

# Travel to North Coast NSW Tourism Region - Preliminary

## Year ended March 2018



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	10,636	10,738	10,854	11,150	10,092	11,254	12,005	11,890	13,218	11.2%	24.3%
Nights ('000)	18,477	19,117	20,051	20,572	20,725	21,039	23,254	23,799	23,755	-0.2%	28.6%
Expenditure (\$ million)*	\$3,030	\$3,030	\$3,251	\$3,316	\$3,159	\$3,451	\$3,637	\$3,656	\$4,374	19.6%	44.3%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	4,209	4,529	4,473	4,596	4,669	4,973	5,455	5,416	5,615	3.7%	33.4%
Nights ('000)	18,477	19,117	20,051	20,572	20,725	21,039	23,254	23,799	23,755	-0.2%	28.6%
Expenditure (\$ million)*	\$2,317	\$2,275	\$2,579	\$2,559	\$2,544	\$2,840	\$2,974	\$3,049	\$3,511	15.2%	51.6%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	10,340	10,463	10,605	10,902	9,825	10,967	11,699	11,560	12,864	11.3%	24.4%
Nights ('000)	15,983	16,618	17,554	17,709	17,826	17,998	20,019	20,336	19,964	-1.8%	24.9%
Expenditure (\$ million)*	\$2,841	\$2,856	\$3,104	\$3,159	\$3,005	\$3,274	\$3,441	\$3,457	\$4,138	19.7%	45.6%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	3,914	4,253	4,225	4,348	4,403	4,686	5,149	5,086	5,261	3.4%	34.4%
Nights (000)	15,983	16,618	17,554	17,709	17,826	17,998	20,019	20,336	19,964	-1.8%	24.9%
Average Length of Stay	4.1	3.9	4.2	4.1	4.0	3.8	3.9	4.0	3.8	-5.1%	-7.1%
Expenditure (\$ million)*	\$2,128	\$2,101	\$2,432	\$2,402	\$2,390	\$2,663	\$2,778	\$2,851	\$3,275	14.9%	53.9%
Spend per visitor per night (\$)	\$133	\$126	\$139	\$136	\$134	\$148	\$139	\$140	\$164	17.0%	23.2%
Intrastate visitors (000)	2,650	2,740	2,757	2,810	2,905	2,910	3,037	3,048	3,290	7.9%	24.1%
Interstate visitors (000)	1,264	1,514	1,467	1,538	1,497	1,777	2,112	2,038	1,971	-3.3%	56.0%
Intrastate nights (000)	10,824	10,622	11,011	10,966	11,764	11,088	11,693	12,036	12,771	6.1%	18.0%
Interstate nights (000)	5,159	5,996	6,543	6,742	6,062	6,910	8,326	8,300	7,194	-13.3%	39.5%
Intrastate expenditure (\$million)	\$1,481	\$1,364	\$1,516	\$1,559	\$1,455	\$1,683	\$1,603	\$1,850	\$2,104	13.8%	42.1%
Interstate expenditure (\$ million)	\$646	\$737	\$916	\$843	\$935	\$980	\$1,175	\$1,001	\$1,171	17.0%	81.1%

#### Purpose of Visit

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Holiday	2,136	2,287	2,162	2,222	2,373	2,310	2,785	2,551	2,812	10.2%	31.6%
Visiting Friends & Relatives	1,281	1,512	1,532	1,644	1,534	1,595	1,668	1,740	1,580	-9.2%	23.3%
Business	362	316	388	401	362	599	490	549	630	14.8%	74.1%
Other	173	204	214	151	210	260	281	348	355	2.0%	105.0%
<b>Total</b>	<b>3,914</b>	<b>4,253</b>	<b>4,225</b>	<b>4,348</b>	<b>4,403</b>	<b>4,686</b>	<b>5,149</b>	<b>5,086</b>	<b>5,261</b>	<b>3.4%</b>	<b>34.4%</b>
	Nights (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Holiday	10,088	10,280	10,973	10,561	10,768	10,579	12,301	10,880	12,198	12.1%	20.9%
Visiting Friends & Relatives	4,598	5,063	5,173	5,879	5,451	5,289	5,520	6,719	5,237	-22.1%	13.9%
Business	863	706	912	814	885	1,555	1,423	1,492	1,728	15.8%	100.2%
Other	434	570	495	455	721	576	775	1,245	801	-35.7%	84.4%
<b>Total</b>	<b>15,983</b>	<b>16,618</b>	<b>17,554</b>	<b>17,709</b>	<b>17,826</b>	<b>17,998</b>	<b>20,019</b>	<b>20,336</b>	<b>19,964</b>	<b>-1.8%</b>	<b>24.9%</b>

#### Origin

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Regional NSW	1,593	1,680	1,831	1,778	1,776	1,687	1,868	1,804	2,032	12.7%	27.5%
Sydney	1,057	1,059	926	1,031	1,129	1,223	1,169	1,244	1,258	1.1%	19.0%
<b>Total Intrastate</b>	<b>2,650</b>	<b>2,740</b>	<b>2,757</b>	<b>2,810</b>	<b>2,905</b>	<b>2,910</b>	<b>3,037</b>	<b>3,048</b>	<b>3,290</b>	<b>7.9%</b>	<b>24.1%</b>
Victoria	172	223	206	218	207	245	295	290	310	6.7%	80.5%
Queensland	969	1,121	1,100	1,166	1,145	1,368	1,630	1,564	1,467	-6.3%	51.3%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	73	89	89	73	94	89	121	120	118	-1.9%	62.7%
<b>Total Interstate</b>	<b>1,264</b>	<b>1,514</b>	<b>1,467</b>	<b>1,538</b>	<b>1,497</b>	<b>1,777</b>	<b>2,112</b>	<b>2,038</b>	<b>1,971</b>	<b>-3.3%</b>	<b>56.0%</b>
<b>Grand Total</b>	<b>3,914</b>	<b>4,253</b>	<b>4,225</b>	<b>4,348</b>	<b>4,403</b>	<b>4,686</b>	<b>5,149</b>	<b>5,086</b>	<b>5,261</b>	<b>3.4%</b>	<b>34.4%</b>

# Travel to North Coast NSW Tourism Region - Preliminary

## Year ended March 2018



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
15-29	842	1,033	763	912	1,008	1,110	1,330	1,136	1,123	-1.2%	33.3%
30-39	663	674	853	776	726	745	883	858	948	10.6%	43.1%
40-49	690	773	757	720	699	789	914	791	906	14.6%	31.4%
50-59	833	825	821	788	764	889	815	908	892	-1.8%	7.1%
60-69	547	580	667	741	752	737	806	877	843	-3.9%	54.0%
70+	340	368	364	410	454	416	401	516	549	6.4%	61.6%
<b>Total</b>	<b>3,914</b>	<b>4,253</b>	<b>4,225</b>	<b>4,348</b>	<b>4,403</b>	<b>4,686</b>	<b>5,149</b>	<b>5,086</b>	<b>5,261</b>	<b>3.4%</b>	<b>34.4%</b>

### Travel Party

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Travelling alone	634	679	670	806	805	1,034	1,022	1,129	1,170	3.6%	84.5%
Adult couple	1,279	1,300	1,350	1,357	1,407	1,330	1,554	1,622	1,592	-1.9%	24.4%
Family group - parent(s), relatives, friends travelling together with children	1,271	1,458	1,418	1,449	1,202	1,253	1,348	1,230	1,269	3.2%	-0.1%
Friends and/ or relatives travelling together without children	562	656	594	583	823	872	1,024	932	1,001	7.5%	78.1%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	184	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
<b>Total</b>	<b>3,914</b>	<b>4,253</b>	<b>4,225</b>	<b>4,348</b>	<b>4,403</b>	<b>4,686</b>	<b>5,149</b>	<b>5,086</b>	<b>5,261</b>	<b>3.4%</b>	<b>34.4%</b>

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

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Eat out / dine at a restaurant and/or cafe	2,213	2,315	2,494	2,524	2,681	2,898	3,252	3,305	3,472	5.1%	56.9%
Go to the beach	1,777	1,764	1,978	2,029	2,145	2,189	2,579	2,512	2,592	3.2%	45.8%
Visit friends & relatives	1,745	1,936	2,025	2,001	2,023	2,245	2,238	2,253	2,121	-5.9%	21.5%
Sightseeing/looking around	1,232	1,302	1,282	1,161	1,224	1,344	1,344	1,482	1,494	0.8%	21.3%
Bushwalking / rainforest walks	407	475	511	590	638	660	776	798	847	6.2%	108.2%

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

	Nights (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Friends or relatives property	5,376	5,030	5,358	6,018	5,746	5,525	6,295	6,767	6,114	-9.7%	13.7%
Caravan park or commercial camping ground	2,674	3,894	4,369	3,897	3,798	3,492	4,389	4,001	3,739	-6.6%	39.8%
Rented house/apartment/flat or unit	3,170	2,517	2,653	2,819	2,689	2,448	2,756	2,758	2,549	-7.6%	-19.6%

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

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Private vehicle or company car	3,371	3,693	3,632	3,758	3,733	4,005	4,431	4,311	4,453	3.3%	32.1%
Aircraft	348	352	371	361	449	481	485	563	592	5.1%	70.0%
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 Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	295.0	275.2	248.5	248.3	266.7	286.7	306.5	330.1	353.8	7.2%	19.9%
Nights (000)	2,494.5	2,499.1	2,497.4	2,863.7	2,898.4	3,040.9	3,234.3	3,462.9	3,790.3	9.5%	51.9%
Average Length of Stay	8.5	9.1	10.1	11.5	10.9	10.6	10.6	10.5	10.7	2.1%	26.7%
Expenditure (\$ million)*	\$189.1	\$174.0	\$147.4	\$157.0	\$153.5	\$177.5	\$196.3	\$198.2	\$236.2	19.1%	24.9%
Spend per visitor per night (\$)	\$76	\$70	\$59	\$55	\$53	\$58	\$61	\$57	\$62	8.8%	-17.8%

# Travel to North Coast NSW Tourism Region - Preliminary

## Year ended March 2018



Source: National and International Visitor Surveys, TRA.

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

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
United Kingdom	87.6	73.2	65.5	50.5	63.0	63.1	71.3	66.4	68.8	3.5%	-21.4%
Germany	30.1	26.4	27.1	28.4	29.8	34.6	37.2	40.6	40.7	0.1%	35.0%
New Zealand	25.9	27.6	26.6	29.9	29.4	28.2	33.1	30.3	39.3	29.5%	51.8%

### Age

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
15-29	178.9	157.1	136.9	132.7	138.9	158.6	161.9	170.2	172.5	1.4%	-3.6%
30-39	36.1	32.1	34.2	34.7	35.5	37.7	40.5	58.4	56.6	-3.2%	56.9%
40-49	19.6	19.8	17.8	19.6	23.4	21.7	26.2	26.1	31.5	21.0%	60.8%
50-59	26.6	31.2	24.0	22.8	27.8	31.9	36.3	33.7	36.1	7.2%	35.6%
60-69	25.7	26.1	25.5	26.9	30.3	27.5	29.4	31.1	41.0	31.9%	59.3%
70+	n/p	n/p	10.0	11.6	n/p	9.3	12.2	n/p	16.0	-	-
Total	295.0	275.2	248.5	248.3	266.7	286.7	306.5	330.1	353.8	7.2%	19.9%

### Travel Party

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Travelling alone	181.4	155.0	138.1	136.6	143.2	163.3	171.1	174.8	192.3	10.0%	6.0%
Adult couple	63.1	64.3	55.6	52.9	58.6	61.5	68.4	74.5	81.3	9.1%	28.8%
Family group - parent(s) and children	10.8	14.5	12.5	15.8	18.2	16.9	23.8	25.0	32.9	31.3%	205.3%
Friends and/ or relatives travelling together	38.9	40.3	40.4	38.8	44.2	42.2	40.2	53.4	44.3	-17.1%	13.8%
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	-	-
Total	295.0	275.2	248.5	248.3	266.7	286.7	306.5	330.1	353.8	7.2%	19.9%

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

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Eat out / dine at a restaurant and/or cafe	275.4	255.7	232.0	229.1	249.1	272.5	289.9	317.7	340.2	7.1%	23.5%
Go to the beach	278.1	255.6	226.9	227.9	249.0	267.7	286.7	312.3	329.2	5.4%	18.4%
Sightseeing/looking around	267.9	240.5	216.6	213.3	224.6	252.1	264.5	295.3	310.6	5.2%	15.9%
Go shopping for pleasure	248.7	222.3	198.6	203.3	217.8	246.1	261.6	280.5	288.8	3.0%	16.1%
Visit national parks / state parks	218.7	190.8	172.9	174.6	191.9	220.9	231.8	257.5	259.0	0.6%	18.4%

### First or Return Visitor to Australia

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
First visit	185.8	166.0	143.7	141.2	151.3	165.7	166.5	188.0	197.7	5.1%	6.4%
Return visit	109.2	109.2	104.7	107.1	115.5	121.0	140.0	142.0	156.1	9.9%	42.9%
Total	295.0	275.2	248.5	248.3	266.7	286.7	306.5	330.1	353.8	7.2%	19.9%

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

	Nights (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Friends or relatives property	627.9	687.0	784.8	876.5	931.9	717.9	1,016.2	1,055.6	1,109.0	5.1%	76.6%
Rented house/apartment/flat or unit	393.9	375.1	493.3	577.2	414.4	592.3	682.3	737.3	981.1	33.1%	149.1%
Backpacker or hostel	751.7	679.2	541.8	556.5	675.5	723.0	582.0	602.9	607.8	0.8%	-19.1%

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

	Visitors (000)									% change YE Mar18 vs. Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Private vehicle or company car	65.9	67.4	60.4	61.2	67.4	67.0	76.2	83.7	91.7	9.6%	39.1%
Rental car	60.5	62.8	49.3	52.3	52.3	67.1	69.9	76.8	88.0	14.5%	45.5%
Long distance coach or bus	93.6	80.1	64.8	64.8	64.2	74.2	67.5	70.7	68.5	-3.0%	-26.8%

# Travel to North Coast NSW Tourism Region - Preliminary

## Year ended March 2018



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	6,426	6,209	6,380	6,554	5,422	6,281	6,550	6,474	7,603	17.4%	18.3%
Expenditure (\$ million)*	\$713	\$755	\$672	\$757	\$615	\$611	\$663	\$607	\$862	42.2%	20.9%
Spend per visitor (\$)	\$111	\$122	\$105	\$115	\$113	\$97	\$101	\$94	\$113	21.1%	2.2%

#### Main Purpose of Trip

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Holiday	3,269	3,587	3,208	3,664	2,834	3,321	3,524	3,376	4,359	29.1%	33.3%
Visiting Friends & Relatives	1,690	1,391	1,497	1,666	1,441	1,775	1,692	1,837	1,616	-12.0%	-4.3%
Business	486	520	643	n/p	n/p	n/p	447	422	562	33.3%	15.6%
Other	982	710	1,032	713	689	762	886	839	1,066	27.1%	8.6%
<b>Total</b>	<b>6,426</b>	<b>6,209</b>	<b>6,380</b>	<b>6,554</b>	<b>5,422</b>	<b>6,281</b>	<b>6,550</b>	<b>6,474</b>	<b>7,603</b>	<b>17.4%</b>	<b>18.3%</b>

#### Origin

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	4,746	4,547	5,063	5,189	4,133	4,099	4,494	4,111	4,908	19.4%	3.4%
<b>Total Intrastate</b>	<b>5,055</b>	<b>4,766</b>	<b>5,358</b>	<b>5,375</b>	<b>4,344</b>	<b>4,335</b>	<b>4,813</b>	<b>4,431</b>	<b>5,244</b>	<b>18.3%</b>	<b>3.7%</b>
<b>Total Interstate</b>	<b>1,371</b>	<b>1,443</b>	<b>1,022</b>	<b>1,180</b>	<b>1,078</b>	<b>1,946</b>	<b>1,736</b>	<b>2,043</b>	<b>2,359</b>	<b>15.5%</b>	<b>72.0%</b>
<b>Total</b>	<b>6,426</b>	<b>6,209</b>	<b>6,380</b>	<b>6,554</b>	<b>5,422</b>	<b>6,281</b>	<b>6,550</b>	<b>6,474</b>	<b>7,603</b>	<b>17.4%</b>	<b>18.3%</b>

#### Age

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
15-29	1,355	1,129	950	1,147	n/p	1,314	1,404	1,192	1,737	45.7%	28.1%
30-39	996	851	1,015	928	748	991	908	1,034	970	-6.2%	-2.6%
40-49	1,139	1,140	1,152	1,465	715	1,009	915	785	1,143	45.6%	0.3%
50-59	1,181	1,229	1,297	938	1,291	813	1,131	1,351	1,306	-3.3%	10.6%
60-69	1,039	1,116	1,180	1,265	1,103	1,254	1,272	1,232	1,398	13.5%	34.5%
70+	715	744	786	811	694	901	919	880	1,049	19.2%	46.7%
<b>Total</b>	<b>6,426</b>	<b>6,209</b>	<b>6,380</b>	<b>6,554</b>	<b>5,422</b>	<b>6,281</b>	<b>6,550</b>	<b>6,474</b>	<b>7,603</b>	<b>17.4%</b>	<b>18.3%</b>

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

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Eat out / dine at a restaurant and/or cafe	2,749	2,719	2,621	3,024	2,530	3,021	3,154	3,214	4,025	25.3%	46.4%
Go to the beach	1,279	1,073	934	1,406	1,101	1,355	1,523	1,571	2,105	34.0%	64.6%
Visit friends & relatives	2,036	1,747	1,745	1,968	1,803	2,237	2,142	1,953	1,936	-0.9%	-4.9%
Go shopping for pleasure	1,765	1,670	1,661	1,724	1,532	1,620	1,320	1,392	1,712	23.0%	-3.0%
Sightseeing/looking around	1,070	1,224	1,015	786	719	818	981	984	1,437	46.0%	34.3%

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

	Visitors (000)								YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017			
Private vehicle or company car	6,202	6,008	6,188	6,355	5,232	6,097	6,375	6,311	7,423	17.6%	19.7%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Railway	n/p	n/p	-	-	n/p	n/p	n/p	-	n/p	-	-

n/p = not publishable

Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit.

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.