

# Travel to North Coast Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

## OVERVIEW

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	11,087	11,418	10,204	11,274	11,607	12,437	12,662	13,674	15,530	10,099	-35.0%
Nights ('000)	19,993	20,754	20,793	21,419	21,946	24,632	24,553	24,816	28,450	19,291	-32.2%
Expenditure (\$ million)	\$3,168	\$3,379	\$3,143	\$3,385	\$3,516	\$3,743	\$4,152	\$4,532	\$5,144	\$3,743	-27.2%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	4,598	4,603	4,672	5,085	5,236	5,628	5,594	6,135	6,852	4,439	-35.2%
Nights ('000)	19,993	20,754	20,793	21,419	21,946	24,632	24,553	24,816	28,450	19,291	-32.2%
Expenditure (\$ million)	\$2,501	\$2,605	\$2,539	\$2,778	\$2,861	\$3,097	\$3,390	\$3,719	\$4,163	\$3,064	-26.4%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	10,840	11,171	9,947	11,005	11,319	12,113	12,311	13,319	15,155	10,031	-33.8%
Nights ('000)	17,547	18,107	17,850	18,464	18,797	21,136	20,638	21,057	24,279	18,536	-23.7%
Expenditure (\$ million)	\$3,013	\$3,235	\$2,990	\$3,218	\$3,336	\$3,547	\$3,909	\$4,303	\$4,880	\$3,698	-24.2%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	4,351	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	-32.5%
Nights (000)	17,547	18,107	17,850	18,464	18,797	21,136	20,638	21,057	24,279	18,536	-23.7%
Average Length of Stay	4.0	4.2	4.0	3.8	3.8	4.0	3.9	3.6	3.7	4.2	13.1%
Expenditure (\$ million)	\$2,346	\$2,460	\$2,386	\$2,611	\$2,681	\$2,901	\$3,147	\$3,489	\$3,898	\$3,019	-22.5%
Spend per visitor per night (\$)	\$134	\$136	\$134	\$141	\$143	\$137	\$152	\$166	\$161	\$163	1.5%
Interstate visitors (000)	1,544	1,501	1,410	1,822	1,941	2,130	1,934	2,102	2,434	1,106	-54.6%
Intrastate visitors (000)	2,808	2,854	3,005	2,994	3,008	3,173	3,309	3,678	4,043	3,265	-19.2%
Interstate nights (000)	6,551	6,992	5,969	6,661	7,431	8,791	7,595	7,580	8,927	4,612	-48.3%
Intrastate nights (000)	10,996	11,115	11,881	11,803	11,366	12,344	13,043	13,477	15,352	13,924	-9.3%
Interstate expenditure (\$ million)	\$847	\$888	\$890	\$987	\$1,060	\$1,109	\$1,120	\$1,271	\$1,435	\$650	-54.7%
Intrastate expenditure (\$ million)	\$1,498	\$1,572	\$1,496	\$1,624	\$1,621	\$1,792	\$2,026	\$2,218	\$2,464	\$2,369	-3.8%

### Purpose of Visit

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>Visitors (000)</b>											
Holiday	2,194	2,216	2,347	2,528	2,581	2,745	2,783	2,935	3,182	2,294	-27.9%
Visiting Friends & Relatives	1,599	1,637	1,608	1,548	1,638	1,751	1,701	1,869	2,304	1,426	-38.1%
Business	389	423	360	551	527	591	508	723	711	464	-34.7%
<b>Total</b>	<b>4,351</b>	<b>4,355</b>	<b>4,414</b>	<b>4,816</b>	<b>4,948</b>	<b>5,303</b>	<b>5,243</b>	<b>5,780</b>	<b>6,477</b>	<b>4,371</b>	<b>-32.5%</b>

### Origin

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>Visitors (000)</b>											
Regional NSW	1,832	1,841	1,884	1,741	1,807	1,882	2,110	2,079	2,448	1,913	-21.9%
Sydney	976	1,013	1,121	1,253	1,201	1,292	1,199	1,598	1,594	1,352	-15.2%
<b>Total Intrastate</b>	<b>2,808</b>	<b>2,854</b>	<b>3,005</b>	<b>2,994</b>	<b>3,008</b>	<b>3,173</b>	<b>3,309</b>	<b>3,678</b>	<b>4,043</b>	<b>3,265</b>	<b>-19.2%</b>
Victoria	208	234	191	238	294	299	306	341	382	131	-65.7%
Queensland	1,164	1,120	1,068	1,424	1,472	1,638	1,441	1,585	1,847	904	-51.0%
ACT	87	67	n/p	59	74	70	n/p	95	68	53	-22.5%
Other Interstate	84	79	84	101	100	123	122	81	138	n/p	-
<b>Total Interstate</b>	<b>1,544</b>	<b>1,501</b>	<b>1,410</b>	<b>1,822</b>	<b>1,941</b>	<b>2,130</b>	<b>1,934</b>	<b>2,102</b>	<b>2,434</b>	<b>1,106</b>	<b>-54.6%</b>
<b>Grand Total</b>	<b>4,351</b>	<b>4,355</b>	<b>4,414</b>	<b>4,816</b>	<b>4,948</b>	<b>5,303</b>	<b>5,243</b>	<b>5,780</b>	<b>6,477</b>	<b>4,371</b>	<b>-32.5%</b>

### Age

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>Visitors (000)</b>											
15-29	841	923	1,005	1,103	1,239	1,190	1,169	1,392	1,402	910	-35.1%
30-39	826	784	726	782	847	880	920	1,031	1,129	732	-35.1%
40-49	737	739	716	863	847	872	859	987	1,015	816	-19.7%
50-59	890	775	838	810	853	993	825	986	1,134	808	-28.7%
60-69	680	715	703	809	771	842	936	855	1,130	729	-35.4%
70+	376	418	426	449	392	526	535	529	667	376	-43.7%
<b>Total</b>	<b>4,351</b>	<b>4,355</b>	<b>4,414</b>	<b>4,816</b>	<b>4,948</b>	<b>5,303</b>	<b>5,243</b>	<b>5,780</b>	<b>6,477</b>	<b>4,371</b>	<b>-32.5%</b>

### Travel Party

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>Visitors (000)</b>											
Travelling alone	723	748	753	1,065	1,012	1,183	1,052	1,359	1,513	1,044	-31.0%
Adult couple	1,412	1,380	1,361	1,366	1,518	1,656	1,624	1,685	2,001	1,324	-33.8%
Family group - parent(s) and children	1,207	1,263	1,139	1,039	1,027	1,078	1,046	1,039	1,247	846	-32.1%
Friends and/or relatives travelling together	827	791	989	1,147	1,199	1,189	1,328	1,482	1,496	1,044	-30.2%
Business associates travelling together	119	122	95	136	134	129	143	170	169	79	-53.3%
<b>Total</b>	<b>4,351</b>	<b>4,355</b>	<b>4,414</b>	<b>4,816</b>	<b>4,948</b>	<b>5,303</b>	<b>5,243</b>	<b>5,780</b>	<b>6,477</b>	<b>4,371</b>	<b>-32.5%</b>

### Top 10 Activities (sorted by the latest year)

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>Visitors (000)</b>											
Eat out / dine at a restaurant and/or cafe	2,467	2,459	2,733	2,899	3,087	3,503	3,412	3,869	4,196	2,633	-37.2%
Go to the beach	1,943	1,960	2,164	2,234	2,369	2,550	2,583	2,910	3,252	2,336	-28.2%
Visit friends & relatives	2,057	2,035	2,015	2,192	2,218	2,397	2,169	2,547	2,828	1,672	-40.9%
Sightseeing/looking around	1,309	1,181	1,303	1,273	1,322	1,509	1,563	1,749	1,977	1,213	-38.6%
Pubs, clubs, discos etc	1,126	1,050	1,122	1,133	1,381	1,563	1,476	1,586	1,861	1,087	-41.6%

# Travel to North Coast Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	5,235	5,904	5,797	5,535	6,261	6,589	6,608	6,947	8,212	6,611	-19.5%
Caravan park or commercial camping ground	4,177	4,238	3,640	3,948	3,834	4,511	4,030	3,895	4,567	3,387	-25.8%
Rented house/apartment/flat or unit (not serviced daily)	2,840	2,400	3,059	2,470	2,591	2,754	2,688	2,881	2,628	2,680	2.0%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	3,791	3,746	3,790	4,086	4,258	4,524	4,471	4,871	5,521	3,891	-29.5%
Aircraft	350	362	433	467	476	560	535	656	665	317	-52.4%
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	65	62	69	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	247	248	257	269	288	324	351	356	375	68	-81.9%
Nights (000)	2,446	2,647	2,944	2,956	3,148	3,497	3,915	3,759	4,171	756	-81.9%
Average Length of Stay	9.9	10.7	11.4	11.0	10.9	10.8	11.2	10.6	11.1	11.1	0.1%
Expenditure (\$ million)	\$155	\$144	\$153	\$167	\$180	\$195	\$243	\$230	\$265	\$45	-83.2%
Spend per visitor per night (\$)	\$63	\$54	\$52	\$56	\$57	\$56	\$62	\$61	\$63	\$59	-7.1%

### Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	198	189	201	213	230	256	281	279	293	55	-81.4%
Visiting Friends & Relatives	43	50	52	49	49	61	64	66	70	13	-81.2%
Business	6	6	n/p	7	n/p	7	8	10	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	5	4	3	4	4	3	3	7	n/p	-
Total	247	248	257	269	288	324	351	356	375	68	-81.9%

### Purpose of Visit

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	1,397	1,471	1,483	1,643	1,831	1,758	2,147	2,163	2,355	486	-79.4%
Visiting Friends & Relatives	680	704	750	783	797	1,187	1,055	1,028	1,094	162	-85.2%
Business	26	27	n/p	48	n/p	72	96	109	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	167	228	431	301	182	259	219	226	440	n/p	-
Total	2,446	2,647	2,944	2,956	3,148	3,497	3,915	3,759	4,171	756	-81.9%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
United Kingdom	63	51	60	54	63	66	70	68	69	16	-76.6%
Germany	26	27	27	34	33	39	39	40	41	9	-78.1%
United States of America	20	24	22	24	26	37	35	33	32	7	-76.6%

### Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	134	131	134	145	154	164	170	170	177	34	-80.6%
30-39	32	36	35	33	38	54	59	57	53	9	-83.5%
40-49	20	20	22	22	22	27	30	33	36	n/p	-
50-59	26	23	26	32	34	35	36	36	47	9	-80.6%
60-69	25	27	30	27	28	32	41	43	45	9	-80.8%
70+	10	12	11	10	12	11	15	15	19	n/p	-
Total	247	248	257	269	288	324	351	356	375	68	-81.9%

### Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	134	142	144	154	159	182	188	190	189	40	-78.6%
Adult couple	57	51	54	59	62	73	85	72	90	17	-81.4%
Family group - parent(s) and children	13	15	17	16	24	21	32	39	38	n/p	-
Friends and/or relatives travelling together	41	36	41	38	41	46	44	50	57	7	-87.7%
Business associates travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	247	248	257	269	288	324	351	356	375	68	-81.9%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	229	229	239	256	271	311	337	343	358	66	-81.7%
Go to the beach	224	227	240	250	266	307	329	331	349	65	-81.3%
Sightseeing/looking around	211	213	215	235	249	283	308	313	328	60	-81.7%
Go shopping for pleasure	190	199	211	226	246	274	288	296	304	57	-81.3%
Pubs, clubs, discos etc	186	182	187	198	203	234	242	242	244	50	-79.3%

# Travel to North Coast Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

## First or Return Visitor to Australia

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
First visit	137	136	146	152	157	174	196	191	190	37	-80.7%
Return visit	110	111	111	117	131	150	155	165	186	31	-83.1%
Total	247	248	257	269	288	324	351	356	375	68	-81.9%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	777	878	1,041	904	913	1,108	1,268	1,091	1,371	205	-85.1%
Rented house/apartment/flat or unit (not serviced daily)	468	419	502	448	694	779	926	841	1,085	165	-84.8%
Backpacker or hostel	553	537	589	678	597	566	612	603	679	149	-78.1%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	63	65	69	67	77	83	95	94	99	20	-80.2%
Long distance coach or bus	64	58	61	69	63	66	67	64	60	15	-75.7%
Rental car	47	53	51	56	66	74	84	97	103	15	-85.9%

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	-34.8%
Expenditure (\$ million)	\$667	\$775	\$604	\$607	\$655	\$646	\$762	\$813	\$981	\$679	-30.8%
Spend per visitor (\$)	\$103	\$114	\$109	\$98	\$103	\$95	\$108	\$108	\$113	\$120	6.0%

### Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	3,509	3,663	2,931	3,324	3,397	3,625	3,908	4,274	4,256	3,059	-28.1%
Visiting Friends & Relatives	1,289	1,778	1,515	1,677	1,759	1,907	1,587	1,673	2,073	1,142	-44.9%
Business	626	569	435	433	421	422	474	689	1,061	478	-54.9%
Total	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	-34.8%

### Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Sydney	326	n/p	n/p	n/p	267	341	363	n/p	294	n/p	-
Regional NSW	5,035	5,328	4,512	4,143	4,232	4,425	4,626	5,160	5,879	4,492	-23.6%
<b>Total Intrastate</b>	5,362	5,550	4,632	4,432	4,499	4,766	4,989	5,454	6,173	4,717	-23.6%
<b>Total Interstate</b>	1,127	1,266	901	1,757	1,872	2,044	2,078	2,085	2,505	944	-62.3%
Total	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	-34.8%

### Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	1,100	1,092	930	1,152	1,523	1,212	1,558	1,639	1,658	924	-44.3%
30-39	871	1,019	791	900	958	1,026	980	1,090	1,323	870	-34.3%
40-49	1,211	1,353	845	840	885	1,058	970	1,059	1,150	555	-51.8%
50-59	1,417	1,026	1,219	1,037	1,020	1,287	1,269	1,152	1,595	895	-43.9%
60-69	1,105	1,460	1,025	1,361	1,204	1,227	1,316	1,594	1,647	1,374	-16.6%
70+	785	865	723	899	781	1,000	975	1,006	1,304	1,042	-20.1%
Total	6,489	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	-34.8%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	2,765	2,965	2,488	3,095	3,049	3,339	3,559	4,284	4,463	2,376	-46.8%
Go shopping for pleasure	1,711	1,827	1,490	1,604	1,316	1,521	1,515	1,627	1,363	1,223	-10.3%
Visit friends & relatives	1,659	1,963	1,828	2,149	2,254	2,013	1,855	2,004	2,492	1,212	-51.4%
Go to the beach	1,059	1,198	1,184	1,325	1,476	1,686	1,732	1,995	2,019	1,111	-45.0%
Sightseeing/looking around	1,112	895	756	884	892	1,049	1,129	1,678	1,632	889	-45.6%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	6,285	6,609	5,390	5,953	6,200	6,640	6,915	7,340	8,454	5,587	-33.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable