

Travel to North Coast Destination Network

Year ended March 2021

Source: National and International Visitor Surveys, TRA.



OVERVIEW

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	10,975	11,350	10,250	11,429	12,141	12,105	13,440	13,387	15,524	9,737	-37.3%
Nights ('000)	20,241	20,917	20,950	21,365	23,440	23,950	24,085	26,371	26,958	19,715	-26.9%
Expenditure (\$ million)	\$3,279	\$3,354	\$3,193	\$3,493	\$3,659	\$3,672	\$4,405	\$4,556	\$5,171	\$3,906	-24.5%
Overnight - Int'l & domestic											
Visitors ('000)	4,524	4,703	4,762	5,087	5,512	5,481	5,760	6,182	6,611	4,518	-31.7%
Nights ('000)	20,241	20,917	20,950	21,365	23,440	23,950	24,085	26,371	26,958	19,715	-26.9%
Expenditure (\$ million)	\$2,600	\$2,587	\$2,572	\$2,876	\$2,990	\$3,060	\$3,534	\$3,807	\$4,084	\$3,279	-19.7%
Domestic - overnight & daytrip											
Visitors ('000)	10,727	11,104	9,986	11,149	11,841	11,782	13,085	13,026	15,191	9,737	-35.9%
Nights ('000)	17,730	18,029	18,058	18,355	20,192	20,511	20,264	22,377	23,174	19,715	-14.9%
Expenditure (\$ million)	\$3,132	\$3,201	\$3,040	\$3,319	\$3,466	\$3,479	\$4,167	\$4,296	\$4,948	\$3,906	-21.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	4,277	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	-28.0%
Nights (000)	17,730	18,029	18,058	18,355	20,192	20,511	20,264	22,377	23,174	19,715	-14.9%
Average Length of Stay (nights)	4.1	4.0	4.0	3.8	3.9	4.0	3.7	3.8	3.7	4.4	18.2%
Expenditure (\$ million)	\$2,453	\$2,434	\$2,420	\$2,702	\$2,797	\$2,866	\$3,296	\$3,548	\$3,861	\$3,279	-15.1%
Spend per visitor per night (\$)	\$138	\$135	\$134	\$147	\$139	\$140	\$163	\$159	\$167	\$166	-0.2%
Interstate visitors (000)	1,470	1,546	1,500	1,778	2,112	2,032	1,958	2,114	2,339	1,126	-51.9%
Intrastate visitors (000)	2,807	2,911	2,998	3,029	3,100	3,126	3,447	3,707	3,940	3,392	-13.9%
Interstate nights (000)	6,584	6,768	6,072	6,882	8,321	8,267	7,129	8,048	8,175	5,035	-38.4%
Intrastate nights (000)	11,146	11,261	11,986	11,473	11,871	12,243	13,135	14,328	14,998	14,680	-2.1%
Interstate expenditure (\$ million)	\$921	\$844	\$935	\$977	\$1,176	\$996	\$1,154	\$1,312	\$1,408	\$705	-49.9%
Intrastate expenditure (\$ million)	\$1,533	\$1,590	\$1,485	\$1,725	\$1,621	\$1,870	\$2,142	\$2,236	\$2,452	\$2,574	4.9%

Main Purpose of Visit

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)											
Holiday	2,204	2,270	2,438	2,388	2,817	2,597	2,897	3,001	3,047	2,421	-20.5%
Visiting Friends & Relatives	1,537	1,691	1,562	1,611	1,686	1,757	1,633	1,948	2,184	1,522	-30.3%
Business	393	414	367	623	490	555	635	637	752	415	-44.9%
Other	214	152	211	263	294	351	356	315	400	291	-27.2%
Total	4,277	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	-28.0%

Origin

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)											
Regional NSW	1,863	1,822	1,852	1,766	1,907	1,861	2,130	2,138	2,412	1,895	-21.4%
Sydney	943	1,090	1,146	1,263	1,193	1,265	1,317	1,569	1,528	1,496	-2.1%
Total Intrastate	2,807	2,911	2,998	3,029	3,100	3,126	3,447	3,707	3,940	3,392	-13.9%
Victoria	209	218	207	245	296	295	321	337	379	141	-62.8%
Queensland	1,100	1,174	1,148	1,370	1,630	1,556	1,446	1,593	1,776	915	-48.5%
ACT	n/p	81	n/p	74	66	63	79	79	80	n/p	-
Other Interstate	89	73	94	89	120	118	112	105	104	n/p	-
Total Interstate	1,470	1,546	1,500	1,778	2,112	2,032	1,958	2,114	2,339	1,126	-51.9%
Grand Total	4,277	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	-28.0%

Age

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)											
15-29	769	938	1,030	1,118	1,350	1,149	1,192	1,369	1,335	953	-28.6%
30-39	862	793	742	756	889	879	992	1,015	1,086	797	-26.6%
40-49	766	734	723	835	925	808	915	912	1,048	822	-21.6%
50-59	832	818	787	909	831	916	907	1,012	1,076	846	-21.3%
60-69	679	752	758	757	814	885	845	975	1,084	713	-34.2%
70+	369	422	458	432	404	521	555	538	651	387	-40.5%
Total	4,277	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	-28.0%

Travel Party

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)											
Travelling alone	677	822	815	1,072	1,030	1,144	1,201	1,291	1,510	1,010	-33.1%
Adult couple	1,368	1,382	1,430	1,360	1,577	1,651	1,608	1,752	1,916	1,424	-25.7%
Family group - parent(s) and children	1,220	1,314	1,001	1,065	1,112	1,017	998	1,129	1,164	875	-24.9%
Friends and/or relatives travelling together	819	783	1,084	1,106	1,291	1,173	1,369	1,457	1,442	1,117	-22.5%
Other	192	156	169	204	201	173	230	192	248	92	-63.0%
Total	4,277	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	-28.0%

Top 10 Activities (sorted by the latest year)

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	2,511	2,571	2,727	2,964	3,272	3,327	3,542	3,950	4,060	2,699	-33.5%
Go to the beach	1,978	2,035	2,148	2,192	2,578	2,517	2,631	3,006	3,039	2,464	-18.9%
Visit friends & relatives	2,039	2,044	2,054	2,287	2,264	2,294	2,175	2,649	2,634	1,692	-35.7%
Sightseeing/looking around	1,302	1,193	1,247	1,363	1,362	1,494	1,532	1,914	1,809	1,198	-33.8%
Pubs, clubs, discos etc	1,188	1,051	1,078	1,229	1,399	1,555	1,498	1,652	1,837	1,115	-39.3%

Travel to North Coast Destination Network

Year ended March 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Friends or relatives property	1,488	1,715	1,558	1,747	1,827	1,810	1,779	2,179	2,322	1,632	-29.7%
Caravan park or commercial camping ground	764	719	807	728	790	797	764	819	883	680	-23.0%
Rented house/apartment/flat or unit (not serviced daily)	537	523	513	467	623	581	568	630	563	646	14.7%

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

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	3,680	3,863	3,827	4,108	4,495	4,375	4,598	4,945	5,305	4,074	-23.2%
Aircraft	371	361	448	480	484	564	582	606	670	309	-53.9%
Self-drive motorhome or campervan	n/p	n/p	55	n/p	n/p	n/p	n/p	61	86	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL*

Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	247	246	264	280	300	323	355	361	332	0	-100.0%
Nights (000)	2,511	2,888	2,892	3,010	3,247	3,440	3,822	3,994	3,785	0	-100.0%
Average Length of Stay (nights)	10.1	11.7	11.0	10.7	10.8	10.6	10.8	11.1	11.4	-	-
Expenditure (\$ million)	\$147	\$153	\$152	\$174	\$192	\$194	\$238	\$259	\$223	0	-100.0%
Spend per visitor per night (\$)	\$58	\$53	\$53	\$58	\$59	\$56	\$62	\$65	\$59	-	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	6,451	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	-41.4%
Expenditure (\$ million)	\$679	\$766	\$620	\$617	\$669	\$612	\$871	\$748	\$1,087	\$627	-42.3%
Spend per visitor (\$)	\$105	\$115	\$113	\$97	\$101	\$92	\$113	\$104	\$122	\$120	-1.5%

Main Purpose of Trip

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	3,252	3,723	2,882	3,370	3,575	3,481	4,444	3,906	4,536	2,636	-41.9%
Visiting Friends & Relatives	1,515	1,688	1,444	1,787	1,715	1,876	1,616	1,622	2,095	1,039	-50.4%
Business	651	523	473	423	447	429	561	663	1,111	489	-56.0%
Other	1,032	713	689	762	893	838	1,058	1,014	1,170	1,055	-9.9%
Total	6,451	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	-41.4%

Origin

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Sydney	301	n/p	n/p	n/p	319	345	366	n/p	409	n/p	-
Regional NSW	5,127	5,279	4,199	4,160	4,573	4,243	4,986	5,190	5,818	4,416	-24.1%
Total Intrastate	5,428	5,467	4,409	4,397	4,892	4,588	5,352	5,404	6,227	4,592	-26.3%
Total Interstate	1,022	1,180	1,078	1,946	1,736	2,035	2,327	1,801	2,686	627	-76.6%
Total	6,451	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	-41.4%

Age

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	950	1,147	871	1,327	1,404	1,213	1,806	1,461	1,733	813	-53.1%
30-39	1,020	928	748	998	936	1,043	972	1,079	1,452	659	-54.6%
40-49	1,160	1,477	741	1,027	930	819	1,149	976	1,114	570	-48.8%
50-59	1,305	963	1,316	821	1,149	1,394	1,309	1,158	1,554	844	-45.7%
60-69	1,210	1,293	1,115	1,268	1,291	1,257	1,398	1,533	1,686	1,397	-17.1%
70+	805	838	697	901	919	898	1,046	999	1,374	936	-31.9%
Total	6,451	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	-41.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	2,671	3,049	2,561	3,034	3,167	3,220	4,068	3,923	4,676	2,063	-55.9%
Visit friends & relatives	1,764	1,991	1,803	2,250	2,158	1,992	1,931	1,992	2,397	1,159	-51.7%
Go shopping for pleasure	1,664	1,740	1,532	1,620	1,320	1,401	1,757	1,360	1,691	1,067	-36.9%
Go to the beach	942	1,406	1,107	1,363	1,523	1,573	2,113	1,767	2,116	786	-62.9%
Sightseeing/looking around	1,045	827	755	838	996	1,006	1,457	1,489	1,610	781	-51.5%

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

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	6,252	6,438	5,298	6,159	6,454	6,447	7,495	7,023	8,650	5,172	-40.2%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	-	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable

*Further breakdown of International visitor data YE March 2021 is not available for destination networks