

# Travel to North Coast NSW Tourism Region

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

## OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	11,001	10,963	11,217	10,058	11,069	11,483	12,215	12,432	13,535	8.9%	23.0%
Nights ('000)	19,148	19,853	20,411	20,541	21,013	21,782	24,392	24,252	24,638	1.6%	28.7%
Expenditure (\$ million)*	\$3,241	\$3,144	\$3,333	\$3,118	\$3,332	\$3,486	\$3,714	\$4,116	\$4,525	9.9%	39.6%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	4,495	4,553	4,500	4,567	4,959	5,176	5,535	5,461	6,058	10.9%	34.8%
Nights ('000)	19,148	19,853	20,411	20,541	21,013	21,782	24,392	24,252	24,638	1.6%	28.7%
Expenditure (\$ million)*	\$2,423	\$2,482	\$2,569	\$2,515	\$2,736	\$2,837	\$3,073	\$3,363	\$3,706	10.2%	53.0%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	10,711	10,716	10,970	9,801	10,801	11,196	11,891	12,082	13,180	9.1%	23.1%
Nights ('000)	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,343	20,869	2.6%	27.0%
Expenditure (\$ million)*	\$3,045	\$2,989	\$3,189	\$2,965	\$3,165	\$3,307	\$3,519	\$3,873	\$4,295	10.9%	41.1%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	5,703	11.6%	35.6%
Nights (000)	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,343	20,869	2.6%	27.0%
Average Length of Stay	3.9	4.0	4.2	4.1	3.9	3.8	4.0	4.0	3.7	-8.1%	-6.4%
Expenditure (\$ million)*	\$2,226	\$2,327	\$2,425	\$2,362	\$2,569	\$2,658	\$2,878	\$3,120	\$3,476	11.4%	56.1%
Spend per visitor per night (\$)	\$135	\$134	\$136	\$134	\$142	\$142	\$138	\$153	\$167	8.6%	23.0%
Intrastate visitors (000)	2,802	2,763	2,757	2,907	2,873	2,947	3,083	3,172	3,565	12.4%	27.2%
Interstate visitors (000)	1,403	1,544	1,496	1,403	1,818	1,941	2,128	1,939	2,138	10.3%	52.4%
Intrastate nights (000)	10,968	10,867	10,818	11,659	11,416	11,197	12,100	12,697	13,206	4.0%	20.4%
Interstate nights (000)	5,470	6,543	6,951	5,944	6,651	7,454	8,802	7,646	7,662	0.2%	40.1%
Intrastate expenditure (\$million)	\$1,503	\$1,482	\$1,542	\$1,473	\$1,582	\$1,596	\$1,767	\$1,986	\$2,189	10.2%	45.6%
Interstate expenditure (\$ million)	\$723	\$845	\$883	\$889	\$987	\$1,062	\$1,111	\$1,133	\$1,287	13.6%	78.0%

### Purpose of Visit

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	2,326	2,160	2,171	2,285	2,438	2,544	2,689	2,705	2,896	7.1%	24.5%
Visiting Friends & Relatives	1,431	1,589	1,599	1,568	1,540	1,622	1,724	1,660	1,834	10.4%	28.1%
Business	331	389	406	357	526	526	592	496	718	44.9%	117.0%
Other	172	232	147	181	271	269	304	360	338	-6.1%	96.4%
Total	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	5,703	11.6%	35.6%
	Nights (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	10,273	10,609	10,762	10,675	10,745	11,089	11,934	12,048	12,206	1.3%	18.8%
Visiting Friends & Relatives	4,905	5,363	5,668	5,422	5,370	5,416	6,182	6,138	5,872	-4.3%	19.7%
Business	774	900	876	848	1,345	1,461	1,597	1,330	1,943	46.1%	150.9%
Other	485	538	463	659	607	686	1,189	828	848	2.4%	74.9%
Total	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,343	20,869	2.6%	27.0%

### Origin

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Regional NSW	1,700	1,809	1,798	1,808	1,652	1,784	1,803	2,030	2,033	0.1%	19.6%
Sydney	1,103	954	959	1,100	1,220	1,164	1,280	1,142	1,532	34.2%	38.9%
<b>Total Intrastate</b>	2,802	2,763	2,757	2,907	2,873	2,947	3,083	3,172	3,565	12.4%	27.2%
Victoria	224	208	232	191	238	294	296	296	326	10.3%	45.9%
Queensland	1,029	1,164	1,118	1,062	1,421	1,472	1,638	1,454	1,629	12.0%	58.2%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	85	84	79	84	101	101	124	129	84	-34.8%	-1.1%
<b>Total Interstate</b>	1,403	1,544	1,496	1,403	1,818	1,941	2,128	1,939	2,138	10.3%	52.4%
<b>Grand Total</b>	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,111	5,703	11.6%	35.6%

# Travel to North Coast NSW Tourism Region

## Year ended December 2018



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
15-29	973	831	897	982	1,094	1,225	1,168	1,110	1,345	21.2%	38.3%
30-39	692	821	768	708	775	837	860	877	1,015	15.8%	46.8%
40-49	790	723	731	696	811	830	857	849	988	16.5%	25.1%
50-59	830	886	751	811	781	847	975	810	969	19.6%	16.8%
60-69	567	671	702	694	795	762	832	933	853	-8.6%	50.4%
70+	354	374	405	420	435	388	520	532	532	-0.1%	50.3%
<b>Total</b>	<b>4,205</b>	<b>4,307</b>	<b>4,253</b>	<b>4,310</b>	<b>4,691</b>	<b>4,888</b>	<b>5,211</b>	<b>5,111</b>	<b>5,703</b>	<b>11.6%</b>	<b>35.6%</b>

### Travel Party

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Travelling alone	649	720	727	744	1,028	1,010	1,166	1,016	1,352	33.1%	108.5%
Adult couple	1,294	1,399	1,351	1,341	1,334	1,501	1,614	1,613	1,674	3.8%	29.4%
Family group - parents and children	1,334	1,196	1,235	1,107	1,012	1,002	1,070	1,015	1,013	-0.2%	-24.1%
Friends or relatives travelling together with(out) children	762	809	772	950	1,124	1,183	1,164	1,278	1,451	13.6%	90.3%
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	n/p	n/p	-	-
<b>Total</b>	<b>4,205</b>	<b>4,307</b>	<b>4,253</b>	<b>4,310</b>	<b>4,691</b>	<b>4,888</b>	<b>5,211</b>	<b>5,111</b>	<b>5,703</b>	<b>11.6%</b>	<b>35.6%</b>

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

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Eat out / dine at a restaurant and/or cafe	2,341	2,456	2,411	2,689	2,838	3,060	3,471	3,343	3,838	14.8%	64.0%
Go to the beach	1,798	1,943	1,957	2,156	2,233	2,369	2,549	2,535	2,908	14.7%	61.8%
Visit friends & relatives	1,921	2,043	1,999	1,971	2,164	2,191	2,343	2,125	2,516	18.4%	30.9%
Sightseeing/looking around	1,280	1,285	1,156	1,272	1,261	1,299	1,489	1,530	1,726	12.8%	34.9%
Pubs, clubs, discos etc	1,021	1,122	1,030	1,116	1,117	1,366	1,545	1,446	1,577	9.1%	54.5%

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

	Nights (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Friends or relatives property	5,196	5,223	5,850	5,713	5,512	6,252	6,499	6,503	6,834	5.1%	31.5%
Caravan park or commercial camping ground	3,273	4,143	4,167	3,614	3,814	3,817	4,441	4,005	3,880	-3.1%	18.5%
Rented house/apartment/flat or unit	2,922	2,832	2,386	3,045	2,427	2,533	2,758	2,670	2,934	9.9%	0.4%

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

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Private vehicle or company car	3,607	3,750	3,649	3,689	3,970	4,206	4,435	4,345	4,791	10.3%	32.8%
Aircraft	401	350	362	432	468	477	561	542	660	21.9%	64.6%
Rental car	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

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Visitors (000)	290	246	247	257	268	287	324	350	355	1.5%	22.4%
Nights (000)	2,710	2,444	2,641	2,938	2,946	3,131	3,490	3,908	3,770	-3.6%	39.1%
Average Length of Stay	9.3	9.9	10.7	11.4	11.0	10.9	10.8	11.2	10.6	-5.0%	13.7%
Expenditure (\$ million)*	\$197	\$155	\$144	\$153	\$167	\$179	\$195	\$243	\$230	-5.3%	17.0%
Spend per visitor per night (\$)	\$73	\$63	\$54	\$52	\$57	\$57	\$56	\$62	\$61	-1.8%	-15.9%

### Purpose of Visit

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Holiday	242	198	189	201	213	229	256	281	279	-0.5%	15.3%
Visiting Friends & Relatives	46	43	50	51	48	49	61	64	65	2.3%	42.6%
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	3	3	5	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>290</b>	<b>246</b>	<b>247</b>	<b>257</b>	<b>268</b>	<b>287</b>	<b>324</b>	<b>350</b>	<b>355</b>	<b>1.5%</b>	<b>22.4%</b>

# Travel to North Coast NSW Tourism Region

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

## Purpose of Visit

	Nights (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	1,575	1,396	1,469	1,481	1,642	1,821	1,752	2,141	2,176	1.6%	38.1%
Visiting Friends & Relatives	610	679	701	747	775	792	1,187	1,054	1,026	-2.7%	68.1%
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	332	167	228	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	2,710	2,444	2,641	2,938	2,946	3,131	3,490	3,908	3,770	-3.6%	39.1%

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

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
United Kingdom	80	63	51	60	54	63	66	70	68	-2.0%	-14.8%
Germany	28	26	27	27	34	33	39	38	40	4.3%	43.3%
New Zealand	28	26	32	28	29	29	33	38	35	-8.2%	24.4%

## Age

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
15-29	163	134	131	134	144	154	164	169	170	0.7%	4.3%
30-39	35	32	36	35	33	38	54	59	57	-4.7%	60.5%
40-49	22	20	20	22	22	22	27	30	33	11.0%	48.6%
50-59	32	26	22	26	32	34	35	36	36	1.1%	14.1%
60-69	28	25	27	30	27	28	32	41	43	6.6%	53.2%
70+	n/p	10	12	n/p	n/p	12	11	15	15	4.0%	-
Total	290	246	247	257	268	287	324	350	355	1.5%	22.4%

## Travel Party

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Travelling alone	171	134	142	143	154	159	181	187	190	1.6%	10.9%
Adult couple	65	56	51	54	58	61	72	85	72	-15.1%	11.2%
Family group - parent(s) and children	14	13	15	17	16	24	21	32	39	22.0%	171.5%
Friends and/ or relatives travelling together	39	41	36	41	38	40	46	44	50	12.8%	28.5%
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	290	246	247	257	268	287	324	350	355	1.5%	22.4%

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

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Eat out / dine at a restaurant and/or cafe	270	229	229	238	256	271	310	336	343	2.1%	26.9%
Go to the beach	269	223	226	239	249	266	306	327	331	1.1%	22.9%
Sightseeing/looking around	257	211	213	215	235	248	283	307	312	1.9%	21.6%
Go shopping for pleasure	241	190	199	210	225	245	273	287	296	3.2%	22.4%
Visit national parks / state parks	210	160	170	185	199	218	246	257	263	2.2%	25.3%

## First or Return Visitor to Australia

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
First visit	175	137	136	146	152	157	174	195	191	-2.2%	9.1%
Return visit	115	109	111	111	117	131	150	155	164	6.3%	42.6%
Total	290	246	247	257	268	287	324	350	355	1.5%	22.4%

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

	Nights (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Friends or relatives property	747	776	873	1,037	896	905	1,107	1,267	1,089	-14.1%	45.9%
Rented house/apartment/flat or unit	500	467	419	502	448	694	779	925	860	-7.1%	72.0%
Backpacker or hostel	678	553	537	589	678	597	565	611	602	-1.5%	-11.3%

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

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Rental car	66	47	53	51	56	66	74	84	96	14.9%	45.1%
Private vehicle or company car	74	63	64	69	66	77	83	95	94	-1.0%	27.3%
Long distance coach or bus	82	64	58	61	69	63	66	67	64	-4.4%	-21.9%

# Travel to North Coast NSW Tourism Region

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	7,477	7.3%	14.9%
Expenditure (\$ million)*	\$818	\$662	\$764	\$603	\$596	\$649	\$641	\$753	\$819	8.8%	0.1%
Spend per visitor (\$)	\$126	\$103	\$114	\$110	\$98	\$103	\$96	\$108	\$110	1.4%	-12.9%

### Main Purpose of Trip

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Holiday	3,611	3,464	3,601	2,907	3,258	3,339	3,534	3,839	4,256	10.9%	17.9%
Visiting Friends & Relatives	1,488	1,259	1,756	1,512	1,664	1,753	1,883	1,554	1,651	6.2%	10.9%
Business	554	622	553	n/p	n/p	421	n/p	473	659	39.2%	19.1%
Other	853	1,065	806	652	754	795	849	1,104	911	-17.5%	6.8%
Total	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	7,477	7.3%	14.9%

### Origin

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	4,833	4,962	5,232	4,470	4,065	4,169	4,321	4,517	5,071	12.3%	4.9%
<b>Total Intrastate</b>	5,032	5,282	5,450	4,590	4,354	4,436	4,636	4,870	5,329	9.4%	5.9%
<b>Total Interstate</b>	1,474	1,127	1,266	901	1,757	1,872	2,044	2,100	2,147	2.2%	45.6%
Total	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	7,477	7.3%	14.9%

### Age

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
15-29	1,292	1,100	1,092	n/p	1,139	1,523	1,212	1,491	1,566	5.0%	21.2%
30-39	974	867	1,019	791	900	923	1,013	980	1,123	14.6%	15.3%
40-49	1,256	1,203	1,341	819	821	870	1,038	959	1,065	11.0%	-15.2%
50-59	1,077	1,408	1,001	1,212	1,011	1,013	1,241	1,255	1,153	-8.1%	7.1%
60-69	1,184	1,062	1,429	1,019	1,340	1,198	1,195	1,307	1,563	19.6%	32.0%
70+	722	770	834	720	899	781	981	978	1,006	2.8%	39.2%
Total	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,971	7,477	7.3%	14.9%

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

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Eat out / dine at a restaurant and/or cafe	2,741	2,712	2,937	2,481	3,059	3,036	3,327	3,527	4,320	22.5%	57.6%
Go to the beach	1,202	1,051	1,198	1,179	1,316	1,476	1,677	1,725	2,018	17.0%	67.8%
Visit friends & relatives	1,825	1,636	1,941	1,828	2,136	2,248	1,995	1,825	1,977	8.4%	8.4%
Sightseeing/looking around	1,195	1,080	852	743	840	876	1,025	1,127	1,658	47.1%	38.8%
Go shopping for pleasure	1,748	1,706	1,808	1,490	1,604	1,316	1,513	1,486	1,613	8.5%	-7.8%

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

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Private vehicle or company car	6,228	6,212	6,518	5,348	5,875	6,137	6,524	6,823	7,275	6.6%	16.8%
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.