

Travel to North Coast Destination Network

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	11,172	11,087	11,418	10,204	11,274	11,607	12,437	12,662	13,674	15,530	13.6%
Nights ('000)	19,381	19,993	20,754	20,793	21,419	21,946	24,632	24,553	24,816	28,450	14.6%
Expenditure (\$ million)*	\$3,276	\$3,168	\$3,379	\$3,143	\$3,385	\$3,516	\$3,743	\$4,152	\$4,532	\$5,144	13.5%

Overnight - Int'l & domestic

Visitors ('000)	4,564	4,598	4,603	4,672	5,085	5,236	5,628	5,594	6,135	6,852	11.7%
Nights ('000)	19,381	19,993	20,754	20,793	21,419	21,946	24,632	24,553	24,816	28,450	14.6%
Expenditure (\$ million)*	\$2,449	\$2,501	\$2,605	\$2,539	\$2,778	\$2,861	\$3,097	\$3,390	\$3,719	\$4,163	11.9%

Domestic - overnight & daytrip

Visitors ('000)	10,880	10,840	11,171	9,947	11,005	11,319	12,113	12,311	13,319	15,155	13.8%
Nights ('000)	16,661	17,547	18,107	17,850	18,464	18,797	21,136	20,638	21,057	24,279	15.3%
Expenditure (\$ million)*	\$3,079	\$3,013	\$3,235	\$2,990	\$3,218	\$3,336	\$3,547	\$3,909	\$4,303	\$4,880	13.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	4,272	4,351	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	12.1%
Nights (000)	16,661	17,547	18,107	17,850	18,464	18,797	21,136	20,638	21,057	24,279	15.3%
Average Length of Stay	3.9	4.0	4.2	4.0	3.8	3.8	4.0	3.9	3.6	3.7	2.9%
Expenditure (\$ million)*	\$2,252	\$2,346	\$2,460	\$2,386	\$2,611	\$2,681	\$2,901	\$3,147	\$3,489	\$3,898	11.7%
Spend per visitor per night (\$)	\$135	\$134	\$136	\$134	\$141	\$143	\$137	\$152	\$166	\$161	-3.1%
Intrastate visitors (000)	2,868	2,808	2,854	3,005	2,994	3,008	3,173	3,309	3,678	4,043	9.9%
Interstate visitors (000)	1,405	1,544	1,501	1,410	1,822	1,941	2,130	1,934	2,102	2,434	15.8%
Intrastate nights (000)	11,180	10,996	11,115	11,881	11,803	11,366	12,344	13,043	13,477	15,352	13.9%
Interstate nights (000)	5,482	6,551	6,992	5,969	6,661	7,431	8,791	7,595	7,580	8,927	17.8%
Intrastate expenditure (\$million)	\$1,528	\$1,498	\$1,572	\$1,496	\$1,624	\$1,621	\$1,792	\$2,026	\$2,218	\$2,464	11.1%
Interstate expenditure (\$ million)	\$724	\$847	\$888	\$890	\$987	\$1,060	\$1,109	\$1,120	\$1,271	\$1,435	12.9%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	2,372	2,194	2,216	2,347	2,528	2,581	2,745	2,783	2,935	3,182	8.4%
Visiting Friends & Relatives	1,449	1,599	1,637	1,608	1,548	1,638	1,751	1,701	1,869	2,304	23.3%
Business	331	389	423	360	551	527	591	508	723	711	-1.8%
Other	175	232	148	182	273	275	314	361	334	389	16.3%
Total	4,272	4,351	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	12.1%

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	10,440	10,732	10,924	10,819	11,014	11,186	12,104	12,249	12,268	14,210	15.8%
Visiting Friends & Relatives	4,941	5,376	5,761	5,519	5,393	5,456	6,241	6,217	5,991	7,090	18.4%
Business	774	900	957	851	1,444	1,463	1,582	1,338	1,958	2,033	3.8%
Other	506	538	465	660	613	692	1,209	833	840	947	12.8%
Total	16,661	17,547	18,107	17,850	18,464	18,797	21,136	20,638	21,057	24,279	15.3%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	1,748	1,832	1,841	1,884	1,741	1,807	1,882	2,110	2,079	2,448	17.8%
Sydney	1,120	976	1,013	1,121	1,253	1,201	1,292	1,199	1,598	1,594	-0.3%
Total Intrastate	2,868	2,808	2,854	3,005	2,994	3,008	3,173	3,309	3,678	4,043	9.9%
Victoria	224	208	234	191	238	294	299	306	341	382	12.0%
Queensland	1,031	1,164	1,120	1,068	1,424	1,472	1,638	1,441	1,585	1,847	16.5%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	85	84	79	84	101	100	123	122	81	138	69.7%
Total Interstate	1,405	1,544	1,501	1,410	1,822	1,941	2,130	1,934	2,102	2,434	15.8%
Grand Total	4,272	4,351	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	12.1%

Travel to North Coast Destination Network

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	980	841	923	1,005	1,103	1,239	1,190	1,169	1,392	1,402	0.7%
30-39	706	826	784	726	782	847	880	920	1,031	1,129	9.5%
40-49	798	737	739	716	863	847	872	859	987	1,015	2.8%
50-59	852	890	775	838	810	853	993	825	986	1,134	15.0%
60-69	576	680	715	703	809	771	842	936	855	1,130	32.1%
70+	360	376	418	426	449	392	526	535	529	667	26.2%
Total	4,272	4,351	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	12.1%

Travel Party

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Travelling alone	656	723	748	753	1,065	1,012	1,183	1,052	1,359	1,513	11.3%
Adult couple	1,315	1,412	1,380	1,361	1,366	1,518	1,656	1,624	1,685	2,001	18.8%
Family group - parents and children	1,350	1,207	1,263	1,139	1,039	1,027	1,078	1,046	1,039	1,247	20.0%
Friends or relatives travelling together with(out) children	779	827	791	989	1,147	1,199	1,189	1,328	1,482	1,496	1.0%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	170	169	-0.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	4,272	4,351	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	12.1%

Top 10 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	2,363	2,467	2,459	2,733	2,899	3,087	3,503	3,412	3,869	4,196	8.5%
Go to the beach	1,801	1,943	1,960	2,164	2,234	2,369	2,550	2,583	2,910	3,252	11.7%
Visit friends & relatives	1,942	2,057	2,035	2,015	2,192	2,218	2,397	2,169	2,547	2,828	11.0%
Sightseeing/looking around	1,308	1,309	1,181	1,303	1,273	1,322	1,509	1,563	1,749	1,977	13.0%
Pubs, clubs, discos etc	1,031	1,126	1,050	1,122	1,133	1,381	1,563	1,476	1,586	1,861	17.3%
Go shopping for pleasure	1,167	1,183	1,076	1,274	1,000	1,102	1,220	1,193	1,110	1,135	2.3%
Bushwalking / rainforest walks	540	481	582	640	691	761	857	855	951	1,063	11.8%
Visit national parks / state parks	420	360	498	561	618	639	673	679	884	973	10.2%
Exercise, gym or swimming	198	202	225	226	264	321	414	472	577	722	24.9%
Go to markets	293	392	438	523	654	676	640	568	484	702	45.2%

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

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Friends or relatives property	5,225	5,235	5,904	5,797	5,535	6,261	6,589	6,608	6,947	8,212	18.2%
Caravan park or commercial camping ground	3,281	4,177	4,238	3,640	3,948	3,834	4,511	4,030	3,895	4,567	17.2%
Rented house/apartment/flat or unit	2,949	2,840	2,400	3,059	2,470	2,591	2,754	2,688	2,881	2,628	-8.8%

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

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	3,662	3,791	3,746	3,790	4,086	4,258	4,524	4,471	4,871	5,521	13.3%
Aircraft	403	350	362	433	467	476	560	535	656	665	1.4%
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 Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	291	247	248	257	269	288	324	351	356	375	5.6%
Nights (000)	2,719	2,446	2,647	2,944	2,956	3,148	3,497	3,915	3,759	4,171	11.0%
Average Length of Stay	9.3	9.9	10.7	11.4	11.0	10.9	10.8	11.2	10.6	11.1	5.1%
Expenditure (\$ million)*	\$197	\$155	\$144	\$153	\$167	\$180	\$195	\$243	\$230	\$265	15.2%
Spend per visitor per night (\$)	\$72	\$63	\$54	\$52	\$56	\$57	\$56	\$62	\$61	\$63	3.8%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	243	198	189	201	213	230	256	281	279	293	5.0%
Visiting Friends & Relatives	46	43	50	52	49	49	61	64	66	70	6.3%
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	3	3	5	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	n/p	-
Total	291	247	248	257	269	288	324	351	356	375	5.6%

Travel to North Coast Destination Network

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Holiday	1,579	1,397	1,471	1,483	1,643	1,831	1,758	2,147	2,163	2,355	8.9%	
Visiting Friends & Relatives	615	680	704	750	783	797	1,187	1,055	1,028	1,094	6.3%	
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	332	167	228	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	n/p	-	
Total	2,719	2,446	2,647	2,944	2,956	3,148	3,497	3,915	3,759	4,171	11.0%	

Top 3 Int'l source markets to North Coast DN

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
United Kingdom	80	63	51	60	54	63	66	70	68	69	0.6%	
Germany	28	26	27	27	34	33	39	39	40	41	1.5%	
New Zealand	28	26	32	28	29	29	33	38	35	36	3.2%	

Age

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
15-29	163	134	131	134	145	154	164	170	170	177	3.9%	
30-39	36	32	36	35	33	38	54	59	57	53	-7.8%	
40-49	22	20	20	22	22	22	27	30	33	36	7.9%	
50-59	32	26	23	26	32	34	35	36	36	47	28.5%	
60-69	29	25	27	30	27	28	32	41	43	45	2.8%	
70+	n/p	10	12	11	n/p	12	11	15	15	19	23.4%	
Total	291	247	248	257	269	288	324	351	356	375	5.6%	

Travel Party

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Travelling alone	172	134	142	144	154	159	182	188	190	189	-0.6%	
Adult couple	65	57	51	54	59	62	73	85	72	90	24.8%	
Family group - parent(s) and children	14	13	15	17	16	24	21	32	39	38	-2.9%	
Friends and/ or relatives travelling together	39	41	36	41	38	41	46	44	50	57	12.6%	
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	-	
Total	291	247	248	257	269	288	324	351	356	375	5.6%	

Top 10 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Eat out / dine at a restaurant and/or cafe	271	229	229	239	256	271	311	337	343	358	4.5%	
Go to the beach	270	224	227	240	250	266	307	329	331	349	5.2%	
Sightseeing/looking around	258	211	213	215	235	249	283	308	313	328	4.8%	
Go shopping for pleasure	242	190	199	211	226	246	274	288	296	304	2.9%	
Visit national parks / state parks	210	160	170	185	199	219	246	258	263	271	3.2%	
Pubs, clubs, discos etc	220	186	182	187	198	203	234	242	242	244	1.0%	
Go to markets	179	138	157	162	174	184	217	218	223	226	1.4%	
Visit botanical or other public gardens	175	120	143	148	155	180	200	210	203	216	6.5%	
Bushwalking / rainforest walks	177	134	143	145	153	170	199	201	210	207	-1.7%	
Visit wildlife parks / zoos / aquariums	171	131	133	137	153	153	161	177	178	181	2.1%	

First or Return Visitor to Australia

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
First visit	176	137	136	146	152	157	174	196	191	190	-0.6%	
Return visit	116	110	111	111	117	131	150	155	165	186	12.7%	
Total	291	247	248	257	269	288	324	351	356	375	5.6%	

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

	Nights (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Friends or relatives property	753	777	878	1,041	904	913	1,108	1,268	1,091	1,371	25.6%	
Rented house/apartment/flat or unit	501	468	419	502	448	694	779	926	841	1,085	29.0%	
Backpacker or hostel	678	553	537	589	678	597	566	612	603	679	12.5%	

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

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Rental car	67	47	53	51	56	66	74	84	97	103	6.6%	
Private vehicle or company car	74	63	65	69	67	77	83	95	94	99	5.0%	
Long distance coach or bus	82	64	58	61	69	63	66	67	64	60	-5.7%	

Travel to North Coast Destination Network

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	6,608	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	15.1%
Expenditure (\$ million)*	\$827	\$667	\$775	\$604	\$607	\$655	\$646	\$762	\$813	\$981	20.6%
Spend per visitor (\$)	\$125	\$103	\$114	\$109	\$98	\$103	\$95	\$108	\$108	\$113	4.8%

Main Purpose of Trip

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)											
Holiday	3,660	3,509	3,663	2,931	3,324	3,397	3,625	3,908	4,274	4,256	-0.4%
Visiting Friends & Relatives	1,517	1,289	1,778	1,515	1,677	1,759	1,907	1,587	1,673	2,073	23.9%
Business	568	626	569	n/p	n/p	421	n/p	474	689	1,061	54.1%
Other	863	1,065	806	652	754	795	856	1,098	903	1,287	42.5%
Total	6,608	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	15.1%

Origin

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)											
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	4,923	5,035	5,328	4,512	4,143	4,232	4,425	4,626	5,160	5,879	13.9%
Total Intrastate	5,133	5,362	5,550	4,632	4,432	4,499	4,766	4,989	5,454	6,173	13.2%
Total Interstate	1,474	1,127	1,266	901	1,757	1,872	2,044	2,078	2,085	2,505	20.1%
Total	6,608	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	15.1%

Age

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)											
15-29	1,340	1,100	1,092	n/p	1,152	1,523	1,212	1,558	1,639	1,658	1.2%
30-39	1,000	871	1,019	791	900	958	1,026	980	1,090	1,323	21.4%
40-49	1,256	1,211	1,353	845	840	885	1,058	970	1,059	1,150	8.7%
50-59	1,093	1,417	1,026	1,219	1,037	1,020	1,287	1,269	1,152	1,595	38.5%
60-69	1,190	1,105	1,460	1,025	1,361	1,204	1,227	1,316	1,594	1,647	3.3%
70+	729	785	865	723	899	781	1,000	975	1,006	1,304	29.6%
Total	6,608	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	15.1%

Top 10 activities (sorted by the latest year)

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	2,782	2,765	2,965	2,488	3,095	3,049	3,339	3,559	4,284	4,463	4.2%
Visit friends & relatives	1,870	1,659	1,963	1,828	2,149	2,254	2,013	1,855	2,004	2,492	24.3%
Go to the beach	1,202	1,059	1,198	1,184	1,325	1,476	1,686	1,732	1,995	2,019	1.2%
Sightseeing/looking around	1,200	1,112	895	756	884	892	1,049	1,129	1,678	1,632	-2.7%
Go shopping for pleasure	1,758	1,711	1,827	1,490	1,604	1,316	1,521	1,515	1,627	1,363	-16.2%
Pubs, clubs, discos etc	530	n/p	590	n/p	n/p	649	703	470	658	865	31.5%
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	550	-
Visit national parks / state parks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	549	-
Exercise, gym or swimming	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Go to markets	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)											
Private vehicle or company car	6,330	6,285	6,609	5,390	5,953	6,200	6,640	6,915	7,340	8,454	15.2%
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

*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.