

Travel to North Coast NSW Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

OVERVIEW

GRAND TOTAL - overnight & daytrip	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
Visitors ('000)	9,902	11,007	10,965	11,219	10,060	11,074	11,491	12,222	12,435	1.7%	25.6%
Nights ('000)	19,253	19,132	19,839	20,401	20,552	21,032	21,791	24,410	24,228	-0.7%	25.8%
Expenditure (\$ million)*	\$2,858	\$3,244	\$3,141	\$3,338	\$3,120	\$3,331	\$3,493	\$3,719	\$4,115	10.6%	44.0%

Overnight - Int'l & domestic

Visitors ('000)	4,202	4,501	4,555	4,503	4,570	4,964	5,183	5,542	5,464	-1.4%	30.0%
Nights ('000)	19,253	19,132	19,839	20,401	20,552	21,032	21,791	24,410	24,228	-0.7%	25.8%
Expenditure (\$ million)*	\$2,211	\$2,425	\$2,479	\$2,574	\$2,517	\$2,735	\$2,843	\$3,078	\$3,362	9.2%	52.1%

Domestic - overnight & daytrip

Visitors ('000)	9,611	10,711	10,716	10,970	9,801	10,801	11,196	11,891	12,082	1.6%	25.7%
Nights ('000)	16,705	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,343	-2.7%	21.8%
Expenditure (\$ million)*	\$2,673	\$3,045	\$2,985	\$3,189	\$2,965	\$3,163	\$3,308	\$3,519	\$3,873	10.0%	44.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	3,911	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	-1.9%	30.7%
Nights (000)	16,705	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,343	-2.7%	21.8%
Average Length of Stay	4.3	3.9	4.0	4.2	4.1	3.9	3.8	4.0	4.0	-0.8%	-6.8%
Expenditure (\$ million)*	\$2,025	\$2,227	\$2,324	\$2,425	\$2,362	\$2,567	\$2,659	\$2,879	\$3,119	8.4%	54.0%
Spend per visitor per night (\$)	\$121	\$135	\$133	\$136	\$134	\$142	\$143	\$138	\$153	11.3%	26.5%
Intrastate visitors (000)	2,616	2,802	2,763	2,757	2,907	2,873	2,947	3,083	3,172	2.9%	21.3%
Interstate visitors (000)	1,295	1,403	1,544	1,496	1,403	1,818	1,941	2,128	1,939	-8.9%	49.7%
Intrastate nights (000)	10,926	10,968	10,867	10,818	11,659	11,416	11,197	12,100	12,697	4.9%	16.2%
Interstate nights (000)	5,778	5,470	6,543	6,951	5,944	6,651	7,454	8,802	7,646	-13.1%	32.3%
Intrastate expenditure (\$million)	\$1,367	\$1,504	\$1,482	\$1,542	\$1,473	\$1,580	\$1,597	\$1,767	\$1,986	12.4%	45.3%
Interstate expenditure (\$ million)	\$659	\$723	\$841	\$883	\$889	\$987	\$1,062	\$1,111	\$1,133	1.9%	72.0%

Purpose of Visit

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Holiday	2,169	2,322	2,148	2,153	2,281	2,432	2,532	2,674	2,688	0.5%	23.9%
Visiting Friends & Relatives	1,239	1,431	1,589	1,598	1,567	1,537	1,622	1,720	1,660	-3.5%	33.9%
Business	346	331	389	406	357	526	526	592	496	-16.2%	43.1%
Other	194	175	244	166	186	279	280	322	378	17.3%	94.2%
Total	3,911	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	-1.9%	30.7%

	Nights (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Holiday	11,042	10,260	10,536	10,656	10,657	10,713	11,019	11,890	11,939	0.4%	8.1%
Visiting Friends & Relatives	4,362	4,905	5,363	5,651	5,421	5,317	5,416	6,159	6,137	-0.4%	40.7%
Business	790	774	900	876	848	1,345	1,461	1,597	1,330	-16.7%	68.4%
Other	511	498	611	586	678	692	756	1,256	938	-25.4%	83.4%
Total	16,705	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,343	-2.7%	21.8%

Origin

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Regional NSW	1,579	1,700	1,809	1,798	1,808	1,652	1,784	1,803	2,030	12.6%	28.5%
Sydney	1,036	1,103	954	959	1,100	1,220	1,164	1,280	1,142	-10.8%	10.2%
Total Intrastate	2,616	2,802	2,763	2,757	2,907	2,873	2,947	3,083	3,172	2.9%	21.3%
Victoria	162	224	208	232	191	238	294	296	296	0.0%	83.1%
Queensland	1,012	1,029	1,164	1,118	1,062	1,421	1,472	1,638	1,454	-11.2%	43.7%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	70	85	84	79	84	101	101	124	129	4.0%	84.9%
Total Interstate	1,295	1,403	1,544	1,496	1,403	1,818	1,941	2,128	1,939	-8.9%	49.7%
Grand Total	3,911	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	-1.9%	30.7%

Travel to North Coast NSW Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
15-29	862	973	831	897	982	1,094	1,225	1,168	1,110	-5.0%	28.8%	
30-39	640	692	821	768	708	775	837	860	877	2.0%	37.0%	
40-49	664	790	723	731	696	811	830	857	849	-0.9%	27.8%	
50-59	813	830	886	751	811	781	847	975	810	-16.9%	-0.3%	
60-69	606	567	671	702	694	795	762	832	933	12.2%	54.0%	
70+	326	354	374	405	420	435	388	520	532	2.3%	63.0%	
Total	3,911	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	-1.9%	30.7%	

Travel Party

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Travelling alone	648	649	720	727	744	1,028	1,010	1,166	1,016	-12.8%	56.9%	
Adult couple	1,300	1,294	1,399	1,351	1,341	1,334	1,501	1,614	1,613	-0.1%	24.0%	
Family group - parent(s), relatives, friends travelling together with children	1,234	1,472	1,421	1,399	1,300	1,234	1,245	1,299	1,307	0.6%	5.9%	
Friends and/ or relatives travelling together without children	577	624	584	609	757	902	940	935	986	5.5%	71.0%	
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	-	-	
Total	3,911	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	-1.9%	30.7%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Eat out / dine at a restaurant and/or cafe	2,207	2,341	2,456	2,411	2,689	2,838	3,060	3,471	3,343	-3.7%	51.5%	
Go to the beach	1,787	1,798	1,943	1,957	2,156	2,233	2,369	2,549	2,535	-0.5%	41.9%	
Visit friends & relatives	1,707	1,921	2,043	1,999	1,971	2,164	2,191	2,343	2,125	-9.3%	24.5%	
Sightseeing/looking around	1,268	1,280	1,285	1,156	1,272	1,261	1,299	1,489	1,530	2.8%	20.7%	
Pubs, clubs, discos etc	1,117	1,021	1,122	1,030	1,116	1,117	1,366	1,545	1,446	-6.4%	29.5%	

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

	Nights (000)									YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Friends or relatives property	5,677	5,196	5,223	5,850	5,713	5,512	6,252	6,499	6,503	0.1%	14.5%	
Caravan park or commercial camping ground	3,312	3,273	4,143	4,167	3,614	3,814	3,817	4,441	4,005	-9.8%	20.9%	
Rented house/apartment/flat or unit	2,923	2,922	2,832	2,386	3,045	2,427	2,533	2,758	2,670	-3.2%	-8.6%	

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

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Private vehicle or company car	3,354	3,607	3,750	3,649	3,689	3,970	4,206	4,435	4,345	-2.0%	29.6%	
Aircraft	338	401	350	362	432	468	477	561	542	-3.5%	60.2%	
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 Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	291.2	295.8	248.4	249.6	259.3	273.1	295.0	330.9	352.7	6.6%	21.1%
Nights (000)	2,548.6	2,694.4	2,428.8	2,631.6	2,948.8	2,965.5	3,140.2	3,508.8	3,884.8	10.7%	52.4%
Average Length of Stay	8.8	9.1	9.8	10.5	11.4	10.9	10.6	10.6	11.0	3.9%	25.9%
Expenditure (\$ million)*	\$185.4	\$198.6	\$155.5	\$148.8	\$154.8	\$168.1	\$184.8	\$199.8	\$242.3	21.3%	30.7%
Spend per visitor per night (\$)	\$73	\$74	\$64	\$57	\$52	\$57	\$59	\$57	\$62	9.5%	-14.3%

Purpose of Visit

	Visitors (000)									YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016				
Holiday	245.5	251.0	203.4	195.2	207.5	221.9	241.1	267.4	286.3	7.1%	16.6%	
Visiting Friends & Relatives	41.0	41.4	39.3	45.9	47.1	44.1	44.5	56.4	60.5	7.3%	47.6%	
Business	n/p	n/p	n/p	n/p	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	4.6	3.4	3.6	5.0	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	-	-	
Total	291.2	295.8	248.4	249.6	259.3	273.1	295.0	330.9	352.7	6.6%	21.1%	

Travel to North Coast NSW Tourism Region

Year ended December 2017



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Holiday	1,550.2	1,637.6	1,454.8	1,516.0	1,556.6	1,711.5	1,932.4	1,858.8	2,187.9	17.7%	41.1%
Visiting Friends & Relatives	554.3	548.9	611.9	620.2	672.0	689.5	684.8	1,081.4	980.2	-9.4%	76.8%
Business	n/p	n/p	n/p	n/p	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	268.7	339.3	181.6	248.9	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	-	-
Total	2,548.6	2,694.4	2,428.8	2,631.6	2,948.8	2,965.5	3,140.2	3,508.8	3,884.8	10.7%	52.4%

Top 3 Int'l source markets to North Coast NSW

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
United Kingdom	87.3	83.8	64.8	53.7	61.9	56.9	67.4	70.2	71.2	1.4%	-18.4%
Germany	30.1	28.6	26.1	28.3	27.3	35.6	34.8	40.6	38.8	-4.4%	29.1%
New Zealand	25.6	28.4	25.7	31.5	27.8	29.2	29.0	32.6	37.9	16.2%	48.0%

Age

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
15-29	173.4	169.7	138.8	132.5	138.4	148.5	160.3	171.1	173.7	1.5%	0.2%
30-39	38.2	35.2	31.5	36.0	34.6	34.4	39.2	55.5	59.2	6.6%	55.0%
40-49	18.2	21.4	19.1	19.5	22.4	21.7	22.0	27.6	29.8	7.9%	64.2%
50-59	26.6	32.0	25.1	22.2	25.0	32.0	34.7	34.9	36.3	3.8%	36.2%
60-69	26.5	28.7	24.6	27.0	28.8	27.0	27.5	31.0	39.4	27.2%	49.0%
70+	n/p	n/p	9.2	12.4	n/p	n/p	11.3	10.7	14.3	33.3%	-
Total	291.2	295.8	248.4	249.6	259.3	273.1	295.0	330.9	352.7	6.6%	21.1%

Travel Party

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Travelling alone	180.0	172.4	133.7	140.8	143.1	153.6	161.6	184.1	187.4	1.8%	4.1%
Adult couple	64.1	67.7	57.2	52.4	54.0	60.2	63.3	73.9	85.6	15.8%	33.4%
Family group - parent(s) and children	9.5	14.0	13.2	15.0	17.1	16.5	23.5	21.7	32.1	48.2%	237.9%
Friends and/ or relatives travelling together	37.1	40.7	42.5	37.3	42.8	40.3	43.5	48.3	45.7	-5.5%	23.3%
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	-	-
Total	291.2	295.8	248.4	249.6	259.3	273.1	295.0	330.9	352.7	6.6%	21.1%

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

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Eat out / dine at a restaurant and/or cafe	272.7	275.3	231.1	231.1	240.1	260.2	278.2	317.2	338.6	6.7%	24.1%
Go to the beach	274.6	275.3	226.3	229.2	242.3	253.8	274.2	314.4	330.7	5.2%	20.4%
Sightseeing/looking around	260.9	262.8	214.1	217.2	218.1	240.4	255.7	290.5	310.4	6.9%	19.0%
Go shopping for pleasure	247.0	246.9	192.6	203.3	213.4	230.1	252.8	280.8	289.1	3.0%	17.0%
Visit national parks / state parks	219.8	216.4	162.8	174.3	188.7	205.0	226.3	254.5	261.2	2.6%	18.9%

First or Return Visitor to Australia

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
First visit	181.1	182.1	141.5	140.7	150.3	157.5	165.4	182.0	199.3	9.5%	10.1%
Return visit	110.1	113.7	106.9	108.9	109.0	115.6	129.6	148.9	153.4	3.0%	39.2%
Total	291.2	295.8	248.4	249.6	259.3	273.1	295.0	330.9	352.7	6.6%	21.1%

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

	Nights (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Friends or relatives property	659.5	695.9	714.7	795.7	969.0	817.7	842.1	1,046.4	1,188.4	13.6%	80.2%
Rented house/apartment/flat or unit	325.0	477.8	476.4	444.8	517.2	479.8	707.0	780.0	939.2	20.4%	189.0%
Backpacker or hostel	755.8	714.8	578.9	555.0	623.6	707.9	641.0	606.2	639.2	5.5%	-15.4%

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

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Private vehicle or company car	66.3	70.4	60.4	61.8	65.8	63.8	75.3	80.6	92.4	14.7%	39.5%
Rental car	58.1	69.1	47.2	55.0	51.5	58.2	68.9	76.6	84.6	10.5%	45.6%
Long distance coach or bus	93.8	86.5	67.7	62.7	64.6	72.2	67.9	70.8	69.4	-2.1%	-26.1%

Travel to North Coast NSW Tourism Region

Year ended December 2017

Source: National and International Visitor Surveys, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
Visitors (000)	5,701	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	4.4%	22.3%
Expenditure (\$ million)*	\$648	\$818	\$662	\$764	\$603	\$596	\$649	\$641	\$753	17.6%	16.3%
Spend per visitor (\$)	\$114	\$126	\$103	\$114	\$110	\$98	\$103	\$96	\$108	12.7%	-4.9%

Main Purpose of Trip

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Holiday	3,035	3,611	3,464	3,601	2,907	3,258	3,339	3,534	3,839	8.6%	26.5%
Visiting Friends & Relatives	1,570	1,488	1,259	1,756	1,512	1,664	1,753	1,883	1,554	-17.5%	-1.0%
Business	452	554	622	553	n/p	n/p	421	n/p	473	-	4.7%
Other	643	853	1,065	806	652	754	795	849	1,104	30.0%	71.7%
Total	5,701	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	4.4%	22.3%

Origin

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	4,110	4,833	4,962	5,232	4,470	4,065	4,169	4,321	4,517	4.5%	9.9%
Total Intrastate	4,464	5,032	5,282	5,450	4,590	4,354	4,436	4,636	4,870	5.0%	9.1%
Total Interstate	1,236	1,474	1,127	1,266	901	1,757	1,872	2,044	2,100	2.8%	69.9%
Total	5,701	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	4.4%	22.3%

Age

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
15-29	1,046	1,292	1,100	1,092	n/p	1,139	1,523	1,212	1,491	23.1%	42.6%
30-39	951	974	867	1,019	791	900	923	1,013	980	-3.3%	3.1%
40-49	1,035	1,256	1,203	1,341	819	821	870	1,038	959	-7.5%	-7.3%
50-59	1,175	1,077	1,408	1,001	1,212	1,011	1,013	1,241	1,255	1.1%	6.8%
60-69	833	1,184	1,062	1,429	1,019	1,340	1,198	1,195	1,307	9.3%	56.8%
70+	661	722	770	834	720	899	781	981	978	-0.3%	47.9%
Total	5,701	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	4.4%	22.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Eat out / dine at a restaurant and/or cafe	2,674	2,741	2,712	2,937	2,481	3,059	3,036	3,327	3,527	6.0%	31.9%
Visit friends & relatives	1,865	1,825	1,636	1,941	1,828	2,136	2,248	1,995	1,825	-8.5%	-2.2%
Go to the beach	1,163	1,202	1,051	1,198	1,179	1,316	1,476	1,677	1,725	2.8%	48.4%
Go shopping for pleasure	1,634	1,748	1,706	1,808	1,490	1,604	1,316	1,513	1,486	-1.8%	-9.1%
Sightseeing/looking around	1,021	1,195	1,080	852	743	840	876	1,025	1,127	9.9%	10.3%

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

	Visitors (000)								YE Dec 2017	% change YE Dec17 vs. Dec16	% change YE Dec17 vs. YE Dec09
	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016			
Private vehicle or company car	5,543	6,228	6,212	6,518	5,348	5,875	6,137	6,524	6,823	4.6%	23.1%
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.