

Were they satisfied with their visit?

- The majority of holiday visitors (90%) and VFR visitors (84%) were satisfied with their trip to the NSW North Coast.
- Nearly all holiday visitors (95%) and VFR visitors (93%) considered their holiday good value for money.
- Nearly all holiday visitors (95%) and VFR visitors (91%) would recommend the NSW North Coast to others.

Will they visit the NSW North Coast again?

- The majority (82%) of holiday visitors plan to return within the next three years, including 61% within the next 12 months.
- Most VFR visitors (92%) plan to return within the next three years, including 75% within the next 12 months.

Would fly-drivers to other States/Territories consider holidaying on the NSW North Coast?

- Nearly all fly-drivers to other destinations stated they were open to a holiday on the NSW North Coast, and 93% would consider one or more destinations. However, there was less interest in fly-drive as an option.
- Among those who fly-drive to other destinations, there was relatively low awareness of direct airport access into the NSW North Coast; particularly so for Ballina/Byron (only 39% were aware of direct flights) and Port Macquarie (only 43% were aware of direct flights). However, awareness increased for Coffs Harbour (50%), Newcastle (61%) and Gold Coast (68%).

For a copy of the full Strategic Regional Research Report, please email tra@tourism.australia.com

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