

Domestic Travel to North Coast NSW Tourism Region

Year ended June 2020



Source: National Visitor Survey, TRA.

OVERVIEW

	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	YE Jun 2020	% change YE Jun20 vs. YE Jun19
DOMESTIC TOTAL - overnight & daytrip											
Visitors ('000)	10,329	10,402	10,593	10,187	11,020	11,734	12,099	12,911	13,317	12,425	-6.7%
Nights ('000)	17,498	16,992	17,641	18,663	17,940	20,427	19,878	20,583	23,263	19,264	-17.2%
Expenditure (\$ million)*	\$2,816	\$3,004	\$3,120	\$3,153	\$3,261	\$3,501	\$3,472	\$4,294	\$4,437	\$4,077	-8.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	4,333	4,084	4,363	4,622	4,718	5,119	5,093	5,582	5,884	5,087	-13.5%
Nights (000)	17,498	16,992	17,641	18,663	17,940	20,427	19,878	20,583	23,263	19,264	-17.2%
Average Length of Stay	4.0	4.2	4.0	4.0	3.8	4.0	3.9	3.7	4.0	3.8	-4.2%
Expenditure (\$ million)*	\$2,210	\$2,335	\$2,371	\$2,574	\$2,628	\$2,821	\$2,806	\$3,479	\$3,623	\$3,173	-12.4%
Spend per visitor per night (\$)	\$126	\$137	\$134	\$138	\$146	\$138	\$141	\$169	\$156	\$165	5.8%
Intrastate visitors (000)	2,714	2,691	2,898	2,948	2,874	3,045	3,168	3,482	3,723	3,230	-13.2%
Interstate visitors (000)	1,619	1,393	1,466	1,675	1,844	2,073	1,924	2,100	2,161	1,858	-14.1%
Intrastate nights (000)	10,803	10,461	11,442	12,058	10,760	12,170	12,252	13,018	15,106	12,187	-19.3%
Interstate nights (000)	6,694	6,531	6,199	6,605	7,181	8,257	7,626	7,565	8,158	7,077	-13.3%
Intrastate expenditure (\$million)	\$1,403	\$1,414	\$1,611	\$1,515	\$1,641	\$1,643	\$1,889	\$2,216	\$2,314	\$1,969	-14.9%
Interstate expenditure (\$ million)	\$806	\$920	\$760	\$1,059	\$987	\$1,178	\$917	\$1,263	\$1,310	\$1,205	-8.0%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	2,258	2,055	2,255	2,447	2,313	2,764	2,572	2,976	2,966	2,429	-18.1%
Visiting Friends & Relatives	1,568	1,554	1,607	1,602	1,639	1,605	1,750	1,673	2,070	1,748	-15.6%
Business	383	356	415	398	605	514	524	701	615	644	4.6%
Other	196	196	157	269	228	311	349	335	319	354	10.9%
Total	4,333	4,084	4,363	4,622	4,718	5,119	5,093	5,582	5,884	5,087	-13.5%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	10,774	10,367	10,716	11,082	10,312	12,282	11,130	12,508	13,916	10,451	-24.9%
Visiting Friends & Relatives	5,331	5,365	5,640	5,604	5,469	5,657	6,382	5,502	6,741	5,878	-12.8%
Business	862	786	853	1,051	1,749	1,397	1,280	1,890	1,700	2,055	20.9%
Other	531	475	432	925	411	1,092	1,086	683	907	880	-3.0%
Total	17,498	16,992	17,641	18,663	17,940	20,427	19,878	20,583	23,263	19,264	-17.2%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Regional NSW	1,671	1,744	1,890	1,738	1,696	1,844	1,931	2,066	2,171	2,004	-7.7%
Sydney	1,043	947	1,007	1,209	1,177	1,201	1,238	1,416	1,552	1,226	-21.0%
Total Intrastate	2,714	2,691	2,898	2,948	2,874	3,045	3,168	3,482	3,723	3,230	-13.2%
Victoria	246	219	179	225	261	298	291	304	379	303	-20.1%
Queensland	1,204	1,012	1,149	1,282	1,415	1,578	1,472	1,598	1,608	1,403	-12.8%
ACT	n/p	73	n/p	n/p	82	61	62	76	79	67	-15.2%
Other Interstate	82	89	69	109	85	136	99	122	95	85	-10.8%
Total Interstate	1,619	1,393	1,466	1,675	1,844	2,073	1,924	2,100	2,161	1,858	-14.1%
Grand Total	4,333	4,084	4,363	4,622	4,718	5,119	5,093	5,582	5,884	5,087	-13.5%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
15-29	979	799	854	1,118	1,177	1,228	1,139	1,293	1,303	1,064	-18.4%
30-39	733	792	767	707	819	842	898	1,025	998	881	-11.7%
40-49	777	696	789	727	762	878	835	902	975	843	-13.5%
50-59	851	781	762	848	824	921	827	962	1,008	879	-12.8%
60-69	612	662	756	758	746	796	893	850	1,045	872	-16.6%
70+	382	354	434	465	389	453	501	550	556	548	-1.4%
Total	4,333	4,084	4,363	4,622	4,718	5,119	5,093	5,582	5,884	5,087	-13.5%

Domestic Travel to North Coast NSW Tourism Region

Year ended June 2020



Source: National Visitor Survey, TRA.

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Travelling alone	702	662	804	898	1,101	1,018	1,045	1,329	1,337	1,264	-5.5%
Adult couple	1,334	1,337	1,376	1,430	1,313	1,607	1,612	1,627	1,804	1,543	-14.4%
Family group - parents and children	1,286	1,206	1,192	1,012	991	1,087	1,044	1,007	1,096	945	-13.8%
Friends or relatives travelling together with(out) children	823	702	828	1,120	1,108	1,214	1,203	1,383	1,472	1,134	-23.0%
Business associates travelling together with(out) spouse	125	112	94	95	159	118	134	190	126	149	18.2%
Other	62	n/p	n/p	67	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	4,333	4,084	4,363	4,622	4,718	5,119	5,093	5,582	5,884	5,087	-13.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	2,419	2,314	2,609	2,827	2,867	3,315	3,338	3,760	3,923	3,179	-19.0%
Go to the beach	1,829	1,842	2,075	2,245	2,233	2,527	2,511	2,814	3,077	2,490	-19.1%
Visit friends & relatives	2,020	1,961	1,960	2,175	2,242	2,166	2,300	2,219	2,720	2,108	-22.5%
Sightseeing/looking around	1,262	1,189	1,228	1,263	1,296	1,370	1,562	1,552	1,922	1,473	-23.3%
Pubs, clubs, discos etc	1,051	1,081	1,109	1,084	1,254	1,404	1,521	1,592	1,612	1,458	-9.6%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Friends or relatives property	5,198	5,493	5,666	5,981	6,146	5,961	6,679	6,503	7,783	6,841	-12.1%
Caravan park or commercial camping ground	4,233	3,876	4,133	3,663	3,505	4,488	4,038	3,658	4,242	3,707	-12.6%
Rented house/apartment/flat or unit	2,835	2,485	2,703	3,016	2,118	2,928	2,571	2,717	3,100	2,123	-31.5%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Private vehicle or company car	3,736	3,491	3,790	3,901	4,032	4,375	4,321	4,748	4,967	4,311	-13.2%
Aircraft	382	368	356	470	490	533	542	596	663	539	-18.7%
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	55	58	74	27.3%

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	7,338	-1.3%
Expenditure (\$ million)*	\$606	\$670	\$749	\$579	\$633	\$680	\$665	\$816	\$814	\$904	11.1%
Spend per visitor (\$)	\$101	\$106	\$120	\$104	\$101	\$103	\$95	\$111	\$109	\$123	12.5%

Main Purpose of Trip

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	3,298	3,188	3,577	2,835	3,314	3,577	3,721	4,230	3,793	3,812	0.5%
Visiting Friends & Relatives	1,276	1,541	1,571	1,600	1,675	1,805	1,822	1,607	1,701	1,661	-2.4%
Business	535	664	411	427	471	416	491	514	918	781	-15.0%
Other	886	925	670	704	842	817	972	978	1,020	1,084	6.3%
Total	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	7,338	-1.3%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Sydney	n/p	n/p	n/p	n/p	n/p	338	404	n/p	n/p	294	-
Regional NSW	4,611	4,857	5,103	3,996	4,212	4,392	4,483	4,870	5,290	4,810	-9.1%
Total Intrastate	4,803	5,144	5,270	4,264	4,394	4,730	4,887	5,141	5,565	5,104	-8.3%
Total Interstate	1,192	1,174	960	1,301	1,907	1,885	2,119	2,187	1,867	2,233	19.6%
Total	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	7,338	-1.3%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
15-29	977	995	1,132	938	1,230	1,380	1,531	1,676	1,355	1,461	7.8%
30-39	741	1,079	793	796	1,118	901	1,179	759	1,327	1,016	-23.4%
40-49	1,250	1,128	1,198	717	1,022	868	881	1,162	931	911	-2.1%
50-59	1,226	1,114	1,084	1,158	881	1,146	1,369	1,300	1,221	1,276	4.5%
60-69	1,064	1,195	1,273	1,212	1,095	1,410	1,137	1,474	1,510	1,482	-1.9%
70+	736	807	750	743	955	910	909	958	1,089	1,191	9.3%
Total	5,995	6,318	6,230	5,565	6,301	6,615	7,006	7,329	7,433	7,338	-1.3%

Domestic Travel to North Coast NSW Tourism Region

Year ended June 2020



Source: National Visitor Survey, TRA.

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	2,795	2,714	2,750	2,646	2,989	3,155	3,583	3,963	3,971	3,769	-5.1%
Visit friends & relatives	1,731	1,759	1,845	1,976	2,214	2,148	1,975	1,885	2,102	1,898	-9.7%
Go to the beach	906	1,087	1,254	1,088	1,430	1,628	1,613	2,037	1,776	1,855	4.5%
Go shopping for pleasure	1,758	1,399	1,932	1,358	1,608	1,463	1,347	1,635	1,278	1,576	23.3%
Sightseeing/looking around	1,023	942	860	676	839	995	1,086	1,492	1,355	1,396	3.1%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Private vehicle or company car	5,815	6,110	6,057	5,333	6,163	6,448	6,819	7,165	7,181	7,194	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.