

# Travel to North Coast NSW Tourism Region

Year ended June 2019



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	YE Jun 2019	% change YE Jun19 vs. YE Jun18
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	11,147	10,598	10,642	10,843	10,452	11,303	12,034	12,437	13,260	13,681	3.2%
Nights ('000)	18,587	20,073	19,286	20,640	21,583	21,003	23,933	23,522	24,063	27,362	13.7%
Expenditure (\$ million)*	\$3,299	\$2,988	\$3,149	\$3,266	\$3,310	\$3,438	\$3,688	\$3,695	\$4,517	\$4,709	4.2%

### Overnight - Int'l & domestic

Visitors ('000)	4,393	4,603	4,324	4,613	4,887	5,002	5,419	5,431	5,931	6,248	5.3%
Nights ('000)	18,587	20,073	19,286	20,640	21,583	21,003	23,933	23,522	24,063	27,362	13.7%
Expenditure (\$ million)*	\$2,425	\$2,382	\$2,480	\$2,516	\$2,731	\$2,805	\$3,008	\$3,030	\$3,702	\$3,896	5.2%

### Domestic - overnight & daytrip

Visitors ('000)	10,863	10,329	10,402	10,593	10,187	11,020	11,734	12,099	12,911	13,317	3.1%
Nights ('000)	16,047	17,498	16,992	17,641	18,663	17,940	20,427	19,878	20,583	23,263	13.0%
Expenditure (\$ million)*	\$3,109	\$2,816	\$3,004	\$3,120	\$3,153	\$3,261	\$3,501	\$3,472	\$4,294	\$4,437	3.3%

## 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	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)	4,109	4,333	4,084	4,363	4,622	4,718	5,119	5,093	5,582	5,884	5.4%
Nights (000)	16,047	17,498	16,992	17,641	18,663	17,940	20,427	19,878	20,583	23,263	13.0%
Average Length of Stay	3.9	4.0	4.2	4.0	4.0	3.8	4.0	3.9	3.7	4.0	7.2%
Expenditure (\$ million)*	\$2,236	\$2,210	\$2,335	\$2,371	\$2,574	\$2,628	\$2,821	\$2,806	\$3,479	\$3,623	4.2%
Spend per visitor per night (\$)	\$139	\$126	\$137	\$134	\$138	\$146	\$138	\$141	\$169	\$156	-7.8%
Intrastate visitors (000)	2,788	2,714	2,691	2,898	2,948	2,874	3,045	3,168	3,482	3,723	6.9%
Interstate visitors (000)	1,321	1,619	1,393	1,466	1,675	1,844	2,073	1,924	2,100	2,161	2.9%
Intrastate nights (000)	10,925	10,803	10,461	11,442	12,058	10,760	12,170	12,252	13,018	15,106	16.0%
Interstate nights (000)	5,123	6,694	6,531	6,199	6,605	7,181	8,257	7,626	7,565	8,158	7.8%
Intrastate expenditure (\$million)	\$1,572	\$1,403	\$1,414	\$1,611	\$1,515	\$1,641	\$1,643	\$1,889	\$2,216	\$2,314	4.4%
Interstate expenditure (\$ million)	\$664	\$806	\$920	\$760	\$1,059	\$987	\$1,178	\$917	\$1,263	\$1,310	3.7%

### Purpose of Visit

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Holiday	2,299	2,258	2,055	2,255	2,447	2,313	2,764	2,572	2,976	2,966	-0.3%
Visiting Friends & Relatives	1,301	1,568	1,554	1,607	1,602	1,639	1,605	1,750	1,673	2,070	23.8%
Business	350	383	356	415	398	605	514	524	701	615	-12.2%
Other	190	196	196	157	269	228	311	349	335	319	-4.8%
<b>Total</b>	<b>4,109</b>	<b>4,333</b>	<b>4,084</b>	<b>4,363</b>	<b>4,622</b>	<b>4,718</b>	<b>5,119</b>	<b>5,093</b>	<b>5,582</b>	<b>5,884</b>	<b>5.4%</b>
	Nights (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Holiday	10,154	10,774	10,367	10,716	11,082	10,312	12,282	11,130	12,508	13,916	11.3%
Visiting Friends & Relatives	4,549	5,331	5,365	5,640	5,604	5,469	5,657	6,382	5,502	6,741	22.5%
Business	857	862	786	853	1,051	1,749	1,397	1,280	1,890	1,700	-10.1%
Other	488	531	475	432	925	411	1,092	1,086	683	907	32.9%
<b>Total</b>	<b>16,047</b>	<b>17,498</b>	<b>16,992</b>	<b>17,641</b>	<b>18,663</b>	<b>17,940</b>	<b>20,427</b>	<b>19,878</b>	<b>20,583</b>	<b>23,263</b>	<b>13.0%</b>

### Origin

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Regional NSW	1,706	1,671	1,744	1,890	1,738	1,696	1,844	1,931	2,066	2,171	5.1%
Sydney	1,082	1,043	947	1,007	1,209	1,177	1,201	1,238	1,416	1,552	9.6%
<b>Total Intrastate</b>	<b>2,788</b>	<b>2,714</b>	<b>2,691</b>	<b>2,898</b>	<b>2,948</b>	<b>2,874</b>	<b>3,045</b>	<b>3,168</b>	<b>3,482</b>	<b>3,723</b>	<b>6.9%</b>
Victoria	174	246	219	179	225	261	298	291	304	379	24.6%
Queensland	1,012	1,204	1,012	1,149	1,282	1,415	1,578	1,472	1,598	1,608	0.6%
ACT	n/p	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	99	122	95	-21.9%
<b>Total Interstate</b>	<b>1,321</b>	<b>1,619</b>	<b>1,393</b>	<b>1,466</b>	<b>1,675</b>	<b>1,844</b>	<b>2,073</b>	<b>1,924</b>	<b>2,100</b>	<b>2,161</b>	<b>2.9%</b>
<b>Grand Total</b>	<b>4,109</b>	<b>4,333</b>	<b>4,084</b>	<b>4,363</b>	<b>4,622</b>	<b>4,718</b>	<b>5,119</b>	<b>5,093</b>	<b>5,582</b>	<b>5,884</b>	<b>5.4%</b>

# Travel to North Coast NSW Tourism Region

Year ended June 2019



Source: National and International Visitor Surveys, TRA.

## Age

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
15-29	901	979	799	854	1,118	1,177	1,228	1,139	1,293	1,303	0.8%
30-39	706	733	792	767	707	819	842	898	1,025	998	-2.6%
40-49	718	777	696	789	727	762	878	835	902	975	8.0%
50-59	879	851	781	762	848	824	921	827	962	1,008	4.7%
60-69	576	612	662	756	758	746	796	893	850	1,045	23.0%
70+	328	382	354	434	465	389	453	501	550	556	1.0%
<b>Total</b>	<b>4,109</b>	<b>4,333</b>	<b>4,084</b>	<b>4,363</b>	<b>4,622</b>	<b>4,718</b>	<b>5,119</b>	<b>5,093</b>	<b>5,582</b>	<b>5,884</b>	<b>5.4%</b>

## Travel Party

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Travelling alone	669	702	662	804	898	1,101	1,018	1,045	1,329	1,337	0.6%
Adult couple	1,291	1,334	1,337	1,376	1,430	1,313	1,607	1,612	1,627	1,804	10.8%
Family group - parents and children	1,200	1,286	1,206	1,192	1,012	991	1,087	1,044	1,007	1,096	8.8%
Friends or relatives travelling together with(out) children	781	823	702	828	1,120	1,108	1,214	1,203	1,383	1,472	6.4%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	190	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>4,109</b>	<b>4,333</b>	<b>4,084</b>	<b>4,363</b>	<b>4,622</b>	<b>4,718</b>	<b>5,119</b>	<b>5,093</b>	<b>5,582</b>	<b>5,884</b>	<b>5.4%</b>

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Eat out / dine at a restaurant and/or cafe	2,364	2,419	2,314	2,609	2,827	2,867	3,315	3,338	3,760	3,923	4.3%
Go to the beach	1,871	1,829	1,842	2,075	2,245	2,233	2,527	2,511	2,814	3,077	9.3%
Visit friends & relatives	1,808	2,020	1,961	1,960	2,175	2,242	2,166	2,300	2,219	2,720	22.6%
Sightseeing/looking around	1,343	1,262	1,189	1,228	1,263	1,296	1,370	1,562	1,552	1,922	23.8%
Pubs, clubs, discos etc	1,083	1,051	1,081	1,109	1,084	1,254	1,404	1,521	1,592	1,612	1.3%

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

	Nights (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Friends or relatives property	5,088	5,198	5,493	5,666	5,981	6,146	5,961	6,679	6,503	7,783	19.7%
Caravan park or commercial camping ground	2,882	4,233	3,876	4,133	3,663	3,505	4,488	4,038	3,658	4,242	16.0%
Rented house/apartment/flat or unit	3,083	2,835	2,485	2,703	3,016	2,118	2,928	2,571	2,717	3,100	14.1%

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Private vehicle or company car	3,573	3,736	3,491	3,790	3,901	4,032	4,375	4,321	4,748	4,967	4.6%
Aircraft	336	382	368	356	470	490	533	542	596	663	11.3%
Rental car	n/p	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 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	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)	284	270	241	250	264	284	301	338	349	364	4.5%
Nights (000)	2,540	2,575	2,294	2,999	2,920	3,063	3,506	3,643	3,480	4,099	17.8%
Average Length of Stay	8.9	9.6	9.5	12.0	11.0	10.8	11.7	10.8	10.0	11.2	12.7%
Expenditure (\$ million)*	\$189	\$172	\$145	\$146	\$157	\$177	\$186	\$224	\$223	\$272	22.1%
Spend per visitor per night (\$)	\$74	\$67	\$63	\$49	\$54	\$58	\$53	\$61	\$64	\$66	3.7%

### Purpose of Visit

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Holiday	240	220	190	192	206	231	235	270	277	289	4.4%
Visiting Friends & Relatives	40	47	44	49	55	43	60	58	65	66	1.2%
Business	n/p	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	n/p	-
Education	4	3	n/p	4	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	n/p	-
<b>Total</b>	<b>284</b>	<b>270</b>	<b>241</b>	<b>250</b>	<b>264</b>	<b>284</b>	<b>301</b>	<b>338</b>	<b>349</b>	<b>364</b>	<b>4.5%</b>

# Travel to North Coast NSW Tourism Region

Year ended June 2019



Source: National and International Visitor Surveys, TRA.

## Purpose of Visit

	Nights (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Holiday	1,560	1,434	1,431	1,490	1,517	1,740	1,805	2,070	1,881	2,454	30.4%
Visiting Friends & Relatives	560	627	604	825	808	655	1,250	956	1,026	859	-16.3%
Business	n/p	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	n/p	-
Education	265	307	n/p	346	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	n/p	-
<b>Total</b>	<b>2,540</b>	<b>2,575</b>	<b>2,294</b>	<b>2,999</b>	<b>2,920</b>	<b>3,063</b>	<b>3,506</b>	<b>3,643</b>	<b>3,480</b>	<b>4,099</b>	<b>17.8%</b>

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
United Kingdom	82	70	60	52	57	63	64	67	68	66	-2.7%
Germany	27	28	26	26	31	32	37	38	40	40	0.5%
New Zealand	27	27	27	30	30	26	31	35	37	37	-1.6%

## Age

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
15-29	166	149	130	132	135	157	154	167	171	174	2.1%
30-39	36	34	33	35	35	36	41	58	55	59	7.3%
40-49	21	19	18	21	24	20	27	26	32	31	-3.1%
50-59	29	29	26	23	29	32	34	38	34	44	30.0%
60-69	25	28	24	27	31	29	32	34	42	42	-0.3%
70+	n/p	n/p	11	11	n/p	11	12	14	15	14	-6.1%
<b>Total</b>	<b>284</b>	<b>270</b>	<b>241</b>	<b>250</b>	<b>264</b>	<b>284</b>	<b>301</b>	<b>338</b>	<b>349</b>	<b>364</b>	<b>4.5%</b>

## Travel Party

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Travelling alone	174	154	135	138	148	162	169	179	188	189	0.9%
Adult couple	61	60	53	53	56	61	67	77	80	80	-0.4%
Family group - parent(s) and children	12	15	13	15	17	18	23	28	32	40	23.3%
Friends and/ or relatives travelling together	37	39	37	40	40	40	38	51	45	52	13.3%
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	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>284</b>	<b>270</b>	<b>241</b>	<b>250</b>	<b>264</b>	<b>284</b>	<b>301</b>	<b>338</b>	<b>349</b>	<b>364</b>	<b>4.5%</b>

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Eat out / dine at a restaurant and/or cafe	265	249	226	230	248	270	285	324	338	352	4.2%
Go to the beach	267	247	219	230	245	264	282	317	326	341	4.6%
Sightseeing/looking around	256	233	208	212	224	249	257	299	307	318	3.3%
Go shopping for pleasure	238	213	193	203	216	244	256	285	286	296	3.7%
Visit national parks / state parks	208	179	168	172	190	220	223	257	255	262	2.6%

## First or Return Visitor to Australia

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
First visit	173	156	137	139	147	161	160	185	192	192	-0.1%
Return visit	112	114	103	111	118	123	140	153	157	173	10.0%
<b>Total</b>	<b>284</b>	<b>270</b>	<b>241</b>	<b>250</b>	<b>264</b>	<b>284</b>	<b>301</b>	<b>338</b>	<b>349</b>	<b>364</b>	<b>4.5%</b>

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

	Nights (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Rented house/apartment/flat or unit	403	472	376	556	439	628	789	702	881	1,220	38.4%
Friends or relatives property	730	724	757	1,076	967	810	1,150	1,213	1,092	1,013	-7.3%
Backpacker or hostel	700	635	482	581	627	693	540	560	596	622	4.5%

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Private vehicle or company car	67	73	59	65	70	71	77	94	88	98	11.5%
Rental car	61	57	49	51	51	66	69	76	90	95	6.1%
Long distance coach or bus	84	75	57	64	62	69	65	66	66	63	-4.5%

# Travel to North Coast NSW Tourism Region

Year ended June 2019



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	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	1.4%
Expenditure (\$ million)*	\$873	\$606	\$670	\$749	\$579	\$633	\$680	\$665	\$816	\$814	-0.3%
Spend per visitor (\$)	\$129	\$101	\$106	\$120	\$104	\$101	\$103	\$95	\$111	\$109	-1.7%

### Main Purpose of Trip

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Holiday	3,618	3,298	3,188	3,577	2,835	3,314	3,577	3,721	4,230	3,793	-10.3%
Visiting Friends & Relatives	1,547	1,276	1,541	1,571	1,600	1,675	1,805	1,822	1,607	1,701	5.9%
Business	560	535	664	n/p	n/p	n/p	416	491	514	918	78.7%
Other	1,029	886	925	670	704	842	817	972	978	1,020	4.3%
Total	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	1.4%

### Origin

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Sydney	n/p	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	4,483	4,870	5,290	8.6%
<b>Total Intrastate</b>	5,284	4,803	5,144	5,270	4,264	4,394	4,730	4,887	5,141	5,565	8.3%
<b>Total Interstate</b>	1,470	1,192	1,174	960	1,301	1,907	1,885	2,119	2,187	1,867	-14.6%
Total	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	1.4%

### Age

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
15-29	1,399	977	995	1,132	938	1,230	1,380	1,531	1,676	1,355	-19.2%
30-39	1,087	741	1,079	793	796	1,118	901	1,179	759	1,327	74.9%
40-49	1,227	1,250	1,128	1,198	717	1,022	868	881	1,162	931	-19.9%
50-59	1,193	1,226	1,114	1,084	1,158	881	1,146	1,369	1,300	1,221	-6.1%
60-69	1,111	1,064	1,195	1,273	1,212	1,095	1,410	1,137	1,474	1,510	2.5%
70+	738	736	807	750	743	955	910	909	958	1,089	13.7%
Total	6,754	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	1.4%

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Eat out / dine at a restaurant and/or cafe	2,797	2,795	2,714	2,750	2,646	2,989	3,155	3,583	3,963	3,971	0.2%
Visit friends & relatives	1,792	1,731	1,759	1,845	1,976	2,214	2,148	1,975	1,885	2,102	11.5%
Go to the beach	1,361	906	1,087	1,254	1,088	1,430	1,628	1,613	2,037	1,776	-12.8%
Sightseeing/looking around	1,281	1,023	942	860	676	839	995	1,086	1,492	1,355	-9.2%
Go shopping for pleasure	1,770	1,758	1,399	1,932	1,358	1,608	1,463	1,347	1,635	1,278	-21.8%

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	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	YE Jun 2019	
Private vehicle or company car	6,501	5,815	6,110	6,057	5,333	6,163	6,448	6,819	7,165	7,181	0.2%
Bus/Coach	n/p	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	-

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.