

Travel to North Coast Destination Network

Year ended March 2022

Source: National and International Visitor Surveys, TRA.



OVERVIEW

GRAND TOTAL - overnight & daytrip	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	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	11,350	10,250	11,429	12,141	12,105	13,440	13,387	15,524	9,737	9,338	-4.1%
Nights (000)	20,917	20,950	21,365	23,440	23,950	24,085	26,371	26,958	19,715	18,130	-8.0%
Expenditure (\$ million)	\$3,354	\$3,193	\$3,493	\$3,659	\$3,672	\$4,405	\$4,556	\$5,171	\$3,906	\$3,936	0.8%

Overnight - Int'l & domestic

Visitors (000)	4,703	4,762	5,087	5,512	5,481	5,760	6,182	6,611	4,518	4,262	-5.7%
Nights (000)	20,917	20,950	21,365	23,440	23,950	24,085	26,371	26,958	19,715	18,130	-8.0%
Expenditure (\$ million)	\$2,587	\$2,572	\$2,876	\$2,990	\$3,060	\$3,534	\$3,807	\$4,084	\$3,279	\$3,278	0.0%

Domestic - overnight & daytrip

Visitors (000)	11,104	9,986	11,149	11,841	11,782	13,085	13,026	15,191	9,737	9,325	-4.2%
Nights (000)	18,029	18,058	18,355	20,192	20,511	20,264	22,377	23,174	19,715	17,957	-8.9%
Expenditure (\$ million)	\$3,201	\$3,040	\$3,319	\$3,466	\$3,479	\$4,167	\$4,296	\$4,948	\$3,906	\$3,927	0.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	4,248	-6.0%
Nights (000)	18,029	18,058	18,355	20,192	20,511	20,264	22,377	23,174	19,715	17,957	-8.9%
Average Length of Stay (nights)	4.0	4.0	3.8	3.9	4.0	3.7	3.8	3.7	4.4	4.2	-3.1%
Expenditure (\$ million)	\$2,434	\$2,420	\$2,702	\$2,797	\$2,866	\$3,296	\$3,548	\$3,861	\$3,279	\$3,268	-0.3%
Spend per visitor per night (\$)	\$135	\$134	\$147	\$139	\$140	\$163	\$159	\$167	\$166	\$182	9.4%
Interstate visitors (000)	1,546	1,500	1,778	2,112	2,032	1,958	2,114	2,339	1,126	1,221	8.5%
Intrastate visitors (000)	2,911	2,998	3,029	3,100	3,126	3,447	3,707	3,940	3,392	3,027	-10.8%
Interstate nights (000)	6,768	6,072	6,882	8,321	8,267	7,129	8,048	8,175	5,035	5,276	4.8%
Intrastate nights (000)	11,261	11,986	11,473	11,871	12,243	13,135	14,328	14,998	14,680	12,681	-13.6%
Interstate expenditure (\$ million)	\$844	\$935	\$977	\$1,176	\$996	\$1,154	\$1,312	\$1,408	\$705	\$840	19.1%
Intrastate expenditure (\$ million)	\$1,590	\$1,485	\$1,725	\$1,621	\$1,870	\$2,142	\$2,236	\$2,452	\$2,574	\$2,429	-5.6%

Main Purpose of Visit

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Holiday	2,270	2,438	2,388	2,817	2,597	2,897	3,001	3,047	2,421	2,211	-8.7%
Visiting Friends & Relatives	1,691	1,562	1,611	1,686	1,757	1,633	1,948	2,184	1,522	1,357	-10.9%
Business	414	367	623	490	555	635	637	752	415	459	10.6%
Other	152	211	263	294	351	356	315	400	291	305	4.7%
Total	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	4,248	-6.0%

Origin

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Regional NSW	1,822	1,852	1,766	1,907	1,861	2,130	2,138	2,412	1,895	1,740	-8.2%
Sydney	1,090	1,146	1,263	1,193	1,265	1,317	1,569	1,528	1,496	1,287	-14.0%
Queensland	1,174	1,148	1,370	1,630	1,556	1,446	1,593	1,776	915	875	-4.4%
Victoria	218	207	245	296	295	321	337	379	141	244	73.1%
ACT	81	n/p	74	66	63	79	79	80	n/p	n/p	-
Other Interstate	73	94	89	120	118	112	105	104	n/p	64	-
Total	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	4,248	-6.0%

Age

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
15-29	938	1,030	1,118	1,350	1,149	1,192	1,369	1,335	953	938	-1.5%
30-39	793	742	756	889	879	992	1,015	1,086	797	710	-10.9%
40-49	734	723	835	925	808	915	912	1,048	822	677	-17.6%
50-59	818	787	909	831	916	907	1,012	1,076	846	790	-6.7%
60-69	752	758	757	814	885	845	975	1,084	713	668	-6.3%
70+	422	458	432	404	521	555	538	651	387	465	20.1%
Total	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	4,248	-6.0%

Travel Party

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Travelling alone	822	815	1,072	1,030	1,144	1,201	1,291	1,510	1,010	961	-4.8%
Adult couple	1,382	1,430	1,360	1,577	1,651	1,608	1,752	1,916	1,424	1,279	-10.2%
Family group - parents and children	1,314	1,001	1,065	1,112	1,017	998	1,129	1,164	875	825	-5.7%
Friends or relatives travelling together	783	1,084	1,106	1,291	1,173	1,369	1,457	1,442	1,117	1,032	-7.6%
Other travel party	156	169	204	201	173	230	192	248	92	151	64.5%
Total	4,457	4,498	4,807	5,212	5,158	5,406	5,821	6,279	4,518	4,248	-6.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Eat out / dine at a restaurant and/or cafe	2,571	2,727	2,964	3,272	3,327	3,542	3,950	4,060	2,699	2,432	-9.9%
Go to the beach	2,035	2,148	2,192	2,578	2,517	2,631	3,006	3,039	2,464	2,202	-10.7%
Visit friends & relatives	2,044	2,054	2,287	2,264	2,294	2,175	2,649	2,634	1,692	1,314	-22.3%
Pubs, clubs, discos etc	1,051	1,078	1,229	1,399	1,555	1,498	1,652	1,837	1,115	1,060	-5.0%
Bushwalking / rainforest walks	625	663	699	800	818	889	1,001	955	916	1,021	11.5%

Travel to North Coast Destination Network

Year ended March 2022

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Friends or relatives property	1,715	1,558	1,747	1,827	1,810	1,779	2,179	2,322	1,632	1,458	-10.6%
Standard hotel/motor inn (below 4 star)	761	748	858	959	912	964	922	1,072	625	774	23.9%
Caravan park or commercial camping ground	719	807	728	790	797	764	819	883	680	601	-11.5%

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

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Private vehicle or company car	3,863	3,827	4,108	4,495	4,375	4,598	4,945	5,305	4,074	3,740	-8.2%
Aircraft	361	448	480	484	564	582	606	670	309	399	28.9%
Rental car	n/p	n/p	n/p	103	66	n/p	105	72	n/p	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL*

Visitors, Nights and Expenditure

	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	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	246	264	280	300	323	355	361	332	n/p	14	-
Nights (000)	2,888	2,892	3,010	3,247	3,440	3,822	3,994	3,785	n/p	173	-
Average Length of Stay (nights)	11.7	11.0	10.7	10.8	10.6	10.8	11.1	11.4	-	12.6	-
Expenditure (\$ million)	\$153	\$152	\$174	\$192	\$194	\$238	\$259	\$223	n/p	\$10	-
Spend per visitor per night (\$)	\$53	\$53	\$58	\$59	\$56	\$62	\$65	\$59	-	\$57	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	-2.7%
Expenditure (\$ million)	\$766	\$620	\$617	\$669	\$612	\$871	\$748	\$1,087	\$627	\$658	5.0%
Spend per visitor (\$)	\$115	\$113	\$97	\$101	\$92	\$113	\$104	\$122	\$120	\$130	7.9%

Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Holiday	3,723	2,882	3,370	3,575	3,481	4,444	3,906	4,536	2,636	2,309	-12.4%
Visiting Friends & Relatives	1,688	1,444	1,787	1,715	1,876	1,616	1,622	2,095	1,039	1,358	30.6%
Business	523	473	423	447	429	561	663	1,111	489	508	3.9%
Other	713	689	762	893	838	1,058	1,014	1,170	1,055	902	-14.5%
Total	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	-2.7%

Origin

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Regional NSW	5,279	4,199	4,160	4,573	4,243	4,986	5,190	5,818	4,416	3,964	-10.2%
Sydney	n/p	n/p	n/p	319	345	366	n/p	409	n/p	n/p	-
Total Intrastate	5,467	4,409	4,397	4,892	4,588	5,352	5,404	6,227	4,592	4,067	-11.4%
Total Interstate	1,180	1,078	1,946	1,736	2,035	2,327	1,801	2,686	627	1,009	60.9%
Total	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	-2.7%

Age

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
15-29	1,147	871	1,327	1,404	1,213	1,806	1,461	1,733	813	957	17.7%
30-39	928	748	998	936	1,043	972	1,079	1,452	659	646	-1.9%
40-49	1,477	741	1,027	930	819	1,149	976	1,114	570	711	24.8%
50-59	963	1,316	821	1,149	1,394	1,309	1,158	1,554	844	664	-21.2%
60-69	1,293	1,115	1,268	1,291	1,257	1,398	1,533	1,686	1,397	1,245	-10.9%
70+	838	697	901	919	898	1,046	999	1,374	936	852	-9.0%
Total	6,647	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	-2.7%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Eat out / dine at a restaurant and/or cafe	3,049	2,561	3,034	3,167	3,220	4,068	3,923	4,676	2,063	2,110	2.3%
Visit friends & relatives	1,991	1,803	2,250	2,158	1,992	1,931	1,992	2,397	1,159	1,249	7.8%
Go to the beach	1,406	1,107	1,363	1,523	1,573	2,113	1,767	2,116	786	912	16.0%
Go shopping for pleasure	1,740	1,532	1,620	1,320	1,401	1,757	1,360	1,691	1,067	890	-16.5%
Sightseeing/looking around	827	755	838	996	1,006	1,457	1,489	1,610	781	630	-19.3%

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

	Visitors (000)										% change 2022 vs. 2021
	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	YE Mar 2022	
Private vehicle or company car	6,438	5,298	6,159	6,454	6,447	7,495	7,023	8,650	5,172	4,978	-3.8%
Rental car	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

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