

Travel to North Coast NSW Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	11,151	10,603	10,643	10,847	10,455	11,312	12,041	12,480	13,188	5.7%	18.3%
Nights ('000)	18,585	20,047	19,280	20,614	21,603	21,065	23,911	23,551	23,886	1.4%	28.5%
Expenditure (\$ million)*	\$3,300	\$2,990	\$3,150	\$3,270	\$3,310	\$3,444	\$3,694	\$3,702	\$4,496	21.5%	36.2%
Overnight - Int'l & domestic											
Visitors ('000)	4,397	4,608	4,325	4,617	4,890	5,010	5,426	5,444	5,872	7.9%	33.5%
Nights ('000)	18,585	20,047	19,280	20,614	21,603	21,065	23,911	23,551	23,886	1.4%	28.5%
Expenditure (\$ million)*	\$2,427	\$2,384	\$2,480	\$2,520	\$2,731	\$2,810	\$3,014	\$3,036	\$3,681	21.3%	51.7%
Domestic - overnight & daytrip											
Visitors ('000)	10,863	10,329	10,402	10,593	10,187	11,020	11,734	12,135	12,840	5.8%	18.2%
Nights ('000)	16,047	17,498	16,992	17,641	18,663	17,940	20,427	19,906	20,428	2.6%	27.3%
Expenditure (\$ million)*	\$3,109	\$2,816	\$3,004	\$3,120	\$3,153	\$3,261	\$3,501	\$3,476	\$4,275	23.0%	37.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
Visitors (000)	4,109	4,333	4,084	4,363	4,622	4,718	5,119	5,099	5,524	8.3%	34.4%
Nights (000)	16,047	17,498	16,992	17,641	18,663	17,940	20,427	19,906	20,428	2.6%	27.3%
Average Length of Stay	3.9	4.0	4.2	4.0	4.0	3.8	4.0	3.9	3.7	-5.3%	-5.3%
Expenditure (\$ million)*	\$2,236	\$2,210	\$2,335	\$2,371	\$2,574	\$2,628	\$2,821	\$2,810	\$3,460	23.1%	54.7%
Spend per visitor per night (\$)	\$139	\$126	\$137	\$134	\$138	\$146	\$138	\$141	\$169	20.0%	21.6%
Intrastate visitors (000)	2,788	2,714	2,691	2,898	2,948	2,874	3,045	3,164	3,406	7.6%	22.2%
Interstate visitors (000)	1,321	1,619	1,393	1,466	1,675	1,844	2,073	1,935	2,118	9.5%	60.4%
Intrastate nights (000)	10,925	10,803	10,461	11,442	12,058	10,760	12,170	12,246	12,813	4.6%	17.3%
Interstate nights (000)	5,123	6,694	6,531	6,199	6,605	7,181	8,257	7,660	7,616	-0.6%	48.7%
Intrastate expenditure (\$million)	\$1,572	\$1,403	\$1,414	\$1,611	\$1,515	\$1,641	\$1,643	\$1,888	\$2,185	15.8%	39.0%
Interstate expenditure (\$ million)	\$664	\$806	\$920	\$760	\$1,059	\$987	\$1,178	\$922	\$1,275	38.2%	91.9%

Purpose of Visit

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	Visitors (000)				YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
					YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Holiday	2,299	2,258	2,055	2,255	2,447	2,313	2,764	2,578	2,938	14.0%	27.8%
Visiting Friends & Relatives	1,301	1,568	1,554	1,607	1,602	1,639	1,605	1,748	1,659	-5.1%	27.6%
Business	350	383	356	415	398	605	514	525	695	32.4%	98.8%
Other	190	196	196	157	269	228	311	350	334	-4.3%	76.3%
Total	4,109	4,333	4,084	4,363	4,622	4,718	5,119	5,099	5,524	8.3%	34.4%
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	Nights (000)				YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
					YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Holiday	10,154	10,774	10,367	10,716	11,082	10,312	12,282	11,153	12,391	11.1%	22.0%
Visiting Friends & Relatives	4,549	5,331	5,365	5,640	5,604	5,469	5,657	6,378	5,472	-14.2%	20.3%
Business	857	862	786	853	1,051	1,749	1,397	1,286	1,886	46.7%	120.2%
Other	488	531	475	432	925	411	1,092	1,089	678	-37.7%	39.1%
Total	16,047	17,498	16,992	17,641	18,663	17,940	20,427	19,906	20,428	2.6%	27.3%

Origin

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	Visitors (000)				YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
					YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Regional NSW	1,706	1,671	1,744	1,890	1,738	1,696	1,844	1,932	2,021	4.6%	18.5%
Sydney	1,082	1,043	947	1,007	1,209	1,177	1,201	1,232	1,384	12.4%	28.0%
Total Intrastate	2,788	2,714	2,691	2,898	2,948	2,874	3,045	3,164	3,406	7.6%	22.2%
Victoria	174	246	219	179	225	261	298	287	295	2.8%	70.0%
Queensland	1,012	1,204	1,012	1,149	1,282	1,415	1,578	1,485	1,621	9.2%	60.2%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	81	82	89	69	109	85	136	102	127	24.6%	55.5%
Total Interstate	1,321	1,619	1,393	1,466	1,675	1,844	2,073	1,935	2,118	9.5%	60.4%
Grand Total	4,109	4,333	4,084	4,363	4,622	4,718	5,119	5,099	5,524	8.3%	34.4%

Travel to North Coast NSW Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
15-29	901	979	799	854	1,118	1,177	1,228	1,135	1,247	9.8%	38.3%
30-39	706	733	792	767	707	819	842	899	996	10.8%	41.1%
40-49	718	777	696	789	727	762	878	837	910	8.7%	26.8%
50-59	879	851	781	762	848	824	921	830	964	16.2%	9.6%
60-69	576	612	662	756	758	746	796	896	855	-4.6%	48.3%
70+	328	382	354	434	465	389	453	502	553	10.1%	68.4%
Total	4,109	4,333	4,084	4,363	4,622	4,718	5,119	5,099	5,524	8.3%	34.4%

Travel Party

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Travelling alone	669	702	662	804	898	1,101	1,018	1,044	1,312	25.7%	96.1%
Adult couple	1,291	1,334	1,337	1,376	1,430	1,313	1,607	1,616	1,622	0.4%	25.7%
Family group - parents and children	1,200	1,286	1,206	1,192	1,012	991	1,087	1,044	998	-4.4%	-16.8%
Friends or relatives travelling together with(out) children	781	823	702	828	1,120	1,108	1,214	1,207	1,357	12.4%	73.7%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	189	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	4,109	4,333	4,084	4,363	4,622	4,718	5,119	5,099	5,524	8.3%	34.4%

Top 5 Activities (sorted by the latest year)

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Eat out / dine at a restaurant and/or cafe	2,364	2,419	2,314	2,609	2,827	2,867	3,315	3,340	3,707	11.0%	56.8%
Go to the beach	1,871	1,829	1,842	2,075	2,245	2,233	2,527	2,511	2,767	10.2%	47.9%
Visit friends & relatives	1,808	2,020	1,961	1,960	2,175	2,242	2,166	2,300	2,207	-4.1%	22.0%
Pubs, clubs, discos etc	1,083	1,051	1,081	1,109	1,084	1,254	1,404	1,524	1,578	3.5%	45.7%
Bushwalking / rainforest walks	374	556	476	594	654	685	839	740	917	23.9%	145.5%

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

	Nights (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Friends or relatives property	5088	5198	5493	5666	5981	6146	5961	6676	6450	-3.4%	26.8%
Caravan park or commercial camping ground	2882	4233	3876	4133	3663	3505	4488	4055	3641	-10.2%	26.4%
Rented house/apartment/flat or unit	3083	2835	2485	2703	3016	2118	2928	2575	2693	4.6%	-12.6%

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

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Private vehicle or company car	3,573	3,736	3,491	3,790	3,901	4,032	4,375	4,330	4,699	8.5%	31.5%
Aircraft	336	382	368	356	470	490	533	539	590	9.5%	75.6%
Bus/Coach	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

										% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Visitors (000)	288	274	241	254	267	292	307	345	348	0.8%	20.7%
Nights (000)	2,538	2,549	2,287	2,973	2,941	3,124	3,484	3,645	3,457	-5.1%	36.2%
Average Length of Stay	8.8	9.3	9.5	11.7	11.0	10.7	11.3	10.6	9.9	-5.9%	12.9%
Expenditure (\$ million)*	\$191	\$174	\$146	\$150	\$157	\$182	\$193	\$226	\$221	-2.0%	15.8%
Spend per visitor per night (\$)	\$75	\$68	\$64	\$50	\$53	\$58	\$55	\$62	\$64	3.3%	-15.0%

Travel to North Coast NSW Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

Top 3 Int'l source markets to North Coast NSW

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
United Kingdom	85	73	61	54	59	68	68	71	67	-4.8%	-20.9%
Germany	28	28	27	27	33	34	39	40	40	0.4%	41.0%
New Zealand	28	26	27	30	31	26	31	36	37	2.3%	31.3%

Age

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
15-29	171	156	132	136	139	163	160	175	171	-2.2%	0.1%
30-39	36	34	33	36	36	37	43	59	54	-8.1%	53.1%
40-49	20	19	17	21	24	20	27	26	32	21.4%	56.1%
50-59	28	28	25	22	28	33	35	38	33	-11.6%	18.4%
60-69	25	28	24	27	30	29	31	33	42	25.0%	67.9%
70+	n/p	n/p	10	11	n/p	10	12	13	15	12.9%	-
Total	288	274	241	254	267	292	307	345	348	0.8%	20.7%

Travel Party

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Travelling alone	174	155	133	139	148	165	172	182	186	2.6%	7.2%
Adult couple	63	62	55	54	57	63	70	78	80	2.7%	26.4%
Family group - parent(s) and children	12	15	13	15	17	19	23	29	33	12.3%	179.8%
Friends and/ or relatives travelling together	38	41	38	42	42	43	40	54	45	-15.2%	18.4%
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	288	274	241	254	267	292	307	345	348	0.8%	20.7%

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

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Eat out / dine at a restaurant and/or cafe	269	254	226	234	251	278	292	331	336	1.7%	25.1%
Go to the beach	271	252	221	234	249	273	290	325	325	-0.2%	19.6%
Sightseeing/looking around	261	238	211	217	228	257	264	307	306	-0.3%	17.6%
Go shopping for pleasure	242	217	195	208	220	252	263	292	284	-2.6%	17.5%
Visit national parks / state parks	214	184	171	177	196	228	232	265	255	-4.0%	19.2%

First or Return Visitor to Australia

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
First visit	178	162	141	144	151	170	168	193	192	-0.6%	7.7%
Return visit	110	112	100	109	117	123	139	152	156	2.5%	41.7%
Total	288	274	241	254	267	292	307	345	348	0.8%	20.7%

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

	Nights (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Friends or relatives property	665	666	709	976	896	762	1071	1122	1069	-4.7%	60.8%
Rented house/apartment/flat or unit	409	459	385	581	453	662	779	732	878	20.0%	114.6%
Backpacker or hostel	725	672	504	601	666	733	582	603	595	-1.3%	-17.9%

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

	Visitors (000)									% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018		
Rental car	63	59	50	52	53	69	71	79	89	12.4%	42.5%
Private vehicle or company car	65	70	56	63	67	69	75	91	87	-4.4%	34.4%
Long distance coach or bus	88	80	60	68	65	74	69	71	66	-7.0%	-25.1%

Travel to North Coast NSW Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
Visitors (000)	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,036	7,316	4.0%	8.3%
Expenditure (\$ million)*	\$873	\$606	\$670	\$749	\$579	\$633	\$680	\$666	\$815	22.3%	-6.7%
Spend per visitor (\$)	\$129	\$101	\$106	\$120	\$104	\$101	\$103	\$95	\$111	17.6%	-13.9%

Main Purpose of Trip

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Holiday	3,618	3,298	3,188	3,577	2,835	3,314	3,577	3,735	4,211	12.7%	16.4%
Visiting Friends & Relatives	1,547	1,276	1,541	1,571	1,600	1,675	1,805	1,829	1,604	-12.3%	3.7%
Business	560	535	664	n/p	n/p	n/p	416	495	519	5.0%	-7.3%
Other	1,029	886	925	670	704	842	817	978	982	0.4%	-4.6%
Total	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,036	7,316	4.0%	8.3%

Origin

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	4,987	4,611	4,857	5,103	3,996	4,212	4,392	4,491	4,841	7.8%	-2.9%
Total Intrastate	5,284	4,803	5,144	5,270	4,264	4,394	4,730	4,891	5,101	4.3%	-3.5%
Total Interstate	1,470	1,192	1,174	960	1,301	1,907	1,885	2,146	2,215	3.2%	50.7%
Total	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,036	7,316	4.0%	8.3%

Age

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
15-29	1,399	977	995	1,132	938	1,230	1,380	1,528	1,623	6.2%	16.0%
30-39	1,087	741	1,079	793	796	1,118	901	1,190	753	-36.7%	-30.7%
40-49	1,227	1,250	1,128	1,198	717	1,022	868	886	1,178	33.0%	-3.9%
50-59	1,193	1,226	1,114	1,084	1,158	881	1,146	1,375	1,313	-4.5%	10.1%
60-69	1,111	1,064	1,195	1,273	1,212	1,095	1,410	1,143	1,484	29.8%	33.6%
70+	738	736	807	750	743	955	910	914	964	5.5%	30.7%
Total	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,036	7,316	4.0%	8.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Eat out / dine at a restaurant and/or cafe	2,797	2,795	2,714	2,750	2,646	2,989	3,155	3,596	3,953	9.9%	41.3%
Go to the beach	1,361	906	1,087	1,254	1,088	1,430	1,628	1,622	2,025	24.9%	48.8%
Visit friends & relatives	1,792	1,731	1,759	1,845	1,976	2,214	2,148	1,982	1,884	-5.0%	5.1%
Go shopping for pleasure	1,770	1,758	1,399	1,932	1,358	1,608	1,463	1,350	1,617	19.7%	-8.7%
Sightseeing/looking around	1,281	1,023	942	860	676	839	995	1,086	1,503	38.4%	17.3%

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

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Private vehicle or company car	6,501	5,815	6,110	6,057	5,333	6,163	6,448	6,849	7,157	4.5%	10.1%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Rental car	n/p	n/p	-	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 Jun 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.