

FACT SHEET

Total Domestic and International visitation to the North Coast (spend, visitors and nights)



SPEND
\$4.5 b
up 3.3% YoY



VISITORS
13.2 m
down 0.6% YoY



NIGHTS
26.2 m
up 9.6% YoY

NSW North Coast received 41% of international visitors, 23% of domestic overnight visitors and 17% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- The North Coast is Regional NSW's number 1 region for domestic overnight visitors, number 1 for nights and number 1 for expenditure.
- There were 5.8 million domestic overnight visitors (up 8.2% on the previous year) who stayed 22.2 million nights (up 10.7%) in the North Coast and spent \$3.5 billion (up 7.5%).
- The average length of stay in the region was 3.9 nights and average spend per night was \$159.
- The region accounted for 23% of visitors, 28% of nights and 28% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (51%), followed by Visiting Friends and Relatives (34%) and Business (11%).
- Around 23% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (17%), 50-59 years old (17%), 60-69 years old (17%) and 40-49 years old (16%).
- 'Adult couple' (30%) was the most common travel party amongst visitors to the region, followed by 'friends and relatives travelling together' (25%), 'unaccompanied traveller' (22%) and 'family groups with children' (19%).
- Regional NSW was the largest source market for visitors to the region (37%), followed by Queensland (28%) and Sydney (27%). Visitors from interstate accounted for 37% of the region's visitors.

TREND

- **From YE March 2014 to YE March 2019**, domestic visitors, nights and expenditure in the region recorded the following changes: up 30.8%, up 24.8% and up 48.1%, respectively.

DOMESTIC DAY TRIP VISITATION

- The North Coast is Regional NSW's number 2 region for domestic day trip visitors and number 2 for expenditure.
- There were 7.1 million domestic day trip visitors to the North Coast (down 6.8% on the previous year) who spent \$744 million (down 13.9%). The average spend per visitor was \$105.
- The region accounted for 17% of visitors and 16% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (54%), followed by Visiting Friends and Relatives (23%) and Business (9%).
- Visitors aged 60-69 years accounted for 21% of all day trippers to the region, followed by the 15-29 years old (20%), 50-59 years old (16%) and 30-39 years old (15%).

TREND

- **From YE March 2014 to YE March 2019**, domestic day trip visitors and expenditure in the region recorded the following changes: up 30.6% and up 21.0%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- The North Coast is Regional NSW's number 1 region for international visitors, number 1 for nights, and number 2 for expenditure.
- There were 360,100 international visitors (up 1.8% on the previous year) who stayed 4.0 million nights (up 4.0%) in the North Coast and spent \$259 million (up 8.6%).
- The average length of stay in the region was 11.1 nights and average spend per night was \$65.
- The region accounted for 41% of visitors, 26% of visitor nights and 25% of expenditure in regional NSW for YE March 2019.
- Holiday was the largest purpose of visit to the region (78%), followed by Visiting Friends and Relatives (19%).
- 48% of the visitors were aged 15-29 years, followed by 30-39 years old (16%), 60-69 years old (12%) and 50-59 years old (11%).
- 'Unaccompanied traveller' (52%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (22%), 'friends and relatives travelling together' (14%) and 'family groups with children' (11%).
- United Kingdom was the region's largest source market for visitors (19%), followed by Germany (11%) and New Zealand (10%).

TREND

- **From YE March 2014 to YE March 2019**, international visitors, nights and expenditure in the region recorded the following changes: up 36.7%, up 38.2% and up 70.1%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the North Coast for YE March 2019.

