

# Travel to North Coast NSW Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	10,244	11,003	10,630	10,684	10,675	10,658	11,612	11,806	12,739	7.9%	24.4%
Nights ('000)	19,025	19,219	19,905	19,907	20,177	22,227	20,740	23,896	24,038	0.6%	26.4%
Expenditure (\$ million)*	\$2,874	\$3,356	\$2,987	\$3,139	\$3,319	\$3,357	\$3,486	\$3,627	\$3,899	7.5%	35.7%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	4,219	4,508	4,533	4,376	4,665	4,887	5,083	5,393	5,540	2.7%	31.3%
Nights ('000)	19,025	19,219	19,905	19,907	20,177	22,227	20,740	23,896	24,038	0.6%	26.4%
Expenditure (\$ million)*	\$2,209	\$2,519	\$2,346	\$2,498	\$2,570	\$2,781	\$2,812	\$3,002	\$3,205	6.7%	45.1%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	9,950	10,718	10,372	10,434	10,421	10,386	11,320	11,489	12,394	7.9%	24.6%
Nights ('000)	16,477	16,717	17,370	17,338	17,332	19,160	17,691	20,380	20,318	-0.3%	23.3%
Expenditure (\$ million)*	\$2,690	\$3,171	\$2,823	\$2,976	\$3,177	\$3,189	\$3,311	\$3,430	\$3,671	7.0%	36.4%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	3,925	4,222	4,274	4,126	4,411	4,616	4,791	5,075	5,196	2.4%	32.4%
Nights (000)	16,477	16,717	17,370	17,338	17,332	19,160	17,691	20,380	20,318	-0.3%	23.3%
Average Length of Stay	4.2	4.0	4.1	4.2	3.9	4.2	3.7	4.0	3.9	-2.6%	-6.9%
Expenditure (\$ million)*	\$2,026	\$2,334	\$2,182	\$2,334	\$2,429	\$2,613	\$2,637	\$2,806	\$2,977	6.1%	46.9%
Spend per visitor per night (\$)	\$123	\$140	\$126	\$135	\$140	\$136	\$149	\$138	\$147	6.4%	19.1%
Intrastate visitors (000)	2,649	2,873	2,672	2,706	2,975	2,820	2,934	3,021	3,253	7.7%	22.8%
Interstate visitors (000)	1,276	1,349	1,603	1,419	1,436	1,796	1,857	2,055	1,943	-5.4%	52.3%
Intrastate nights (000)	11,003	11,313	10,632	10,563	11,392	12,266	10,488	12,173	12,711	4.4%	15.5%
Interstate nights (000)	5,474	5,404	6,738	6,775	5,940	6,894	7,204	8,208	7,608	-7.3%	39.0%
Intrastate (\$million)	\$1,376	\$1,591	\$1,414	\$1,428	\$1,602	\$1,565	\$1,625	\$1,664	\$1,973	18.6%	43.5%
Interstate (\$ million)	\$651	\$743	\$768	\$905	\$827	\$1,048	\$1,013	\$1,141	\$1,004	-12.1%	54.3%

#### Purpose of Visit

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Holiday	2,239	2,318	2,167	2,011	2,317	2,476	2,376	2,679	2,696	0.6%	20.4%
Visiting Friends & Relatives	1,209	1,394	1,542	1,643	1,591	1,509	1,681	1,603	1,707	6.5%	41.2%
Business	360	370	401	363	384	450	564	537	528	-1.7%	46.4%
Other	175	187	231	184	194	263	246	338	371	9.6%	112.2%
<b>Total</b>	<b>3,925</b>	<b>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,196</b>	<b>2.4%</b>	<b>32.4%</b>
	Nights (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Holiday	11,050	10,316	10,513	10,327	10,827	11,291	10,090	12,114	11,611	-4.2%	5.1%
Visiting Friends & Relatives	4,215	5,002	5,247	5,666	5,373	5,494	5,489	5,692	6,263	10.0%	48.6%
Business	767	894	927	773	742	1,397	1,502	1,482	1,281	-13.6%	66.9%
Other	444	505	683	573	389	977	611	1,092	1,164	6.6%	162.0%
<b>Total</b>	<b>16,477</b>	<b>16,717</b>	<b>17,370</b>	<b>17,338</b>	<b>17,332</b>	<b>19,160</b>	<b>17,691</b>	<b>20,380</b>	<b>20,318</b>	<b>-0.3%</b>	<b>23.3%</b>

#### Origin

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Regional NSW	1,601	1,732	1,695	1,767	1,943	1,592	1,762	1,777	2,028	14.1%	26.6%
Sydney	1,047	1,141	977	940	1,032	1,228	1,172	1,243	1,225	-1.5%	16.9%
<b>Total Intrastate</b>	<b>2,649</b>	<b>2,873</b>	<b>2,672</b>	<b>2,706</b>	<b>2,975</b>	<b>2,820</b>	<b>2,934</b>	<b>3,021</b>	<b>3,253</b>	<b>7.7%</b>	<b>22.8%</b>
Victoria	171	211	216	213	190	230	296	281	300	6.7%	75.6%
Queensland	980	1,019	1,203	1,048	1,096	1,399	1,407	1,568	1,469	-6.3%	50.0%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	69	85	78	84	83	111	79	133	123	-7.4%	78.5%
<b>Total Interstate</b>	<b>1,276</b>	<b>1,349</b>	<b>1,603</b>	<b>1,419</b>	<b>1,436</b>	<b>1,796</b>	<b>1,857</b>	<b>2,055</b>	<b>1,943</b>	<b>-5.4%</b>	<b>52.3%</b>
<b>Grand Total</b>	<b>3,925</b>	<b>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,196</b>	<b>2.4%</b>	<b>32.4%</b>

# Travel to North Coast NSW Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
15-29	869	973	902	838	980	1,062	1,182	1,197	1,161	-3.1%	33.5%	
30-39	646	738	775	752	744	713	867	831	874	5.1%	35.4%	
40-49	688	764	741	708	742	766	804	836	867	3.8%	26.2%	
50-59	805	842	850	775	770	837	846	894	853	-4.5%	6.0%	
60-69	622	571	641	662	742	800	705	825	907	10.0%	45.7%	
70+	296	334	366	390	434	439	386	493	534	8.4%	80.6%	
<b>Total</b>	<b>3,925</b>	<b>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,196</b>	<b>2.4%</b>	<b>32.4%</b>	

### Travel Party

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Travelling alone	627	659	711	726	784	923	1,046	1,048	1,077	2.8%	71.8%	
Adult couple	1,269	1,285	1,381	1,313	1,390	1,366	1,390	1,638	1,625	-0.8%	28.0%	
Family group - parent(s), relatives, friends travelling together with children	1,263	1,461	1,410	1,353	1,343	1,250	1,256	1,280	1,287	0.6%	1.9%	
Friends and/ or relatives travelling together without children	612	644	593	566	707	926	878	920	1,015	10.4%	66.0%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
<b>Total</b>	<b>3,925</b>	<b>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,196</b>	<b>2.4%</b>	<b>32.4%</b>	

### Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Eat out / dine at a restaurant and/or cafe	2,217	2,388	2,436	2,309	2,701	2,808	2,980	3,365	3,314	-1.5%	49.5%	
Go to the beach	1,881	1,874	1,893	1,817	2,183	2,190	2,304	2,491	2,581	3.6%	37.2%	
Visit friends & relatives	1,658	1,902	2,010	2,005	1,967	2,169	2,181	2,262	2,191	-3.2%	32.1%	
Pubs, clubs, discos etc	1,145	1,065	1,094	1,034	1,123	1,127	1,232	1,467	1,549	5.6%	35.3%	
Sightseeing/looking around	1,248	1,373	1,258	1,155	1,208	1,308	1,335	1,402	1,528	9.0%	22.4%	

### Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Friends or relatives property	5,511	5,321	5,333	5,616	5,537	5,882	6,175	6,084	6,643	9.2%	20.5%	
Caravan park or commercial camping ground	3,366	3,313	3,907	4,150	3,854	4,060	3,372	4,478	4,056	-9.4%	20.5%	
Rented house/apartment/flat or unit	2,709	3,168	2,751	2,452	2,613	3,049	2,171	2,944	2,441	-17.1%	-9.9%	

### Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Private vehicle or company car	3,348	3,649	3,698	3,535	3,797	3,905	4,093	4,345	4,393	1.1%	31.2%	
Aircraft	367	379	365	355	386	485	502	532	551	3.6%	50.1%	
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	293.6	285.7	258.5	250.1	253.5	271.6	292.5	317.3	344.3	8.5%	17.3%
Nights (000)	2,548.1	2,502.3	2,534.6	2,569.3	2,845.6	3,067.1	3,049.0	3,515.3	3,719.8	5.8%	46.0%
Average Length of Stay	8.7	8.8	9.8	10.3	11.2	11.3	10.4	11.1	10.8	-2.5%	24.5%
Expenditure (\$ million)*	\$183.2	\$185.6	\$164.0	\$163.9	\$141.7	\$168.1	\$174.4	\$196.7	\$228.0	15.9%	24.5%
Spend per visitor per night (\$)	\$72	\$74	\$65	\$64	\$50	\$55	\$57	\$56	\$61	9.6%	-14.7%

### Purpose of Visit

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016				
Holiday	244.1	244.3	212.0	199.8	203.2	217.9	238.6	255.1	282.7	10.8%	15.8%	
Visiting Friends & Relatives	44.0	36.8	42.7	41.8	44.3	48.3	43.8	55.9	52.9	-5.4%	20.1%	
Business	n/p	n/p	n/p	7.1	n/p	n/p	n/p	n/p	n/p	-	-	
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Education	n/p	n/p	3.8	5.1	n/p	3.4	n/p	n/p	n/p	-	-	
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
<b>Total</b>	<b>293.6</b>	<b>285.7</b>	<b>258.5</b>	<b>250.1</b>	<b>253.5</b>	<b>271.6</b>	<b>292.5</b>	<b>317.3</b>	<b>344.3</b>	<b>8.5%</b>	<b>17.3%</b>	

# Travel to North Coast NSW Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### Purpose of Visit

	Nights (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Holiday	1,562.9	1,599.5	1,463.8	1,555.2	1,502.9	1,707.1	1,777.6	1,948.2	2,198.1	12.8%	40.6%	
Visiting Friends & Relatives	540.1	550.7	593.2	572.1	623.2	759.4	671.6	1,095.3	831.5	-24.1%	54.0%	
Business	n/p	n/p	n/p	31.3	n/p	n/p	n/p	n/p	n/p	-	-	
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Education	n/p	n/p	318.2	214.0	n/p	370.8	n/p	n/p	n/p	-	-	
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
<b>Total</b>	<b>2,548.1</b>	<b>2,502.3</b>	<b>2,534.6</b>	<b>2,569.3</b>	<b>2,845.6</b>	<b>3,067.1</b>	<b>3,049.0</b>	<b>3,515.3</b>	<b>3,719.8</b>	<b>5.8%</b>	<b>46.0%</b>	

### Top 3 Int'l source markets to North Coast NSW

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
United Kingdom	87.5	84.8	67.1	59.1	59.5	57.8	67.4	68.0	72.6	6.8%	-17.1%	
Germany	29.5	28.1	26.4	28.4	26.3	34.2	34.8	38.4	40.5	5.5%	37.3%	
United States of America	24.4	21.8	19.6	22.8	20.2	22.3	23.3	30.0	38.8	29.3%	59.0%	

### Age

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
15-29	175.0	166.9	145.4	134.5	135.5	146.8	161.1	163.5	175.8	7.5%	-	
30-39	35.5	37.3	32.9	35.1	34.1	34.4	38.6	47.4	58.4	23.2%	64.6%	
40-49	18.7	20.4	18.6	18.1	23.0	21.2	23.1	27.7	25.3	-8.5%	35.2%	
50-59	27.8	27.7	28.2	23.8	24.0	27.4	34.0	34.6	37.6	8.7%	34.9%	
60-69	27.0	25.5	25.5	26.2	26.7	32.4	24.9	31.9	34.2	7.2%	26.6%	
70+	n/p	n/p	n/p	12.5	n/p	n/p	10.8	12.2	12.9	6.0%	-	
<b>Total</b>	<b>293.6</b>	<b>285.7</b>	<b>258.5</b>	<b>250.1</b>	<b>253.5</b>	<b>271.6</b>	<b>292.5</b>	<b>317.3</b>	<b>344.3</b>	<b>8.5%</b>	<b>17.3%</b>	

### Travel Party

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Travelling alone	174.8	174.1	142.8	139.4	138.9	150.9	163.3	176.9	182.7	3.3%	4.5%	
Adult couple	68.7	59.4	60.4	54.4	53.7	58.8	61.3	73.3	79.6	8.6%	15.9%	
Family group - parent(s) and children	9.2	12.2	14.2	13.3	16.9	17.1	22.3	22.2	29.0	30.7%	214.6%	
Friends and/ or relatives travelling together	40.4	39.1	39.0	39.5	42.0	41.7	43.5	41.9	50.8	21.4%	25.9%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Other	-	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
<b>Total</b>	<b>293.6</b>	<b>285.7</b>	<b>258.5</b>	<b>250.1</b>	<b>253.5</b>	<b>271.6</b>	<b>292.5</b>	<b>317.3</b>	<b>344.3</b>	<b>8.5%</b>	<b>17.3%</b>	

### Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Eat out / dine at a restaurant and/or cafe	274.7	267.3	238.3	233.1	235.4	255.6	276.8	303.0	330.3	9.0%	20.3%	
Go to the beach	273.9	268.4	235.0	229.4	235.8	253.5	272.3	297.5	325.3	9.4%	18.8%	
Sightseeing/looking around	264.6	253.4	224.4	219.1	217.0	232.6	255.8	274.1	307.0	12.0%	16.0%	
Go shopping for pleasure	250.2	240.8	202.9	199.7	210.8	225.5	251.1	271.7	283.6	4.4%	13.4%	
Visit national parks / state parks	223.0	210.3	170.2	175.9	183.4	199.4	228.1	239.5	261.4	9.1%	17.2%	

### First or Return Visitor to Australia

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
First visit	181.2	177.8	147.6	144.7	148.4	151.9	165.6	176.2	194.4	10.4%	7.3%	
Return visit	112.4	107.8	110.9	105.4	105.2	119.7	126.9	141.1	149.8	6.2%	33.3%	
<b>Total</b>	<b>293.6</b>	<b>285.7</b>	<b>258.5</b>	<b>250.1</b>	<b>253.5</b>	<b>271.6</b>	<b>292.5</b>	<b>317.3</b>	<b>344.3</b>	<b>8.5%</b>	<b>17.3%</b>	

### Top 3 types of Accommodation (sorted by the latest year)

	Nights (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Friends or relatives property	610.2	701.6	735.5	686.7	911.0	901.9	830.3	1,064.2	1,080.7	1.5%	77.1%	
Rented house/apartment/flat or unit	288.8	378.7	443.9	541.6	546.1	477.4	660.3	760.4	898.6	18.2%	211.1%	
Backpacker or hostel	757.4	741.3	606.6	547.0	595.3	734.3	653.2	575.5	627.0	8.9%	-17.2%	

### Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									YE Sept 2017	% change YE Sep17 vs. Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Private vehicle or company car	64.7	65.6	66.7	59.4	63.1	65.1	72.7	80.6	85.8	6.4%	32.6%	
Rental car	63.9	65.5	50.5	53.0	53.2	54.5	68.6	70.1	83.2	18.8%	30.2%	
Long distance coach or bus	91.7	86.0	70.9	64.4	67.3	68.3	69.0	69.6	69.7	0.2%	-23.9%	

# Travel to North Coast NSW Tourism Region

## Year ended September 2017



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
Visitors (000)	6,025	6,496	6,097	6,309	6,010	5,771	6,529	6,413	7,198	12.2%	19.5%
Expenditure (\$ million)*	\$664	\$837	\$641	\$642	\$749	\$576	\$674	\$624	\$694	11.2%	4.5%
Spend per visitor (\$)	\$110	\$129	\$105	\$102	\$125	\$100	\$103	\$97	\$96	-0.9%	-12.5%

#### Main Purpose of Trip

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Holiday	3,202	3,599	3,365	3,195	3,321	3,052	3,425	3,457	3,837	11.0%	19.8%
Visiting Friends & Relatives	1,683	1,502	1,250	1,541	1,645	1,582	1,781	1,797	1,717	-4.5%	2.0%
Business	506	506	529	693	n/p	n/p	423	418	482	15.3%	-4.7%
Other	633	889	953	880	648	708	900	741	1,162	56.8%	83.5%
<b>Total</b>	<b>6,025</b>	<b>6,496</b>	<b>6,097</b>	<b>6,309</b>	<b>6,010</b>	<b>5,771</b>	<b>6,529</b>	<b>6,413</b>	<b>7,198</b>	<b>12.2%</b>	<b>19.5%</b>

#### Origin

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	4,260	4,654	4,685	4,924	5,007	3,993	4,274	4,202	4,664	11.0%	9.5%
<b>Total IntraState</b>	<b>4,572</b>	<b>4,923</b>	<b>4,895</b>	<b>5,221</b>	<b>5,116</b>	<b>4,300</b>	<b>4,498</b>	<b>4,503</b>	<b>5,087</b>	<b>13.0%</b>	<b>11.3%</b>
<b>Total Interstate</b>	<b>1,453</b>	<b>1,573</b>	<b>1,202</b>	<b>1,088</b>	<b>894</b>	<b>1,471</b>	<b>2,031</b>	<b>1,911</b>	<b>2,111</b>	<b>10.5%</b>	<b>45.3%</b>
<b>Total</b>	<b>6,025</b>	<b>6,496</b>	<b>6,097</b>	<b>6,309</b>	<b>6,010</b>	<b>5,771</b>	<b>6,529</b>	<b>6,413</b>	<b>7,198</b>	<b>12.2%</b>	<b>19.5%</b>

#### Age

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
15-29	1,289	1,250	985	1,084	n/p	996	1,512	1,228	1,524	24.1%	18.2%
30-39	1,047	1,002	707	989	804	955	976	854	1,204	40.9%	15.0%
40-49	1,058	1,186	1,245	1,256	975	726	992	866	1,018	17.5%	-3.8%
50-59	1,131	1,162	1,332	976	1,219	1,057	923	1,260	1,278	1.4%	13.0%
60-69	788	1,183	1,046	1,235	1,233	1,251	1,202	1,283	1,242	-3.2%	57.6%
70+	711	714	782	770	777	786	925	921	933	1.2%	31.2%
<b>Total</b>	<b>6,025</b>	<b>6,496</b>	<b>6,097</b>	<b>6,309</b>	<b>6,010</b>	<b>5,771</b>	<b>6,529</b>	<b>6,413</b>	<b>7,198</b>	<b>12.2%</b>	<b>19.5%</b>

#### Top 5 activities (sorted by the latest year)

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Eat out / dine at a restaurant and/or cafe	2,816	2,751	2,682	2,717	2,735	2,861	3,025	3,148	3,638	15.6%	29.2%
Visit friends & relatives	1,930	1,841	1,674	1,704	1,944	2,043	2,290	2,028	1,913	-5.7%	-0.9%
Go to the beach	1,171	1,366	877	1,157	1,196	1,293	1,447	1,592	1,733	8.8%	48.0%
Go shopping for pleasure	1,672	1,681	1,710	1,402	1,911	1,526	1,349	1,515	1,416	-6.5%	-15.3%
Sightseeing/looking around	949	1,284	1,016	919	811	746	947	864	1,200	38.9%	26.5%

#### Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)								YE Sept 2017	% change YE Sep17 vs. YE Sep16	% change YE Sep17 vs. YE Sep09
	YE Sept 2009	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016			
Private vehicle or company car	5,854	6,271	5,877	6,135	5,826	5,584	6,344	6,271	7,027	12.1%	20.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

n/p = not publishable

Note: North Coast NSW Tourism Region includes North Coast sub-region and Northern Rivers sub-region.

North Coast NSW includes: Coffs Harbour, Port Macquarie, Port Stephens, South West Rocks, Taree, Ballina, Byron Bay, Grafton, Lismore and Tweed Heads.

\*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.