

Travel to North Coast Destination Network

Year ended December 2021

Source: National and International Visitor Surveys, TRA.



OVERVIEW

GRAND TOTAL - overnight & daytrip	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	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	11,418	10,204	11,274	11,607	12,437	12,662	13,674	15,530	10,099	9,764	-3.3%
Nights (000)	20,754	20,793	21,419	21,946	24,632	24,553	24,816	28,450	19,291	18,610	-3.5%
Expenditure (\$ million)	\$3,379	\$3,143	\$3,384	\$3,516	\$3,743	\$4,152	\$4,532	\$5,145	\$3,742	\$4,104	9.7%

Overnight - Int'l & domestic

Visitors (000)	4,603	4,672	5,085	5,236	5,628	5,594	6,135	6,852	4,439	4,418	-0.5%
Nights (000)	20,754	20,793	21,419	21,946	24,632	24,553	24,816	28,450	19,291	18,610	-3.5%
Expenditure (\$ million)	\$2,604	\$2,539	\$2,778	\$2,861	\$3,097	\$3,390	\$3,719	\$4,163	\$3,064	\$3,394	10.8%

Domestic - overnight & daytrip

Visitors (000)	11,171	9,947	11,005	11,319	12,113	12,311	13,319	15,155	10,031	9,763	-2.7%
Nights (000)	18,107	17,850	18,464	18,797	21,136	20,638	21,057	24,279	18,536	18,602	0.4%
Expenditure (\$ million)	\$3,235	\$2,990	\$3,218	\$3,336	\$3,547	\$3,909	\$4,303	\$4,880	\$3,698	\$4,102	10.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	1.0%
Nights (000)	18,107	17,850	18,464	18,797	21,136	20,638	21,057	24,279	18,536	18,602	0.4%
Average Length of Stay (nights)	4.2	4.0	3.8	3.8	4.0	3.9	3.6	3.7	4.2	4.2	-0.7%
Expenditure (\$ million)	\$2,460	\$2,386	\$2,611	\$2,681	\$2,901	\$3,147	\$3,489	\$3,898	\$3,019	\$3,393	12.4%
Spend per visitor per night (\$)	\$136	\$134	\$141	\$143	\$137	\$152	\$166	\$161	\$163	\$182	12.0%
Interstate visitors (000)	1,501	1,410	1,822	1,941	2,130	1,934	2,102	2,434	1,106	1,292	16.9%
Intrastate visitors (000)	2,854	3,005	2,994	3,008	3,173	3,309	3,678	4,043	3,265	3,124	-4.3%
Interstate nights (000)	6,992	5,969	6,661	7,431	8,791	7,595	7,580	8,927	4,612	5,417	17.5%
Intrastate nights (000)	11,115	11,881	11,803	11,366	12,344	13,043	13,477	15,352	13,924	13,185	-5.3%
Interstate expenditure (\$ million)	\$888	\$890	\$987	\$1,060	\$1,109	\$1,120	\$1,271	\$1,435	\$650	\$877	34.9%
Intrastate expenditure (\$ million)	\$1,572	\$1,496	\$1,623	\$1,621	\$1,792	\$2,026	\$2,218	\$2,464	\$2,369	\$2,516	6.2%

Main Purpose of Visit

	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	YE Dec 2021	% change 2021 vs. 2020
Holiday	2,216	2,347	2,528	2,581	2,745	2,783	2,935	3,182	2,294	2,285	-0.4%
Visiting Friends & Relatives	1,637	1,608	1,548	1,638	1,751	1,701	1,869	2,304	1,426	1,444	1.3%
Business	423	360	551	527	591	508	723	711	464	458	-1.4%
Other	148	182	273	275	314	361	334	389	286	354	23.7%
Total	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	1.0%

Origin

	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	YE Dec 2021	% change 2021 vs. 2020
Regional NSW	1,841	1,884	1,741	1,807	1,882	2,110	2,079	2,448	1,913	1,785	-6.7%
Sydney	1,013	1,121	1,253	1,201	1,292	1,199	1,598	1,594	1,352	1,339	-0.9%
Queensland	1,120	1,068	1,424	1,472	1,638	1,441	1,585	1,847	904	960	6.2%
Victoria	234	191	238	294	299	306	341	382	131	242	84.6%
ACT	67	n/p	59	74	70	n/p	95	68	53	n/p	-
Other Interstate	79	84	101	100	123	122	81	138	n/p	64	-
Total	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	1.0%

Age

	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	YE Dec 2021	% change 2021 vs. 2020
15-29	923	1,005	1,103	1,239	1,190	1,169	1,392	1,402	910	914	0.5%
30-39	784	726	782	847	880	920	1,031	1,129	732	789	7.8%
40-49	739	716	863	847	872	859	987	1,015	816	746	-8.5%
50-59	775	838	810	853	993	825	986	1,134	808	835	3.3%
60-69	715	703	809	771	842	936	855	1,130	729	700	-4.0%
70+	418	426	449	392	526	535	529	667	376	431	14.9%
Total	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	1.0%

Travel Party

	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	YE Dec 2021	% change 2021 vs. 2020
Travelling alone	748	753	1,065	1,012	1,183	1,052	1,359	1,513	1,044	980	-6.1%
Adult couple	1,380	1,361	1,366	1,518	1,656	1,624	1,685	2,001	1,324	1,338	1.0%
Family group - parents and children	1,263	1,139	1,039	1,027	1,078	1,046	1,039	1,247	846	923	9.1%
Friends or relatives travelling together	791	989	1,147	1,199	1,189	1,328	1,482	1,496	1,044	1,015	-2.8%
Other travel party	172	172	199	193	197	192	215	220	113	160	41.6%
Total	4,355	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	1.0%

Top 5 Activities (sorted by the latest year)

	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	YE Dec 2021	% change 2021 vs. 2020
Eat out / dine at a restaurant and/or cafe	2,459	2,733	2,899	3,087	3,503	3,412	3,869	4,196	2,633	2,654	0.8%
Go to the beach	1,960	2,164	2,234	2,369	2,550	2,583	2,910	3,252	2,336	2,246	-3.9%
Visit friends & relatives	2,035	2,015	2,192	2,218	2,397	2,169	2,547	2,828	1,672	1,433	-14.3%
Pubs, clubs, discos etc	1,050	1,122	1,133	1,381	1,563	1,476	1,586	1,861	1,087	1,167	7.4%
Sightseeing/looking around	1,181	1,303	1,273	1,322	1,509	1,563	1,749	1,977	1,213	1,017	-16.2%

Travel to North Coast Destination Network

Year ended December 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)											% change 2021 vs. 2020
	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	YE Dec 2021		
Friends or relatives property	1,676	1,545	1,644	1,853	1,840	1,764	2,053	2,440	1,618	1,524	-5.8%	
Standard hotel/motor inn (below 4 star)	748	768	805	933	958	871	978	1,074	656	726	10.7%	
Caravan park or commercial camping ground	685	757	838	743	793	803	763	934	623	637	2.2%	

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

	Visitors (000)											% change 2021 vs. 2020
	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	YE Dec 2021		
Private vehicle or company car	3,746	3,790	4,086	4,258	4,524	4,471	4,871	5,521	3,891	3,893	0.1%	
Aircraft	362	433	467	476	560	535	656	665	317	406	28.3%	
Rental car	n/p	n/p	n/p	89	79	n/p	94	77	n/p	n/p	-	

INTERNATIONAL OVERNIGHT TRAVEL*

Visitors, Nights and Expenditure

	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	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	248	257	269	288	324	351	356	375	68	n/p	-
Nights (000)	2,647	2,944	2,956	3,148	3,497	3,915	3,759	4,171	756	n/p	-
Average Length of Stay (nights)	10.7	11.4	11.0	10.9	10.8	11.2	10.6	11.1	11.1	-	-
Expenditure (\$ million)	\$144	\$153	\$167	\$180	\$195	\$243	\$230	\$265	\$44	n/p	-
Spend per visitor per night (\$)	\$54	\$52	\$56	\$57	\$56	\$62	\$61	\$63	\$59	-	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2021	% change 2021 vs. 2020
Visitors (000)	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	-5.6%
Expenditure (\$ million)	\$775	\$604	\$607	\$655	\$646	\$762	\$813	\$981	\$679	\$709	4.5%
Spend per visitor (\$)	\$114	\$109	\$98	\$103	\$95	\$108	\$108	\$113	\$120	\$133	10.7%

Main Purpose of Trip

	Visitors (000)											% change 2021 vs. 2020
	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	YE Dec 2021		
Holiday	3,663	2,931	3,324	3,397	3,625	3,908	4,274	4,256	3,059	2,519	-17.6%	
Visiting Friends & Relatives	1,778	1,515	1,677	1,759	1,907	1,587	1,673	2,073	1,142	1,352	18.4%	
Business	569	435	433	421	422	474	689	1,061	478	557	16.5%	
Other	806	652	754	795	856	1,098	903	1,287	982	918	-6.5%	
Total	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	-5.6%	

Origin

	Visitors (000)											% change 2021 vs. 2020
	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	YE Dec 2021		
Regional NSW	5,328	4,512	4,143	4,232	4,425	4,626	5,160	5,879	4,492	4,291	-4.5%	
Sydney	n/p	n/p	n/p	267	341	363	n/p	294	n/p	n/p	-	
Total Intrastate	5,550	4,632	4,432	4,499	4,766	4,989	5,454	6,173	4,717	4,459	-5.5%	
Total Interstate	1,266	901	1,757	1,872	2,044	2,078	2,085	2,505	944	887	-6.0%	
Total	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	-5.6%	

Age

	Visitors (000)											% change 2021 vs. 2020
	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	YE Dec 2021		
15-29	1,092	930	1,152	1,523	1,212	1,558	1,639	1,658	924	966	4.5%	
30-39	1,019	791	900	958	1,026	980	1,090	1,323	870	610	-29.9%	
40-49	1,353	845	840	885	1,058	970	1,059	1,150	555	838	51.1%	
50-59	1,026	1,219	1,037	1,020	1,287	1,269	1,152	1,595	895	780	-12.9%	
60-69	1,460	1,025	1,361	1,204	1,227	1,316	1,594	1,647	1,374	1,330	-3.2%	
70+	865	723	899	781	1,000	975	1,006	1,304	1,042	823	-21.1%	
Total	6,816	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	-5.6%	

Top 5 activities (sorted by the latest year)

	Visitors (000)											% change 2021 vs. 2020
	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	YE Dec 2021		
Eat out / dine at a restaurant and/or cafe	2,965	2,488	3,095	3,049	3,339	3,559	4,284	4,463	2,376	2,184	-8.1%	
Visit friends & relatives	1,963	1,828	2,149	2,254	2,013	1,855	2,004	2,492	1,212	1,283	5.9%	
Go shopping for pleasure	1,827	1,490	1,604	1,316	1,521	1,515	1,627	1,363	1,223	1,068	-12.7%	
Go to the beach	1,198	1,184	1,325	1,476	1,686	1,732	1,995	2,019	1,111	897	-19.2%	
Sightseeing/looking around	895	756	884	892	1,049	1,129	1,678	1,632	889	586	-34.0%	

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

	Visitors (000)											% change 2021 vs. 2020
	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	YE Dec 2021		
Private vehicle or company car	6,609	5,390	5,953	6,200	6,640	6,915	7,340	8,454	5,587	5,229	-6.4%	
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	-	

n/p = not publishable

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