

FACT SHEET

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

 **SPEND**
\$5.0 b
up 9.1% YoY

 **VISITORS**
14.8 m
up 11.4% YoY

 **NIGHTS**
27.9 m
up 12.9% YoY

NSW North Coast received 43% of international visitors, 23% of domestic overnight visitors and 18% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- The North Coast is Regional NSW's number 1 region for domestic overnight visitors, nights and expenditure.
- There were 6.3 million domestic overnight visitors (up 11.7% on the previous year) who stayed 23.9 million nights (up 14.3%) in the North Coast and spent \$3.8 billion (up 10.4%).
- The average length of stay in the region was 3.8 nights and average spend per night was \$160.
- The region accounted for 23% of visitors, 28% of nights and expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (48%), followed by Visiting Friends and Relatives (36%) and Business (11%).
- Around 21% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (18%) and 30-39 years old (18%).
- 'Adult couple' (30%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives travelling together' (24%) and 'unaccompanied traveller' (23%).
- Regional NSW was the largest source market for visitors to the region (36%), followed by Queensland (29%) and Sydney (26%). Visitors from interstate accounted for 39% of the region's visitors.

TREND

- **From** YE September 2014 **to** YE September 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 35.5%, up 24.9% and up 46.5%, respectively.

DOMESTIC DAY TRIP VISITATION

- The North Coast is Regional NSW's number 1 region for domestic day trip visitors and expenditure.
- There were 8.1 million domestic day trip visitors to the North Coast (up 11.5% on the previous year) who spent \$888 million (up 5.4%). The average spend per visitor was \$109.
- The region accounted for 18% of visitors and 17% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (50%), followed by Visiting Friends and Relatives (24%) and Business (12%).
- Visitors aged 15-29 years accounted for 19% of all day trippers to the region, followed by the 60-69 years old (19%), 50-59 years old (17%) and 30-39 years old (16%).

TREND

- **From** YE September 2014 **to** YE September 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 41.1% and up 54.1%, 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 373,500 international visitors (up 5.1% on the previous year) who stayed 3.9 million nights (up 4.7%) in the North Coast and spent \$256 million (up 3.3%).
- The average length of stay in the region was 10.5 nights and average spend per night was \$65.
- The region accounted for 43% of visitors, 27% of visitor nights and 24% of expenditure in regional NSW for YE September 2019.
- Holiday was the largest purpose of visit to the region (79%), followed by Visiting Friends and Relatives (18%).
- 46% of the visitors were aged 15-29 years, followed by 30-39 years old (15%), 50-59 years old (13%) and 60-69 years old (12%).
- 'Unaccompanied traveller' (51%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (23%), 'friends and/or relatives travelling together' (15%) and 'family groups with children' (11%).
- United Kingdom was the region's largest source market for visitors (18%), followed by Germany (12%) and New Zealand (10%).

TREND

- **From** YE September 2014 **to** YE September 2019, international visitors, nights and expenditure in the region recorded the following changes: up 40.1%, up 29.4% and up 54.6%, respectively.

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

