

FACT SHEET

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



SPEND
\$4.7 b
up 4.2% YoY



VISITORS
13.7 m
up 3.2% YoY



NIGHTS
27.4 m
up 13.7% YoY

NSW North Coast received 42% 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 5.9 million domestic overnight visitors (up 5.4% on the previous year) who stayed 23.3 million nights (up 13.0%) in the North Coast and spent \$3.6 billion (up 4.2%).
- The average length of stay in the region was 4.0 nights and average spend per night was \$156.
- The region accounted for 23% of visitors, 28% of nights and 27% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (50%), followed by Visiting Friends and Relatives (35%) and Business (10%).
- Around 22% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (18%) and 50-59 years old (17%).
- 'Adult couple' (31%) was the most common travel party amongst visitors to the region, followed by 'friends and relatives travelling together' (25%) and 'unaccompanied traveller' (23%).
- Regional NSW was the largest source market for visitors to the region (37%), followed by Queensland (27%) and Sydney (26%). Visitors from interstate accounted for 37% of the region's visitors.

TREND

- **From** YE June 2014 **to** YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 27.3%, up 24.7% and up 40.8%, 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 7.4 million domestic day trip visitors to the North Coast (up 1.4% on the previous year) who spent \$814 million (down 0.3%). The average spend per visitor was \$109.
- The region accounted for 17% of visitors and 17% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (51%), followed by Visiting Friends and Relatives (23%) and Business (12%).
- Visitors aged 60-69 years accounted for 20% of all day trippers to the region, followed by the 15-29 years old (18%), 30-39 years old (18%) and 50-59 years old (16%).

TREND

- **From** YE June 2014 **to** YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 33.6% and up 40.5%, 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 1 for expenditure.
- There were 364,500 international visitors (up 4.5% on the previous year) who stayed 4.1 million nights (up 17.8%) in the North Coast and spent \$272 million (up 22.1%).
- The average length of stay in the region was 11.2 nights and average spend per night was \$66.
- The region accounted for 42% of visitors, 27% of visitor nights and 26% of expenditure in regional NSW for YE June 2019.
- Holiday was the largest purpose of visit to the region (79%), followed by Visiting Friends and Relatives (18%).
- 48% of the visitors were aged 15-29 years, followed by 30-39 years old (16%), 50-59 years old (12%) and 60-69 years old (12%).
- '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 (18%), followed by Germany (11%) and New Zealand (10%).

TREND

- **From** YE June 2014 **to** YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 37.8%, up 40.4% and up 72.9%, respectively.

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

