

# Travel to North Coast NSW Tourism Region

## Year ended September 2019



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	% change YE Sept19 vs. YE Sept18
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	11,000	10,628	10,682	10,672	10,653	11,605	11,799	12,738	13,250	14,766	11.4%
Nights ('000)	19,266	19,919	19,906	20,178	22,199	20,708	23,907	24,067	24,693	27,869	12.9%
Expenditure (\$ million)*	\$3,355	\$2,990	\$3,136	\$3,317	\$3,357	\$3,481	\$3,621	\$3,903	\$4,560	\$4,975	9.1%

### Overnight - Int'l & domestic

Visitors ('000)	4,504	4,530	4,374	4,662	4,882	5,076	5,386	5,560	5,953	6,626	11.3%
Nights ('000)	19,266	19,919	19,906	20,178	22,199	20,708	23,907	24,067	24,693	27,869	12.9%
Expenditure (\$ million)*	\$2,518	\$2,349	\$2,495	\$2,568	\$2,781	\$2,807	\$2,996	\$3,210	\$3,717	\$4,087	9.9%

### Domestic - overnight & daytrip

Visitors ('000)	10,718	10,372	10,434	10,421	10,386	11,320	11,489	12,400	12,895	14,393	11.6%
Nights ('000)	16,717	17,370	17,338	17,332	19,160	17,691	20,380	20,350	20,937	23,936	14.3%
Expenditure (\$ million)*	\$3,170	\$2,828	\$2,976	\$3,178	\$3,191	\$3,311	\$3,430	\$3,677	\$4,312	\$4,718	9.4%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	% change YE Sept19 vs. YE Sept18
Visitors (000)	4,222	4,274	4,126	4,411	4,616	4,791	5,075	5,222	5,598	6,253	11.7%
Nights (000)	16,717	17,370	17,338	17,332	19,160	17,691	20,380	20,350	20,937	23,936	14.3%
Average Length of Stay	4.0	4.1	4.2	3.9	4.2	3.7	4.0	3.9	3.7	3.8	2.3%
Expenditure (\$ million)*	\$2,334	\$2,186	\$2,334	\$2,429	\$2,615	\$2,637	\$2,805	\$2,984	\$3,469	\$3,831	10.4%
Spend per visitor per night (\$)	\$140	\$126	\$135	\$140	\$136	\$149	\$138	\$147	\$166	\$160	-3.4%
Intrastate visitors (000)	2,873	2,672	2,706	2,975	2,820	2,934	3,021	3,283	3,504	3,836	9.5%
Interstate visitors (000)	1,349	1,603	1,419	1,436	1,796	1,857	2,055	1,939	2,093	2,416	15.4%
Intrastate nights (000)	11,313	10,632	10,563	11,392	12,266	10,488	12,173	12,771	13,095	15,043	14.9%
Interstate nights (000)	5,404	6,738	6,775	5,940	6,894	7,204	8,208	7,579	7,843	8,893	13.4%
Intrastate expenditure (\$million)	\$1,591	\$1,413	\$1,429	\$1,601	\$1,567	\$1,624	\$1,664	\$1,986	\$2,191	\$2,360	7.7%
Interstate expenditure (\$ million)	\$743	\$773	\$905	\$828	\$1,048	\$1,013	\$1,141	\$998	\$1,279	\$1,470	15.0%

#### Purpose of Visit

	Visitors (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
Holiday	2,322	2,179	2,024	2,326	2,482	2,387	2,681	2,734	2,917	3,007	3.1%
Visiting Friends & Relatives	1,394	1,542	1,644	1,591	1,509	1,684	1,606	1,715	1,754	2,277	29.8%
Business	370	401	363	384	450	564	537	528	694	702	1.2%
Other	184	219	170	184	257	232	332	349	321	355	10.5%
<b>Total</b>	<b>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,222</b>	<b>5,598</b>	<b>6,253</b>	<b>11.7%</b>

  

	Nights (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
Holiday	10,332	10,583	10,405	10,878	11,325	10,158	12,123	11,735	12,476	14,136	13.3%
Visiting Friends & Relatives	5,002	5,247	5,682	5,374	5,494	5,542	5,714	6,284	5,719	7,035	23.0%
Business	894	927	773	742	1,397	1,502	1,482	1,273	1,984	1,876	-5.5%
Other	490	613	478	338	943	490	1,062	1,058	758	889	17.3%
<b>Total</b>	<b>16,717</b>	<b>17,370</b>	<b>17,338</b>	<b>17,332</b>	<b>19,160</b>	<b>17,691</b>	<b>20,380</b>	<b>20,350</b>	<b>20,937</b>	<b>23,936</b>	<b>14.3%</b>

#### Origin

	Visitors (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
Regional NSW	1,732	1,695	1,767	1,943	1,592	1,762	1,777	2,047	2,076	2,227	7.2%
Sydney	1,141	977	940	1,032	1,228	1,172	1,243	1,236	1,428	1,609	12.7%
<b>Total Intrastate</b>	<b>2,873</b>	<b>2,672</b>	<b>2,706</b>	<b>2,975</b>	<b>2,820</b>	<b>2,934</b>	<b>3,021</b>	<b>3,283</b>	<b>3,504</b>	<b>3,836</b>	<b>9.5%</b>
Victoria	211	216	213	190	230	296	281	306	307	395	28.5%
Queensland	1,019	1,203	1,048	1,096	1,399	1,407	1,568	1,459	1,607	1,832	14.0%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	85	78	84	83	111	79	133	118	98	109	11.3%
<b>Total Interstate</b>	<b>1,349</b>	<b>1,603</b>	<b>1,419</b>	<b>1,436</b>	<b>1,796</b>	<b>1,857</b>	<b>2,055</b>	<b>1,939</b>	<b>2,093</b>	<b>2,416</b>	<b>15.4%</b>
<b>Grand Total</b>	<b>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,222</b>	<b>5,598</b>	<b>6,253</b>	<b>11.7%</b>

# Travel to North Coast NSW Tourism Region

## Year ended September 2019



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
15-29	973	902	838	980	1,062	1,182	1,197	1,180	1,318	1,315	-0.2%	
30-39	738	775	752	744	713	867	831	890	1,007	1,101	9.3%	
40-49	764	741	708	742	766	804	836	863	899	1,036	15.2%	
50-59	842	850	775	770	837	846	894	854	972	1,060	9.0%	
60-69	571	641	662	742	800	705	825	903	875	1,107	26.6%	
70+	334	366	390	434	439	386	493	532	527	633	20.2%	
<b>Total</b>	<b>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,222</b>	<b>5,598</b>	<b>6,253</b>	<b>11.7%</b>	

### Travel Party

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Travelling alone	659	711	726	784	923	1,046	1,048	1,085	1,354	1,457	7.6%	
Adult couple	1,285	1,381	1,313	1,390	1,366	1,390	1,638	1,627	1,651	1,893	14.6%	
Family group - parents and children	1,283	1,214	1,203	1,127	1,052	1,005	1,031	1,073	958	1,210	26.4%	
Friends or relatives travelling together with(out) children	822	789	716	923	1,124	1,129	1,169	1,243	1,403	1,498	6.8%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	185	143	-22.4%	
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>4,222</b>	<b>4,274</b>	<b>4,126</b>	<b>4,411</b>	<b>4,616</b>	<b>4,791</b>	<b>5,075</b>	<b>5,222</b>	<b>5,598</b>	<b>6,253</b>	<b>11.7%</b>	

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

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Eat out / dine at a restaurant and/or cafe	2,388	2,436	2,309	2,701	2,808	2,980	3,365	3,339	3,805	4,129	8.5%	
Go to the beach	1,874	1,893	1,817	2,183	2,190	2,304	2,491	2,603	2,765	3,255	17.7%	
Visit friends & relatives	1,902	2,010	2,005	1,967	2,169	2,181	2,262	2,201	2,370	2,854	20.4%	
Sightseeing/looking around	1,373	1,258	1,155	1,208	1,308	1,335	1,402	1,536	1,646	1,961	19.1%	
Pubs, clubs, discos etc	1,065	1,094	1,034	1,123	1,127	1,232	1,467	1,555	1,579	1,705	8.0%	

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

	Nights (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Friends or relatives property	5,321	5,333	5,616	5,537	5,882	6,175	6,084	6,672	6,729	8,031	19.4%	
Caravan park or commercial camping ground	3,313	3,907	4,150	3,854	4,060	3,372	4,478	4,040	3,844	4,417	14.9%	
Rented house/apartment/flat or unit	3,168	2,751	2,452	2,613	3,049	2,171	2,944	2,450	2,848	3,056	7.3%	

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

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Private vehicle or company car	3,649	3,698	3,535	3,797	3,905	4,093	4,345	4,411	4,759	5,267	10.7%	
Aircraft	379	365	355	386	485	502	532	554	597	705	18.1%	
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 Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	% change YE Sept19 vs. YE Sept18
Visitors (000)	282	256	248	251	266	285	310	338	355	373	5.1%
Nights (000)	2,549	2,549	2,568	2,847	3,040	3,017	3,526	3,717	3,755	3,934	4.7%
Average Length of Stay	9.0	10.0	10.4	11.3	11.4	10.6	11.4	11.0	10.6	10.5	-0.4%
Expenditure (\$ million)*	\$185	\$162	\$161	\$139	\$166	\$170	\$191	\$226	\$248	\$256	3.3%
Spend per visitor per night (\$)	\$72	\$64	\$63	\$49	\$55	\$57	\$54	\$61	\$66	\$65	-1.4%

### Purpose of Visit

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Holiday	237	206	194	197	209	227	243	273	279	297	6.4%	
Visiting Friends & Relatives	41	47	45	48	53	48	61	57	66	68	2.4%	
Business	n/p	n/p	7	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	n/p	4	5	n/p	3	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>282</b>	<b>256</b>	<b>248</b>	<b>251</b>	<b>266</b>	<b>285</b>	<b>310</b>	<b>338</b>	<b>355</b>	<b>373</b>	<b>5.1%</b>	

# Travel to North Coast NSW Tourism Region

## Year ended September 2019



Source: National and International Visitor Surveys, TRA.

### Purpose of Visit

	Nights (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Holiday	1,561	1,412	1,500	1,434	1,628	1,671	1,842	2,126	2,026	2,353	16.2%	
Visiting Friends & Relatives	619	670	625	710	844	754	1,223	919	1,039	947	-8.9%	
Business	n/p	n/p	31	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	n/p	308	198	n/p	340	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>2,549</b>	<b>2,549</b>	<b>2,568</b>	<b>2,847</b>	<b>3,040</b>	<b>3,017</b>	<b>3,526</b>	<b>3,717</b>	<b>3,755</b>	<b>3,934</b>	<b>4.7%</b>	

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

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
United Kingdom	82	64	57	57	55	63	64	69	65	66	1.3%	
Germany	27	26	27	25	33	33	36	39	38	44	14.9%	
New Zealand	27	27	29	27	33	26	32	35	37	38	1.7%	

### Age

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
15-29	161	141	133	131	141	155	157	169	173	173	-0.1%	
30-39	38	33	35	34	34	37	47	58	57	57	0.4%	
40-49	21	19	18	23	22	23	27	25	33	35	7.6%	
50-59	28	29	24	25	27	34	34	38	34	49	46.0%	
60-69	26	26	26	28	33	25	33	36	44	43	-1.8%	
70+	n/p	n/p	13	n/p	n/p	11	13	14	14	15	6.2%	
<b>Total</b>	<b>282</b>	<b>256</b>	<b>248</b>	<b>251</b>	<b>266</b>	<b>285</b>	<b>310</b>	<b>338</b>	<b>355</b>	<b>373</b>	<b>5.1%</b>	

### Travel Party

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Travelling alone	174	142	140	139	150	161	175	180	189	190	0.5%	
Adult couple	57	59	53	53	57	60	71	79	75	86	14.1%	
Family group - parent(s) and children	12	14	13	17	17	22	22	29	36	41	12.0%	
Friends and/ or relatives travelling together	37	38	38	40	39	40	39	49	50	55	9.2%	
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>282</b>	<b>256</b>	<b>248</b>	<b>251</b>	<b>266</b>	<b>285</b>	<b>310</b>	<b>338</b>	<b>355</b>	<b>373</b>	<b>5.1%</b>	

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

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Eat out / dine at a restaurant and/or cafe	264	236	231	233	251	269	296	324	341	360	5.5%	
Go to the beach	264	232	227	233	248	264	289	319	332	348	4.8%	
Sightseeing/looking around	249	221	215	213	227	248	267	300	314	326	4.1%	
Go shopping for pleasure	237	200	196	207	220	244	265	278	296	304	2.8%	
Visit national parks / state parks	206	166	172	180	193	220	231	254	261	269	3.3%	

### First or Return Visitor to Australia

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
First visit	172	143	140	144	146	157	168	187	195	195	0.2%	
Return visit	110	113	108	107	120	128	142	151	161	178	11.1%	
<b>Total</b>	<b>282</b>	<b>256</b>	<b>248</b>	<b>251</b>	<b>266</b>	<b>285</b>	<b>310</b>	<b>338</b>	<b>355</b>	<b>373</b>	<b>5.1%</b>	

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

	Nights (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Friends or relatives property	773	801	737	990	983	887	1,131	1,166	1,118	1,189	6.4%	
Rented house/apartment/flat or unit	401	431	528	524	446	648	764	868	887	1,035	16.7%	
Backpacker or hostel	716	577	529	561	698	613	536	586	596	596	-0.1%	

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

	Visitors (000)											% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019		
Rental car	63	49	51	53	52	66	67	81	92	103	12.3%	
Private vehicle or company car	68	70	62	65	67	74	83	88	95	96	0.5%	
Long distance coach or bus	82	67	60	63	65	65	66	65	65	61	-6.6%	

# Travel to North Coast NSW Tourism Region

## Year ended September 2019



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	% change YE Sept19 vs. YE Sept18
Visitors (000)	6,496	6,097	6,309	6,010	5,771	6,529	6,413	7,178	7,298	8,140	11.5%
Expenditure (\$ million)*	\$837	\$641	\$642	\$749	\$576	\$674	\$624	\$693	\$842	\$888	5.4%
Spend per visitor (\$)	\$129	\$105	\$102	\$125	\$100	\$103	\$97	\$97	\$115	\$109	-5.5%

#### Main Purpose of Trip

	Visitors (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
Holiday	3,599	3,365	3,195	3,321	3,052	3,425	3,457	3,836	4,290	4,038	-5.9%
Visiting Friends & Relatives	1,502	1,250	1,541	1,645	1,582	1,781	1,797	1,708	1,599	1,970	23.2%
Business	506	529	693	n/p	n/p	423	418	478	594	993	67.2%
Other	889	953	880	648	708	900	741	1,157	815	1,140	39.9%
<b>Total</b>	<b>6,496</b>	<b>6,097</b>	<b>6,309</b>	<b>6,010</b>	<b>5,771</b>	<b>6,529</b>	<b>6,413</b>	<b>7,178</b>	<b>7,298</b>	<b>8,140</b>	<b>11.5%</b>

#### Origin

	Visitors (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	4,654	4,685	4,924	5,007	3,993	4,274	4,202	4,664	4,881	5,519	13.1%
<b>Total Intrastate</b>	<b>4,923</b>	<b>4,895</b>	<b>5,221</b>	<b>5,116</b>	<b>4,300</b>	<b>4,498</b>	<b>4,503</b>	<b>5,092</b>	<b>5,121</b>	<b>5,827</b>	<b>13.8%</b>
<b>Total Interstate</b>	<b>1,573</b>	<b>1,202</b>	<b>1,088</b>	<b>894</b>	<b>1,471</b>	<b>2,031</b>	<b>1,911</b>	<b>2,087</b>	<b>2,176</b>	<b>2,313</b>	<b>6.3%</b>
<b>Total</b>	<b>6,496</b>	<b>6,097</b>	<b>6,309</b>	<b>6,010</b>	<b>5,771</b>	<b>6,529</b>	<b>6,413</b>	<b>7,178</b>	<b>7,298</b>	<b>8,140</b>	<b>11.5%</b>

#### Age

	Visitors (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
15-29	1,250	985	1,084	n/p	996	1,512	1,228	1,540	1,611	1,584	-1.6%
30-39	1,002	707	989	804	955	976	854	1,193	954	1,309	37.1%
40-49	1,186	1,245	1,256	975	726	992	866	1,015	1,073	1,039	-3.2%
50-59	1,162	1,332	976	1,219	1,057	923	1,260	1,270	1,224	1,393	13.8%
60-69	1,183	1,046	1,235	1,233	1,251	1,202	1,283	1,233	1,500	1,551	3.4%
70+	714	782	770	777	786	925	921	927	935	1,265	35.3%
<b>Total</b>	<b>6,496</b>	<b>6,097</b>	<b>6,309</b>	<b>6,010</b>	<b>5,771</b>	<b>6,529</b>	<b>6,413</b>	<b>7,178</b>	<b>7,298</b>	<b>8,140</b>	<b>11.5%</b>

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

	Visitors (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
Eat out / dine at a restaurant and/or cafe	2,751	2,682	2,717	2,735	2,861	3,025	3,148	3,638	4,085	4,358	6.7%
Visit friends & relatives	1,841	1,674	1,704	1,944	2,043	2,290	2,028	1,904	1,919	2,400	25.1%
Go to the beach	1,366	877	1,157	1,196	1,293	1,447	1,592	1,735	1,927	2,091	8.5%
Sightseeing/looking around	1,284	1,016	919	811	746	947	864	1,201	1,564	1,452	-7.2%
Go shopping for pleasure	1,681	1,710	1,402	1,911	1,526	1,349	1,515	1,412	1,656	1,398	-15.6%

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

	Visitors (000)										% change YE Sept19 vs. YE Sept18
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	YE Sept 2019	
Private vehicle or company car	6,271	5,877	6,135	5,826	5,584	6,344	6,271	7,007	7,104	7,922	11.5%
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.