE Mar 15, nights spent by visitors from regional NSW grew by 26.4%* while nights from Sydney declined by 1.8%. Over the same period, nights by Queenslanders grew by 42.7%* while Victorian nights declined by 38.5% and nights by visitors from the ACT fell by 35.4%.

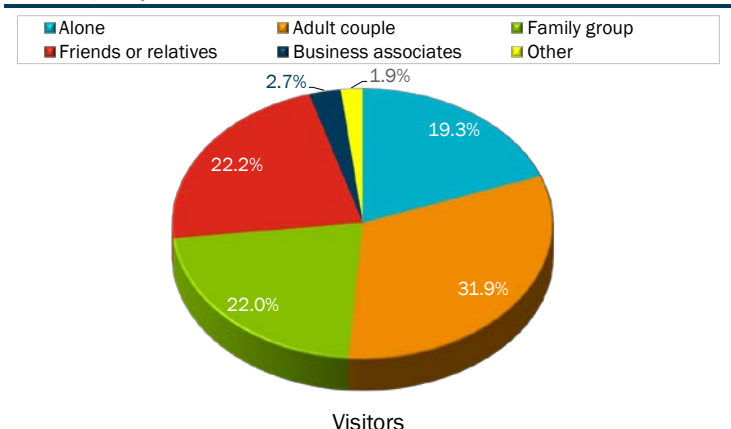
Top activities in the Mid North Coast sub-region

'Eat out, dine at a restaurant or cafe' (58.8%) 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' (43.3%).

Age groups

'15 to 29 years' (22.4%) was the largest age group of visitors to the sub-region, followed by '60 to 69 years' (17.9%) and '40 to 49 years' (17.0%).

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 nearly \$1.4 billion in the sub-region – up by 1.2% on YE Mar 15. On average, they spent \$135 per night – down by 10.1% on YE Mar 15.

(2) Estimated using data from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 16.

Travel to Mid North Coast sub-region

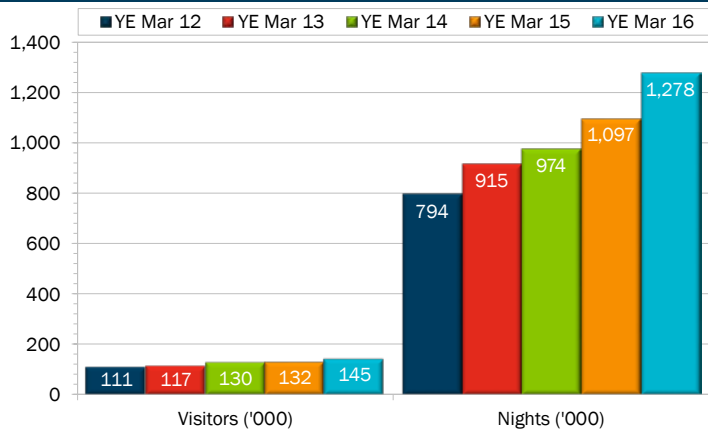
Year ended March 2016

For the period of April 2015 to March 2016

	YE Mar 16	YE Mar 15	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	6.1	4.9	23.3%	10.8%	5
Total nights (million)	11.6	10.2	13.0%	14.1%	3
Total expenditure (billion)	\$1.8	\$1.7	8.2%	12.6%	5

International Overnight Travel (3)

Visitors and nights



The Mid North Coast sub-region received 144,800 international overnight visitors - up by 9.4% on YE Mar 15. Visitors spent nearly 1.3 million nights in the sub-region - up by 16.6% on YE Mar 15.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.9 percent* on last year and by 23.1 percent* compared to four years ago.

Market share

The sub-region received 20.3% of visitors and 9.3% of nights in regional NSW. Compared to YE Mar 15, the share of visitors was up by 0.1% pt and the share of nights was up by 0.3% pts.

Purpose of visit to the Mid North Coast sub-region

'Holiday' (80.2%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (15.0%) and 'employment' (2.6%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 6.1% and 'VFR' increased by 18.8% and 'employment' grew by 174%*.

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 Mar 15	YE Mar 16	Origin region	YE Mar 15	YE Mar 16
1	United Kingdom	20.7%	22.1%	Europe	58.3%	58.7%
2	Germany	10.3%	13.3%	North America	16.6%	13.4%
3	New Zealand	9.3%	10.1%	Asia	12.2%	13.2%
4	USA	9.6%	9.0%	New Zealand & Oceania	9.8%	11.3%
5	Canada	7.0%	4.4%	Other Countries	3.1%	3.4%

The United Kingdom (22.1%) was the sub-region's largest individual source market of visitors, followed by Germany (13.3%) and New Zealand (10.1%).

Accommodation in the Mid North Coast sub-region

'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' (34.0%).

Age groups

'15 to 29 years' (44.7%) was the largest age group of visitors to the sub-region, followed by '50 to 59 years' (15.2%) and '30 to 39 years' (14.1%).

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

International overnight visitors spent \$78 million in the sub-region - up by 21.2% on YE Mar 15. On average, they spent \$61 per night - up by 3.9% on YE Mar 15.

(4) Estimated using data from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Mar 16.

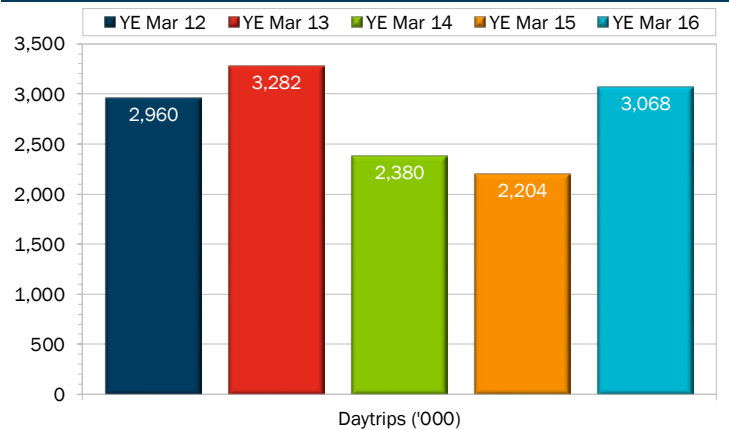
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Mar 16, TRA

Domestic Daytrip Travel (5)

Daytrips



The Mid North Coast sub-region received nearly 3.1 million domestic daytrip visitors - up by 39.2%* on YE Mar 15.

Note: The number of domestic daytrips to regional New South Wales increased by 4.7 percent* on last year and by 3.1 percent compared to four years ago.

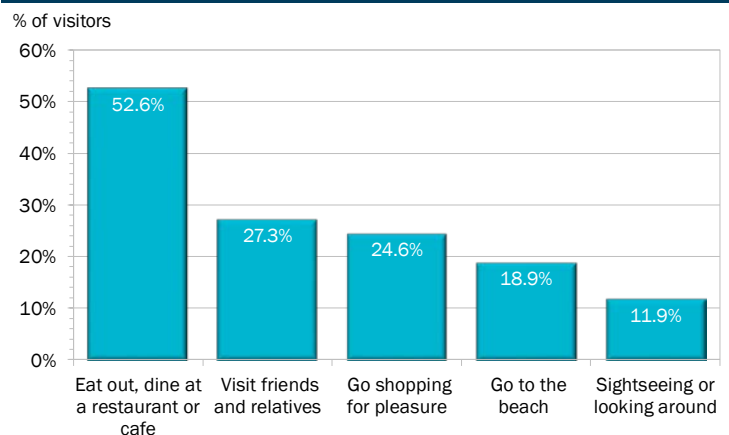
Market share

The sub-region received 8.7% of daytrips to regional NSW. Compared to YE Mar 15, the share was up by 2.1% pts.

Main purpose of trip

'Holiday' (47.2%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (20.9%) and 'medical reasons' (11.3%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 35.7%* and 'VFR' increased by 22.5% while 'medical reasons' grew by 36.9%.

Top activities in the Mid North Coast sub-region



Expenditure (6)

Domestic daytrip visitors spent \$344 million in the sub-region - up by 45.1%* on YE Mar 15. On average, they spent \$112 per trip - up by 4.2% on YE Mar 15.

(6) Estimated using data from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Mar 16.

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 Mar 16, TRA

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