

Travel to North Coast Destination Network

Year ended June 2021

Source: National and International Visitor Surveys, TRA.



OVERVIEW

GRAND TOTAL - overnight & daytrip	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Visitors (000)	10,762	11,050	10,636	11,428	12,245	12,609	13,451	13,877	12,907	11,849	-8.2%
Nights (000)	19,511	20,947	21,850	21,319	24,198	23,637	24,208	27,467	22,086	23,279	5.4%
Expenditure (\$ million)	\$3,179	\$3,304	\$3,353	\$3,476	\$3,722	\$3,714	\$4,525	\$4,706	\$4,237	\$5,075	19.8%
Overnight - Int'l & domestic											
Visitors (000)	4,388	4,723	4,990	5,109	5,513	5,476	6,019	6,324	5,405	5,630	4.2%
Nights (000)	19,511	20,947	21,850	21,319	24,198	23,637	24,208	27,467	22,086	23,279	5.4%
Expenditure (\$ million)	\$2,504	\$2,547	\$2,763	\$2,840	\$3,035	\$3,044	\$3,701	\$3,889	\$3,310	\$4,288	29.6%
Domestic - overnight & daytrip											
Visitors (000)	10,521	10,800	10,371	11,143	11,944	12,271	13,102	13,512	12,646	11,848	-6.3%
Nights (000)	17,215	17,943	18,926	18,235	20,686	19,987	20,739	23,361	19,192	23,276	21.3%
Expenditure (\$ million)	\$3,034	\$3,158	\$3,195	\$3,298	\$3,536	\$3,490	\$4,302	\$4,433	\$4,073	\$5,074	24.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Visitors (000)	4,148	4,473	4,726	4,824	5,212	5,138	5,669	5,958	5,144	5,630	9.4%
Nights (000)	17,215	17,943	18,926	18,235	20,686	19,987	20,739	23,361	19,192	23,276	21.3%
Average Length of Stay (nights)	4.2	4.0	4.0	3.8	4.0	3.9	3.7	3.9	3.7	4.1	10.8%
Expenditure (\$ million)	\$2,359	\$2,401	\$2,605	\$2,662	\$2,849	\$2,819	\$3,478	\$3,616	\$3,145	\$4,287	36.3%
Spend per visitor per night (\$)	\$137	\$134	\$138	\$146	\$138	\$141	\$168	\$155	\$164	\$184	12.4%
Interstate visitors (000)	1,395	1,474	1,679	1,844	2,073	1,923	2,096	2,163	1,853	1,602	-13.6%
Intrastate visitors (000)	2,752	2,999	3,047	2,980	3,139	3,215	3,573	3,795	3,291	4,028	22.4%
Interstate nights (000)	6,571	6,226	6,615	7,151	8,256	7,605	7,511	8,125	6,961	6,217	-10.7%
Intrastate nights (000)	10,643	11,717	12,311	11,084	12,430	12,383	13,228	15,236	12,231	17,059	39.5%
Interstate expenditure (\$ million)	\$925	\$761	\$1,059	\$983	\$1,179	\$914	\$1,254	\$1,290	\$1,172	\$1,005	-14.3%
Intrastate expenditure (\$ million)	\$1,434	\$1,640	\$1,546	\$1,680	\$1,669	\$1,906	\$2,224	\$2,326	\$1,973	\$3,282	66.3%

Main Purpose of Visit

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Holiday	2,104	2,304	2,516	2,381	2,812	2,602	3,024	3,013	2,454	3,064	24.8%
Visiting Friends & Relatives	1,562	1,656	1,627	1,654	1,637	1,756	1,708	2,091	1,776	1,836	3.4%
Business	361	428	406	628	513	531	702	627	644	481	-25.3%
Other	197	157	273	228	325	352	336	317	361	406	12.4%
Total	4,148	4,473	4,726	4,824	5,212	5,138	5,669	5,958	5,144	5,630	9.4%

Origin

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Regional NSW	1,784	1,935	1,817	1,764	1,914	1,960	2,127	2,213	2,053	2,190	6.7%
Sydney	968	1,064	1,230	1,216	1,225	1,255	1,446	1,583	1,238	1,838	48.5%
Victoria	222	179	225	261	298	294	305	372	306	226	-26.3%
Queensland	1,012	1,158	1,286	1,415	1,578	1,469	1,594	1,617	1,395	1,259	-9.7%
ACT	73	n/p	n/p	82	61	62	76	79	67	52	-22.5%
Other Interstate	89	69	109	85	136	98	121	95	85	65	-24.0%
Total	4,148	4,473	4,726	4,824	5,212	5,138	5,669	5,958	5,144	5,630	9.4%

Age

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
15-29	805	886	1,137	1,189	1,247	1,147	1,316	1,335	1,090	1,134	4.0%
30-39	800	790	717	831	865	901	1,041	1,018	890	939	5.6%
40-49	705	803	757	801	892	855	913	981	851	1,056	24.0%
50-59	792	791	880	834	944	835	978	1,026	892	1,061	19.0%
60-69	682	759	767	766	803	902	860	1,043	875	902	3.2%
70+	363	444	469	403	460	498	560	555	547	538	-1.6%
Total	4,148	4,473	4,726	4,824	5,212	5,138	5,669	5,958	5,144	5,630	9.4%

Travel Party

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Travelling alone	673	818	917	1,127	1,036	1,052	1,340	1,345	1,259	1,201	-4.7%
Adult couple	1,362	1,396	1,455	1,345	1,643	1,620	1,645	1,806	1,566	1,740	11.1%
Family group - parent(s) and children	1,223	1,237	1,025	1,017	1,109	1,053	1,032	1,133	965	1,153	19.5%
Friends and/or relatives travelling together	712	857	1,160	1,125	1,233	1,225	1,414	1,496	1,153	1,397	21.2%
Other	178	165	168	209	192	189	238	178	201	139	-31.2%
Total	4,148	4,473	4,726	4,824	5,212	5,138	5,669	5,958	5,144	5,630	9.4%

Top 10 Activities (sorted by the latest year)

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Eat out / dine at a restaurant and/or cafe	2,340	2,648	2,883	2,923	3,352	3,344	3,785	3,933	3,200	3,553	11.0%
Go to the beach	1,845	2,078	2,248	2,236	2,529	2,516	2,803	3,070	2,475	3,028	22.4%
Visit friends & relatives	1,980	2,003	2,206	2,280	2,219	2,317	2,257	2,744	2,139	1,947	-9.0%
Pubs, clubs, discos etc	1,092	1,122	1,089	1,272	1,429	1,531	1,606	1,620	1,470	1,496	1.8%
Sightseeing/looking around	1,202	1,265	1,282	1,315	1,391	1,569	1,578	1,941	1,477	1,470	-0.5%

Travel to North Coast Destination Network

Year ended June 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change YE Jun 21 vs. YE Jun 20
	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	YE Jun 2021	
Friends or relatives property	1,516	1,631	1,654	1,869	1,713	1,809	1,939	2,214	1,946	1,906	-2.1%
Standard hotel/motor inn (below 4 star)	787	769	778	852	975	890	1,007	945	860	921	7.2%
Caravan park or commercial camping ground	691	778	772	729	806	793	771	824	742	826	11.4%

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

	Visitors (000)										% change YE Jun 21 vs. YE Jun 20
	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	YE Jun 2021	
Private vehicle or company car	3,548	3,899	4,003	4,121	4,468	4,364	4,845	5,065	4,384	4,982	13.6%
Aircraft	368	357	468	490	532	537	581	632	520	474	-8.8%
Rental car	n/p	n/p	60	n/p	94	67	n/p	98	n/p	59	-

INTERNATIONAL OVERNIGHT TRAVEL*

Visitors, Nights and Expenditure

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Visitors (000)	241	250	265	285	301	338	350	366	261	n/p	-
Nights (000)	2,296	3,004	2,925	3,085	3,512	3,650	3,469	4,105	2,895	n/p	-
Average Length of Stay (nights)	9.5	12.0	11.0	10.8	11.7	10.8	9.9	11.2	11.1	-	-
Expenditure (\$ million)	\$145	\$146	\$158	\$178	\$187	\$224	\$223	\$273	\$164	n/p	-
Spend per visitor per night (\$)	\$63	\$49	\$54	\$58	\$53	\$61	\$64	\$66	\$57	-	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Jun 2021	% change YE Jun 21 vs. YE Jun 20
Visitors (000)	6,373	6,327	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	-17.1%
Expenditure (\$ million)	\$676	\$757	\$590	\$636	\$687	\$670	\$824	\$817	\$928	\$787	-15.2%
Spend per visitor (\$)	\$106	\$120	\$105	\$101	\$102	\$94	\$111	\$108	\$124	\$127	2.3%

Main Purpose of Trip

	Visitors (000)										% change YE Jun 21 vs. YE Jun 20
	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	YE Jun 2021	
Holiday	3,231	3,629	2,903	3,332	3,657	3,807	4,310	3,849	3,900	3,212	-17.6%
Visiting Friends & Relatives	1,545	1,590	1,612	1,675	1,827	1,863	1,616	1,732	1,700	1,299	-23.6%
Business	672	438	427	471	424	491	529	948	818	554	-32.3%
Other	925	670	704	842	823	972	978	1,024	1,084	1,155	6.6%
Total	6,373	6,327	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	-17.1%

Origin

	Visitors (000)										% change YE Jun 21 vs. YE Jun 20
	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	YE Jun 2021	
Sydney	n/p	n/p	n/p	n/p	347	421	n/p	n/p	302	n/p	-
Regional NSW	4,906	5,197	4,076	4,229	4,500	4,592	4,959	5,396	4,966	4,956	-0.2%
Total Intrastate	5,199	5,367	4,344	4,412	4,846	5,013	5,246	5,686	5,269	5,164	-2.0%
Total Interstate	1,174	960	1,301	1,907	1,885	2,119	2,187	1,867	2,233	1,055	-52.8%
Total	6,373	6,327	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	-17.1%

Age

	Visitors (000)										% change YE Jun 21 vs. YE Jun 20
	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	YE Jun 2021	
15-29	995	1,132	951	1,230	1,380	1,550	1,696	1,410	1,461	955	-34.7%
30-39	1,075	793	796	1,125	929	1,191	763	1,339	1,064	829	-22.0%
40-49	1,149	1,224	736	1,022	903	895	1,182	945	945	780	-17.5%
50-59	1,118	1,109	1,183	889	1,181	1,397	1,333	1,229	1,316	955	-27.5%
60-69	1,210	1,295	1,236	1,098	1,428	1,165	1,501	1,530	1,526	1,614	5.8%
70+	826	774	743	955	910	934	958	1,100	1,191	1,087	-8.7%
Total	6,373	6,327	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	-17.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun 21 vs. YE Jun 20
	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	YE Jun 2021	
Eat out / dine at a restaurant and/or cafe	2,750	2,776	2,689	2,989	3,178	3,590	4,006	3,999	3,821	2,691	-29.6%
Visit friends & relatives	1,764	1,861	1,990	2,214	2,164	2,016	1,907	2,121	1,944	1,422	-26.9%
Go shopping for pleasure	1,402	1,947	1,358	1,608	1,472	1,352	1,660	1,278	1,593	1,284	-19.4%
Go to the beach	1,087	1,254	1,093	1,438	1,637	1,613	2,037	1,776	1,855	951	-48.7%
Sightseeing/looking around	953	901	725	848	1,020	1,099	1,516	1,370	1,436	891	-37.9%

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

	Visitors (000)										% change YE Jun 21 vs. YE Jun 20
	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	YE Jun 2021	
Private vehicle or company car	6,159	6,151	5,414	6,181	6,564	6,932	7,269	7,294	7,358	6,137	-16.6%
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 for YE June 2021 is not available for destination networks