

# Travel to North Coast NSW Tourism Region

## 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
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	11,001	10,963	11,217	10,058	11,069	11,483	12,215	12,491	13,479	15,287	13.4%
Nights ('000)	19,148	19,853	20,411	20,541	21,013	21,782	24,392	24,385	24,694	28,463	15.3%
Expenditure (\$ million)*	\$3,241	\$3,144	\$3,333	\$3,118	\$3,332	\$3,486	\$3,714	\$4,134	\$4,521	\$5,174	14.4%

### Overnight - Int'l & domestic

Visitors ('000)	4,495	4,553	4,500	4,567	4,959	5,176	5,535	5,520	6,063	6,777	11.8%
Nights ('000)	19,148	19,853	20,411	20,541	21,013	21,782	24,392	24,385	24,694	28,463	15.3%
Expenditure (\$ million)*	\$2,423	\$2,482	\$2,569	\$2,515	\$2,736	\$2,837	\$3,073	\$3,379	\$3,713	\$4,213	13.5%

### Domestic - overnight & daytrip

Visitors ('000)	10,711	10,716	10,970	9,801	10,801	11,196	11,891	12,142	13,123	14,912	13.6%
Nights ('000)	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,476	20,925	24,293	16.1%
Expenditure (\$ million)*	\$3,045	\$2,989	\$3,189	\$2,965	\$3,165	\$3,307	\$3,519	\$3,891	\$4,291	\$4,909	14.4%

### 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)	4,205	4,307	4,253	4,310	4,691	4,888	5,211	5,170	5,707	6,402	12.2%
Nights (000)	16,437	17,410	17,769	17,604	18,067	18,651	20,902	20,476	20,925	24,293	16.1%
Average Length of Stay	3.9	4.0	4.2	4.1	3.9	3.8	4.0	4.0	3.7	3.8	3.5%
Expenditure (\$ million)*	\$2,226	\$2,327	\$2,425	\$2,362	\$2,569	\$2,658	\$2,878	\$3,136	\$3,483	\$3,948	13.3%
Spend per visitor per night (\$)	\$135	\$134	\$136	\$134	\$142	\$142	\$138	\$153	\$166	\$163	-2.4%
Intrastate visitors (000)	2,802	2,763	2,757	2,907	2,873	2,947	3,083	3,232	3,609	3,958	9.7%
Interstate visitors (000)	1,403	1,544	1,496	1,403	1,818	1,941	2,128	1,938	2,099	2,444	16.5%
Intrastate nights (000)	10,968	10,867	10,818	11,659	11,416	11,197	12,100	12,843	13,350	15,233	14.1%
Interstate nights (000)	5,470	6,543	6,951	5,944	6,651	7,454	8,802	7,633	7,574	9,059	19.6%
Intrastate expenditure (\$million)	\$1,503	\$1,482	\$1,542	\$1,473	\$1,582	\$1,596	\$1,767	\$2,011	\$2,206	\$2,464	11.7%
Interstate expenditure (\$ million)	\$723	\$845	\$883	\$889	\$987	\$1,062	\$1,111	\$1,126	\$1,277	\$1,484	16.3%

#### 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	2,326	2,160	2,171	2,285	2,438	2,544	2,689	2,740	2,899	3,144	8.4%
Visiting Friends & Relatives	1,431	1,589	1,599	1,568	1,540	1,622	1,724	1,678	1,836	2,275	23.9%
Business	331	389	406	357	526	526	592	501	718	703	-2.0%
Other	172	232	147	181	271	269	304	360	336	385	14.5%
<b>Total</b>	<b>4,205</b>	<b>4,307</b>	<b>4,253</b>	<b>4,310</b>	<b>4,691</b>	<b>4,888</b>	<b>5,211</b>	<b>5,170</b>	<b>5,707</b>	<b>6,402</b>	<b>12.2%</b>
	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	10,273	10,609	10,762	10,675	10,745	11,089	11,934	12,145	12,237	14,308	16.9%
Visiting Friends & Relatives	4,905	5,363	5,668	5,422	5,370	5,416	6,182	6,178	5,886	7,028	19.4%
Business	774	900	876	848	1,345	1,461	1,597	1,326	1,949	2,013	3.3%
Other	485	538	463	659	607	686	1,189	826	852	943	10.6%
<b>Total</b>	<b>16,437</b>	<b>17,410</b>	<b>17,769</b>	<b>17,604</b>	<b>18,067</b>	<b>18,651</b>	<b>20,902</b>	<b>20,476</b>	<b>20,925</b>	<b>24,293</b>	<b>16.1%</b>

#### 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	1,700	1,809	1,798	1,808	1,652	1,784	1,803	2,067	2,046	2,371	15.9%
Sydney	1,103	954	959	1,100	1,220	1,164	1,280	1,165	1,563	1,588	1.6%
<b>Total Intrastate</b>	<b>2,802</b>	<b>2,763</b>	<b>2,757</b>	<b>2,907</b>	<b>2,873</b>	<b>2,947</b>	<b>3,083</b>	<b>3,232</b>	<b>3,609</b>	<b>3,958</b>	<b>9.7%</b>
Victoria	224	208	232	191	238	294	296	304	338	390	15.5%
Queensland	1,029	1,164	1,118	1,062	1,421	1,472	1,638	1,445	1,584	1,847	16.6%
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	101	124	124	81	139	70.1%
<b>Total Interstate</b>	<b>1,403</b>	<b>1,544</b>	<b>1,496</b>	<b>1,403</b>	<b>1,818</b>	<b>1,941</b>	<b>2,128</b>	<b>1,938</b>	<b>2,099</b>	<b>2,444</b>	<b>16.5%</b>
<b>Grand Total</b>	<b>4,205</b>	<b>4,307</b>	<b>4,253</b>	<b>4,310</b>	<b>4,691</b>	<b>4,888</b>	<b>5,211</b>	<b>5,170</b>	<b>5,707</b>	<b>6,402</b>	<b>12.2%</b>

# Travel to North Coast NSW Tourism Region

## 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	973	831	897	982	1,094	1,225	1,168	1,154	1,367	1,357	-0.7%
30-39	692	821	768	708	775	837	860	903	1,024	1,109	8.3%
40-49	790	723	731	696	811	830	857	843	978	1,007	2.9%
50-59	830	886	751	811	781	847	975	811	961	1,126	17.1%
60-69	567	671	702	694	795	762	832	928	847	1,136	34.1%
70+	354	374	405	420	435	388	520	529	529	667	26.0%
<b>Total</b>	<b>4,205</b>	<b>4,307</b>	<b>4,253</b>	<b>4,310</b>	<b>4,691</b>	<b>4,888</b>	<b>5,211</b>	<b>5,170</b>	<b>5,707</b>	<b>6,402</b>	<b>12.2%</b>

### 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	649	720	727	744	1,028	1,010	1,166	1,037	1,349	1,515	12.3%
Adult couple	1,294	1,399	1,351	1,341	1,334	1,501	1,614	1,617	1,670	1,997	19.6%
Family group - parents and children	1,334	1,196	1,235	1,107	1,012	1,002	1,070	1,023	1,020	1,204	18.1%
Friends or relatives travelling together with(out) children	762	809	772	950	1,124	1,183	1,164	1,301	1,455	1,464	0.7%
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	169	-
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>4,205</b>	<b>4,307</b>	<b>4,253</b>	<b>4,310</b>	<b>4,691</b>	<b>4,888</b>	<b>5,211</b>	<b>5,170</b>	<b>5,707</b>	<b>6,402</b>	<b>12.2%</b>

### Top 5 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	2,341	2,456	2,411	2,689	2,838	3,060	3,471	3,393	3,847	4,191	9.0%
Go to the beach	1,798	1,943	1,957	2,156	2,233	2,369	2,549	2,583	2,917	3,269	12.1%
Visit friends & relatives	1,921	2,043	1,999	1,971	2,164	2,191	2,343	2,142	2,517	2,796	11.1%
Sightseeing/looking around	1,280	1,285	1,156	1,272	1,261	1,299	1,489	1,542	1,731	1,968	13.6%
Pubs, clubs, discos etc	1,021	1,122	1,030	1,116	1,117	1,366	1,545	1,461	1,575	1,848	17.4%

### 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	5,196	5,223	5,850	5,713	5,512	6,252	6,499	6,556	6,863	8,153	18.8%
Caravan park or commercial camping ground	3,273	4,143	4,167	3,614	3,814	3,817	4,441	4,007	3,892	4,502	15.7%
Rented house/apartment/flat or unit	2,922	2,832	2,386	3,045	2,427	2,533	2,758	2,690	2,943	2,761	-6.2%

### 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	3,607	3,750	3,649	3,689	3,970	4,206	4,435	4,395	4,786	5,418	13.2%
Aircraft	401	350	362	432	468	477	561	546	671	703	4.8%
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)	290	246	247	257	268	287	324	350	355	375	5.5%
Nights (000)	2,710	2,444	2,641	2,938	2,946	3,131	3,490	3,908	3,770	4,171	10.6%
Average Length of Stay	9.3	9.9	10.7	11.4	11.0	10.9	10.8	11.2	10.6	11.1	4.8%
Expenditure (\$ million)*	\$197	\$155	\$144	\$153	\$167	\$179	\$195	\$243	\$230	\$265	15.1%
Spend per visitor per night (\$)	\$73	\$63	\$54	\$52	\$57	\$57	\$56	\$62	\$61	\$63	4.0%

### 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	242	198	189	201	213	229	256	281	279	293	5.0%
Visiting Friends & Relatives	46	43	50	51	48	49	61	64	65	69	6.7%
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 <sup>^</sup>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>290</b>	<b>246</b>	<b>247</b>	<b>257</b>	<b>268</b>	<b>287</b>	<b>324</b>	<b>350</b>	<b>355</b>	<b>375</b>	<b>5.5%</b>

# Travel to North Coast NSW Tourism Region

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	1,575	1,396	1,469	1,481	1,642	1,821	1,752	2,141	2,176	2,356	8.3%	
Visiting Friends & Relatives	610	679	701	747	775	792	1,187	1,054	1,026	1,093	6.5%	
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 <sup>A</sup>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
<b>Total</b>	<b>2,710</b>	<b>2,444</b>	<b>2,641</b>	<b>2,938</b>	<b>2,946</b>	<b>3,131</b>	<b>3,490</b>	<b>3,908</b>	<b>3,770</b>	<b>4,171</b>	<b>10.6%</b>	

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

	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	68	0.5%	
Germany	28	26	27	27	34	33	39	38	40	41	1.5%	
New Zealand	28	26	32	28	29	29	33	38	35	36	4.4%	

## 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	144	154	164	169	170	177	3.8%	
30-39	35	32	36	35	33	38	54	59	57	53	-7.4%	
40-49	22	20	20	22	22	22	27	30	33	35	5.8%	
50-59	32	26	22	26	32	34	35	36	36	47	28.1%	
60-69	28	25	27	30	27	28	32	41	43	45	3.8%	
70+	n/p	10	12	n/p	n/p	12	11	15	15	19	23.4%	
<b>Total</b>	<b>290</b>	<b>246</b>	<b>247</b>	<b>257</b>	<b>268</b>	<b>287</b>	<b>324</b>	<b>350</b>	<b>355</b>	<b>375</b>	<b>5.5%</b>	

## 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	171	134	142	143	154	159	181	187	190	188	-0.9%	
Adult couple	65	56	51	54	58	61	72	85	72	90	24.4%	
Family group - parent(s) and children	14	13	15	17	16	24	21	32	39	38	-2.6%	
Friends and/ or relatives travelling together	39	41	36	41	38	40	46	44	50	57	13.9%	
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>290</b>	<b>246</b>	<b>247</b>	<b>257</b>	<b>268</b>	<b>287</b>	<b>324</b>	<b>350</b>	<b>355</b>	<b>375</b>	<b>5.5%</b>	

## Top 5 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	270	229	229	238	256	271	310	336	343	358	4.4%	
Go to the beach	269	223	226	239	249	266	306	327	331	348	5.2%	
Sightseeing/looking around	257	211	213	215	235	248	283	307	312	327	4.8%	
Go shopping for pleasure	241	190	199	210	225	245	273	287	296	304	2.9%	
Visit national parks / state parks	210	160	170	185	199	218	246	257	263	271	3.1%	

## 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	175	137	136	146	152	157	174	195	191	189	-0.9%	
Return visit	115	109	111	111	117	131	150	155	164	186	13.1%	
<b>Total</b>	<b>290</b>	<b>246</b>	<b>247</b>	<b>257</b>	<b>268</b>	<b>287</b>	<b>324</b>	<b>350</b>	<b>355</b>	<b>375</b>	<b>5.5%</b>	

## 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	747	776	873	1,037	896	905	1,107	1,267	1,089	1,371	25.9%	
Rented house/apartment/flat or unit	500	467	419	502	448	694	779	925	860	1,085	26.1%	
Backpacker or hostel	678	553	537	589	678	597	565	611	602	678	12.6%	

## 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	66	47	53	51	56	66	74	84	96	102	6.1%	
Private vehicle or company car	74	63	64	69	66	77	83	95	94	98	5.0%	
Long distance coach or bus	82	64	58	61	69	63	66	67	64	60	-5.7%	

# Travel to North Coast NSW Tourism Region

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)	6,506	6,410	6,716	5,491	6,110	6,308	6,680	6,972	7,416	8,510	14.7%
Expenditure (\$ million)*	\$818	\$662	\$764	\$603	\$596	\$649	\$641	\$755	\$808	\$961	18.9%
Spend per visitor (\$)	\$126	\$103	\$114	\$110	\$98	\$103	\$96	\$108	\$109	\$113	3.6%

### Main Purpose of Trip

	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	3,611	3,464	3,601	2,907	3,258	3,339	3,534	3,855	4,216	4,156	-1.4%
Visiting Friends & Relatives	1,488	1,259	1,756	1,512	1,664	1,753	1,883	1,551	1,648	2,029	23.1%
Business	554	622	553	n/p	n/p	421	n/p	468	649	1,043	60.7%
Other	853	1,065	806	652	754	795	849	1,098	903	1,282	42.0%
<b>Total</b>	<b>6,506</b>	<b>6,410</b>	<b>6,716</b>	<b>5,491</b>	<b>6,110</b>	<b>6,308</b>	<b>6,680</b>	<b>6,972</b>	<b>7,416</b>	<b>8,510</b>	<b>14.7%</b>

### 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	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	4,833	4,962	5,232	4,470	4,065	4,169	4,321	4,531	5,066	5,719	12.9%
<b>Total Intrastate</b>	<b>5,032</b>	<b>5,282</b>	<b>5,450</b>	<b>4,590</b>	<b>4,354</b>	<b>4,436</b>	<b>4,636</b>	<b>4,894</b>	<b>5,331</b>	<b>6,005</b>	<b>12.6%</b>
<b>Total Interstate</b>	<b>1,474</b>	<b>1,127</b>	<b>1,266</b>	<b>901</b>	<b>1,757</b>	<b>1,872</b>	<b>2,044</b>	<b>2,078</b>	<b>2,085</b>	<b>2,505</b>	<b>20.1%</b>
<b>Total</b>	<b>6,506</b>	<b>6,410</b>	<b>6,716</b>	<b>5,491</b>	<b>6,110</b>	<b>6,308</b>	<b>6,680</b>	<b>6,972</b>	<b>7,416</b>	<b>8,510</b>	<b>14.7%</b>

### 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	1,292	1,100	1,092	n/p	1,139	1,523	1,212	1,538	1,589	1,633	2.7%
30-39	974	867	1,019	791	900	923	1,013	976	1,090	1,272	16.7%
40-49	1,256	1,203	1,341	819	821	870	1,038	950	1,029	1,139	10.8%
50-59	1,077	1,408	1,001	1,212	1,011	1,013	1,241	1,242	1,136	1,554	36.8%
60-69	1,184	1,062	1,429	1,019	1,340	1,198	1,195	1,296	1,566	1,619	3.4%
70+	722	770	834	720	899	781	981	970	1,006	1,293	28.5%
<b>Total</b>	<b>6,506</b>	<b>6,410</b>	<b>6,716</b>	<b>5,491</b>	<b>6,110</b>	<b>6,308</b>	<b>6,680</b>	<b>6,972</b>	<b>7,416</b>	<b>8,510</b>	<b>14.7%</b>

### Top 5 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	2,741	2,712	2,937	2,481	3,059	3,036	3,327	3,536	4,259	4,393	3.2%
Visit friends & relatives	1,825	1,636	1,941	1,828	2,136	2,248	1,995	1,821	1,964	2,463	25.4%
Go to the beach	1,202	1,051	1,198	1,179	1,316	1,476	1,677	1,732	1,995	2,019	1.2%
Sightseeing/looking around	1,195	1,080	852	743	840	876	1,025	1,124	1,644	1,603	-2.5%
Go shopping for pleasure	1,748	1,706	1,808	1,490	1,604	1,316	1,513	1,499	1,612	1,357	-15.8%

### 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	6,228	6,212	6,518	5,348	5,875	6,137	6,524	6,819	7,216	8,294	14.9%
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.