

# Travel to North Coast Destination Network

Year ended September 2021

Source: National and International Visitor Surveys, TRA.



## OVERVIEW

GRAND TOTAL - overnight & daytrip	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Visitors (000)	10,811	10,878	10,839	11,754	11,959	12,943	13,456	15,001	11,045	10,676	-3.3%
Nights (000)	20,150	20,487	22,529	20,960	24,132	24,221	24,800	27,882	19,852	20,827	4.9%
Expenditure (\$ million)	\$3,169	\$3,357	\$3,404	\$3,520	\$3,645	\$3,926	\$4,568	\$4,950	\$3,667	\$4,663	27.2%

### Overnight - Int'l & domestic

Visitors (000)	4,439	4,783	4,991	5,169	5,470	5,625	6,033	6,689	4,696	4,988	6.2%
Nights (000)	20,150	20,487	22,529	20,960	24,132	24,221	24,800	27,882	19,852	20,827	4.9%
Expenditure (\$ million)	\$2,521	\$2,602	\$2,817	\$2,840	\$3,017	\$3,225	\$3,719	\$4,043	\$2,873	\$3,911	36.1%

### Domestic - overnight & daytrip

Visitors (000)	10,563	10,626	10,572	11,468	11,647	12,605	13,100	14,627	10,868	10,675	-1.8%
Nights (000)	17,576	17,634	19,481	17,925	20,603	20,497	21,055	23,945	17,818	20,819	16.8%
Expenditure (\$ million)	\$3,007	\$3,217	\$3,238	\$3,349	\$3,454	\$3,699	\$4,320	\$4,693	\$3,554	\$4,662	31.2%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Visitors (000)	4,191	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	10.4%
Nights (000)	17,576	17,634	19,481	17,925	20,603	20,497	21,055	23,945	17,818	20,819	16.8%
Average Length of Stay (nights)	4.2	3.9	4.1	3.7	4.0	3.9	3.7	3.8	3.9	4.2	5.9%
Expenditure (\$ million)	\$2,360	\$2,462	\$2,651	\$2,669	\$2,826	\$2,998	\$3,471	\$3,786	\$2,760	\$3,910	41.7%
Spend per visitor per night (\$)	\$134	\$140	\$136	\$149	\$137	\$146	\$165	\$158	\$155	\$188	21.3%

Interstate visitors (000)	1,422	1,445	1,800	1,856	2,055	1,939	2,092	2,407	1,327	1,529	15.2%
Intrastate visitors (000)	2,769	3,087	2,924	3,027	3,104	3,347	3,585	3,908	3,192	3,458	8.4%
Interstate nights (000)	6,815	5,966	6,904	7,179	8,201	7,556	7,794	8,806	5,125	6,106	19.1%
Intrastate nights (000)	10,761	11,668	12,577	10,746	12,402	12,941	13,262	15,139	12,693	14,714	15.9%
Interstate expenditure (\$ million)	\$909	\$829	\$1,049	\$1,011	\$1,140	\$994	\$1,270	\$1,426	\$777	\$996	28.2%
Intrastate expenditure (\$ million)	\$1,450	\$1,633	\$1,602	\$1,658	\$1,686	\$2,004	\$2,201	\$2,360	\$1,982	\$2,914	47.0%

### Main Purpose of Visit

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Holiday	2,066	2,381	2,567	2,435	2,730	2,771	2,965	3,044	2,313	2,686	16.1%
Visiting Friends & Relatives	1,656	1,651	1,520	1,702	1,635	1,733	1,781	2,297	1,460	1,634	11.9%
Business	372	392	459	584	536	535	700	709	525	436	-16.9%
Other	171	184	261	239	339	352	321	356	329	361	9.5%
Total	4,191	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	10.4%

### Origin

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Regional NSW	1,803	2,004	1,669	1,819	1,842	2,086	2,122	2,282	1,976	1,907	-3.5%
Sydney	966	1,083	1,256	1,208	1,262	1,262	1,464	1,626	1,215	1,552	27.7%
Queensland	1,048	1,104	1,403	1,407	1,568	1,456	1,603	1,839	999	1,195	19.7%
Victoria	216	190	230	296	282	311	310	380	207	237	14.7%
ACT	n/p	n/p	n/p	74	73	n/p	81	81	63	n/p	-
Other Interstate	84	83	111	78	133	116	97	106	n/p	64	-
Total	4,191	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	10.4%

### Age

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
15-29	844	1,018	1,077	1,192	1,216	1,196	1,338	1,350	991	1,039	4.8%
30-39	762	767	718	882	852	893	1,024	1,122	758	847	11.9%
40-49	717	759	800	841	844	886	910	1,044	806	892	10.7%
50-59	788	802	863	855	916	864	997	1,067	832	916	10.1%
60-69	677	747	814	719	833	912	883	1,101	726	802	10.5%
70+	403	439	451	394	498	537	526	631	407	491	20.5%
Total	4,191	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	10.4%

### Travel Party

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Travelling alone	738	800	948	1,062	1,065	1,097	1,362	1,458	1,080	1,041	-3.6%
Adult couple	1,338	1,414	1,397	1,413	1,671	1,640	1,665	1,896	1,401	1,501	7.1%
Family group - parent(s) and children	1,222	1,168	1,067	1,038	1,042	1,089	987	1,243	850	1,066	25.3%
Friends and/or relatives travelling together	724	961	1,155	1,146	1,191	1,266	1,430	1,525	1,044	1,227	17.5%
Other	169	189	156	224	190	195	233	193	144	152	5.8%
Total	4,191	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	10.4%

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

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Eat out / dine at a restaurant and/or cafe	2,337	2,749	2,866	3,026	3,394	3,354	3,830	4,122	2,686	3,155	17.5%
Go to the beach	1,820	2,190	2,189	2,306	2,493	2,607	2,754	3,242	2,275	2,668	17.3%
Visit friends & relatives	2,027	2,021	2,197	2,210	2,312	2,230	2,397	2,878	1,811	1,671	-7.7%
Pubs, clubs, discos etc	1,043	1,138	1,138	1,251	1,485	1,569	1,595	1,705	1,229	1,345	9.5%
Sightseeing/looking around	1,168	1,247	1,326	1,353	1,423	1,555	1,669	1,972	1,260	1,254	-0.5%

# Travel to North Coast Destination Network

Year ended September 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Friends or relatives property	1,588	1,635	1,645	1,843	1,706	1,843	1,988	2,387	1,705	1,641	-3.8%
Standard hotel/motor inn (below 4 star)	774	796	731	935	969	841	1,000	1,025	713	825	15.6%
Caravan park or commercial camping ground	689	779	840	701	790	817	766	896	634	741	16.9%

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	3,594	3,915	4,005	4,176	4,428	4,472	4,853	5,364	3,940	4,386	11.3%
Aircraft	355	387	483	501	532	549	579	663	408	432	5.9%
Rental car	n/p	50	n/p	67	89	n/p	n/p	90	n/p	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL\*

### Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Visitors (000)	248	252	267	286	311	339	356	374	177	n/p	-
Nights (000)	2,574	2,852	3,049	3,034	3,529	3,724	3,745	3,937	2,033	n/p	-
Average Length of Stay (nights)	10.4	11.3	11.4	10.6	11.3	11.0	10.5	10.5	11.5	-	-
Expenditure (\$ million)	\$161	\$140	\$166	\$171	\$191	\$227	\$248	\$257	\$113	n/p	-
Spend per visitor per night (\$)	\$63	\$49	\$54	\$56	\$54	\$61	\$66	\$65	\$56	-	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep 21 vs. YE Sep 20
Visitors (000)	6,372	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	-10.4%
Expenditure (\$ million)	\$648	\$755	\$587	\$680	\$627	\$701	\$849	\$907	\$794	\$752	-5.3%
Spend per visitor (\$)	\$102	\$124	\$100	\$103	\$97	\$96	\$114	\$109	\$125	\$132	5.7%

## Main Purpose of Trip

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	3,245	3,360	3,116	3,476	3,501	3,934	4,357	4,140	3,234	2,994	-7.4%
Visiting Friends & Relatives	1,547	1,664	1,595	1,787	1,814	1,749	1,612	2,016	1,357	1,174	-13.5%
Business	700	422	428	423	426	478	639	1,011	642	520	-18.9%
Other	880	648	708	900	747	1,157	815	1,144	1,116	999	-10.4%
Total	6,372	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	-10.4%

## Origin

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Regional NSW	4,984	5,092	4,070	4,330	4,269	4,786	4,991	5,668	4,694	4,473	-4.7%
Sydney	n/p	n/p	n/p	n/p	309	445	n/p	331	n/p	n/p	-
Total Intrastate	5,284	5,201	4,377	4,555	4,578	5,231	5,247	5,999	4,942	4,660	-5.7%
Total Interstate	1,088	894	1,471	2,031	1,911	2,087	2,176	2,313	1,407	1,027	-27.0%
Total	6,372	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	-10.4%

## Age

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	1,084	1,003	1,009	1,512	1,228	1,560	1,660	1,609	1,109	899	-18.9%
30-39	999	804	955	1,011	854	1,210	954	1,360	849	746	-12.2%
40-49	1,268	1,000	745	992	902	1,030	1,094	1,065	757	789	4.2%
50-59	998	1,226	1,082	938	1,288	1,298	1,257	1,427	1,032	883	-14.5%
60-69	1,244	1,261	1,271	1,208	1,296	1,269	1,523	1,574	1,461	1,431	-2.0%
70+	780	801	786	925	921	951	935	1,276	1,140	940	-17.6%
Total	6,372	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	-10.4%

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	2,746	2,748	2,904	3,038	3,157	3,658	4,116	4,420	2,905	2,417	-16.8%
Visit friends & relatives	1,711	1,959	2,056	2,296	2,038	1,945	1,945	2,431	1,465	1,264	-13.7%
Go shopping for pleasure	1,405	1,927	1,526	1,349	1,523	1,425	1,674	1,405	1,398	1,147	-18.0%
Go to the beach	1,157	1,202	1,293	1,455	1,601	1,735	1,927	2,091	1,307	903	-30.9%
Sightseeing/looking around	935	844	789	955	889	1,219	1,584	1,489	1,097	760	-30.7%

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	6,189	5,911	5,661	6,400	6,346	7,133	7,230	8,086	6,224	5,585	-10.3%
Bus/Coach	n/p	n/p	n/p	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 September 2021 is not available for destination networks