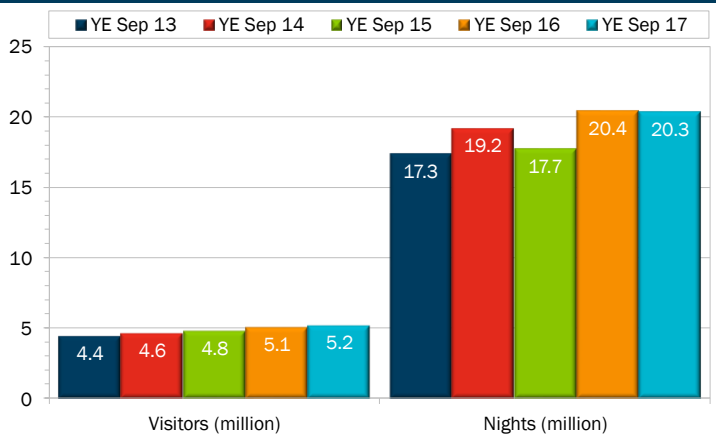


Domestic Overnight Travel¹

Visitors and nights



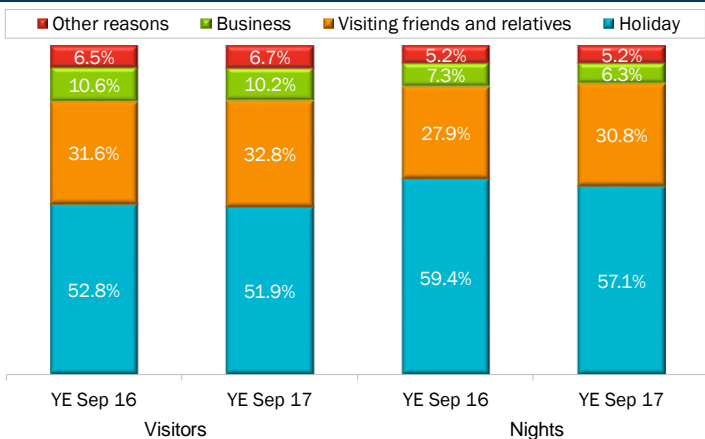
North Coast NSW received almost 5.2 million domestic overnight visitors - up by 2.4% on YE Sep 16. Visitors spent over 20.3 million nights in the region - down by 0.3% on YE Sep 16.

Note: The number of domestic overnight trips to regional New South Wales increased by 6.6 percent* on last year and by 20.6 percent* compared to four years ago.

Market share

The region received 23.7% of visitors and 28.0% of nights in regional NSW. Compared to YE Sep 16, the share of visitors was down by 1.0% pt and the share of nights was down by 1.3% pts.

Purpose of visit to North Coast NSW



'Holiday' (51.9%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (32.8%) and 'business' (10.2%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 0.6% and 'VFR' increased by 6.5% while 'business' declined by 1.7%.

'Holiday' (57.1%) was the largest purpose in terms of nights in the region, followed by 'VFR' (30.8%) and 'business' (6.3%). Compared to YE Sep 16, nights spent for 'holiday' declined by 4.2% while 'VFR' grew by 10.0% and 'business' decreased by 13.6%.

Accommodation in North Coast NSW

'Friends or relatives property' (32.7%) was the most popular accommodation used for nights in the region, followed by 'caravan park or commercial camping ground' (20.0%) and 'rented house, apartment, flat or unit' (12.0%).

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 16	YE Sep 17	YE Sep 16	YE Sep 17
Regional NSW	35.0%	39.0%	33.5%	36.5%
Sydney	24.5%	23.6%	26.2%	26.1%
Total intrastate	59.5%	62.6%	59.7%	62.6%
Queensland	30.9%	28.3%	27.0%	23.7%
Victoria	5.5%	5.8%	7.2%	8.9%
ACT	1.4%	1.0%	1.7%	1.4%
Other interstate	2.6%	2.4%	4.3%	3.4%
Total interstate	40.5%	37.4%	40.3%	37.4%

Regional NSW (39.0%) was the largest source of visitors to the region, followed by Queensland (28.3%) and Sydney (23.6%). Compared to YE Sep 16, the regional NSW source market grew by 14.1%* while Sydney declined by 1.5%. Over the same period, Queensland declined by 6.3% while Victoria grew by 6.7% and the ACT decreased by 29.1%.

Regional NSW (36.5%) was the largest source market in terms of nights in the region, followed by Sydney (26.1%) and Queensland (23.7%). Compared to YE Sep 16, nights spent by visitors from regional NSW grew by 8.4% while nights from Sydney declined by 0.7%. Over the same period, nights by Queenslanders declined by 12.5% while Victorian nights grew by 23.2% and nights by visitors from the ACT decreased by 18.3%.

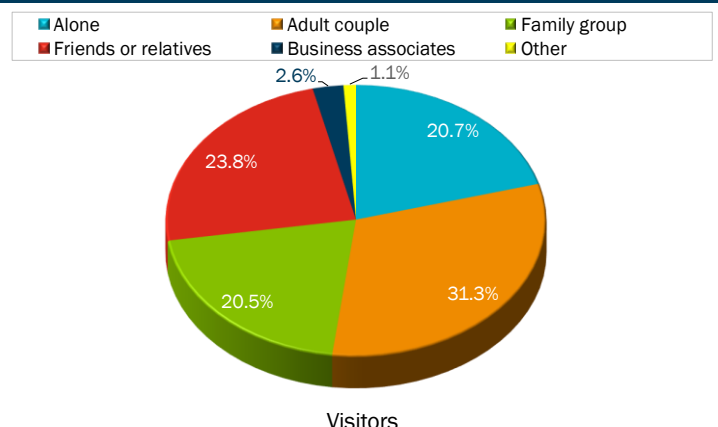
Top activities in North Coast NSW

'Eat out, dine at a restaurant or cafe' (63.8%) was the most popular activity undertaken by visitors to the region, followed by 'go to the beach' (49.7%) and 'visit friends and relatives' (42.2%).

Age groups

'15 to 29 years' (22.3%) was the largest age group of visitors to the region, followed by '60 to 69 years' (17.4%) and '30 to 39 years' (16.8%).

Travel party



'Adult couple' (31.3%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (23.8%) and 'alone' (20.7%).

Expenditure (incl airfares and transport costs)³

Domestic overnight visitors spent nearly \$3.0 billion in the region - up by 6.1% on YE Sep 16. On average, they spent \$147 per night - up by 6.4% on YE Sep 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 17.

Travel to North Coast NSW region

Year ended September 2017

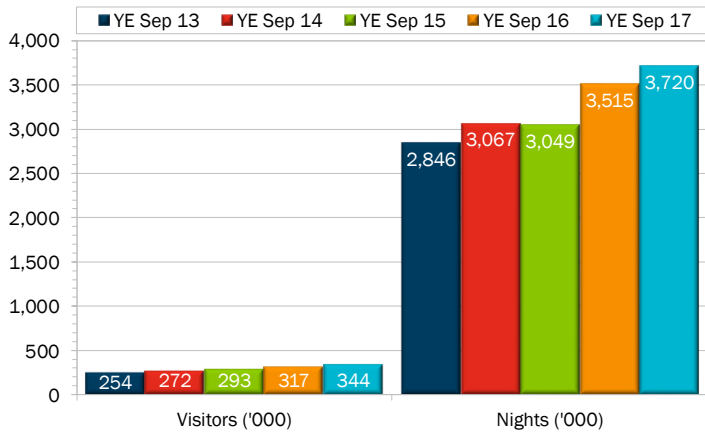
For the period of October 2016 to September 2017

Sources: (1) NVS & (2) IVS, YE Sep 17, TRA - unless otherwise specified.

	YE Sep 17	YE on YE growth	Share of region			Share of regional NSW	Rank in regional NSW
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	12.7	7.9%	2.7%	40.8%	56.5%	21.0%	1
Total nights (million)	24.0	0.6%	15.5%	84.5%	0.0%	27.4%	1
Total spend (billion)	\$3.9	7.5%	5.8%	76.3%	17.8%	24.4%	1

International Overnight Travel²

Visitors and nights



North Coast NSW received 344,300 international overnight visitors - up by 8.5%* on YE Sep 16. Visitors spent over 3.7 million nights in the region - up by 5.8% on YE Sep 16.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 14.0 percent* on last year and by 40.4 percent* compared to four years ago.

Market share

The region received 41.4% of visitors and 24.4% of nights in regional NSW. Compared to YE Sep 16, the share of visitors was down by 2.1% pts and the share of nights was down by 2.9% pts.

Purpose of visit to North Coast NSW

'Holiday' (82.1%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (15.4%) and 'business' (2.2%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 10.8%* while 'VFR' declined by 5.4% and 'business' increased by 20.2%.

Origin - share of visitors to North Coast NSW

Share of international visitors to North Coast NSW region						
Rank	Individual market	YE Sep 16	YE Sep 17	Origin region	YE Sep 16	YE Sep 17
1	United Kingdom	21.4%	21.1%	Europe	57.1%	57.1%
2	Germany	12.1%	11.8%	North America	15.2%	16.0%
3	USA	9.5%	11.3%	Asia	11.3%	10.7%
4	New Zealand	10.2%	10.3%	New Zealand & Oceania	11.3%	11.1%
5	France	4.2%	4.8%	Other Countries	5.0%	5.1%

The United Kingdom (21.1%) was the region's largest individual source market of visitors, followed by Germany (11.8%) and the USA (11.3%).

Accommodation in North Coast NSW

'Friends or relatives property' (29.1%) was the most popular form of accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (24.2%).

Age groups

'15 to 29 years' (51.1%) was the largest age group of visitors to the region, followed by '30 to 39 years' (17.0%) and '50 to 59 years' (10.9%).

Expenditure (incl 30% prepaid package expenditure)⁴

International overnight visitors spent \$228 million in the region - up by 15.9% on YE Sep 16. On average, they spent \$61 per night - up by 9.6% on YE Sep 16.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 17.

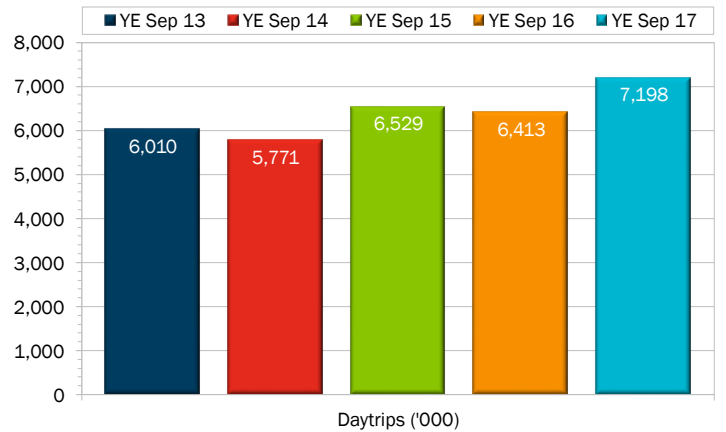
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.

Domestic Daytrip Travel⁴

Daytrips



North Coast NSW received almost 7.2 million domestic daytrip visitors - up by 12.2%* on YE Sep 16.

Note: The number of domestic daytrips to regional New South Wales increased by 4.8 percent* on last year and by 15.0 percent* compared to four years ago.

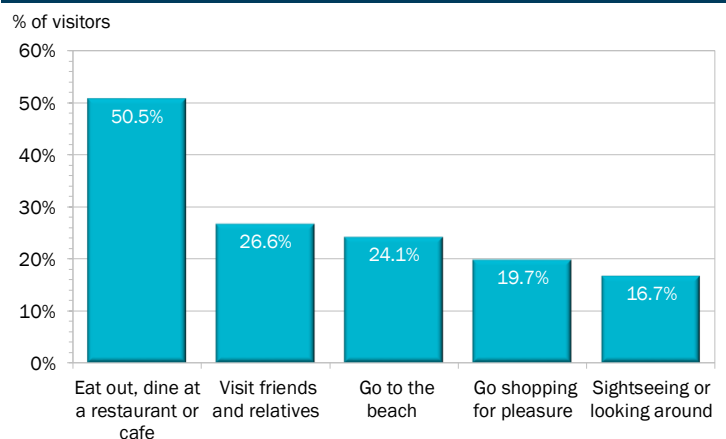
Market share

The region received 19.0% of daytrips to regional NSW. Compared to YE Sep 16, the share was up by 1.3% pts.

Main purpose of trip

'Holiday' (53.3%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (23.9%) and 'business' (6.7%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 11.0% while 'VFR' declined by 4.5% and 'business' increased by 15.3%.

Top activities in North Coast NSW



'Eat out, dine at a restaurant or cafe' (50.5%) was the most popular activity undertaken by visitors to the region.

Expenditure³

Domestic daytrip visitors spent \$694 million in the region - up by 11.2% on YE Sep 16. On average, they spent \$96 per trip - down by 0.9% on YE Sep 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 17.

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.