

Travel to North Coast Destination Network

Year ended September 2022

Source: National and International Visitor Surveys, TRA.



OVERVIEW

n/p = not publishable

	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	YE Sep 2022	% change 2022 vs. 2021
GRAND TOTAL - overnight & daytrip											
Visitors (000)	10,878	10,839	11,754	11,959	12,943	13,456	15,001	11,045	10,676	10,389	-2.7%
Nights (000)	20,487	22,529	20,960	24,132	24,221	24,800	27,882	19,852	20,827	20,514	-1.5%
Expenditure (\$M)	\$3,357	\$3,404	\$3,520	\$3,645	\$3,926	\$4,568	\$4,950	\$3,667	\$4,663	\$4,792	2.8%
Overnight - Int'l & domestic											
Visitors (000)	4,783	4,991	5,169	5,470	5,625	6,033	6,689	4,696	4,988	5,043	1.1%
Nights (000)	20,487	22,529	20,960	24,132	24,221	24,800	27,882	19,852	20,827	20,514	-1.5%
Expenditure (\$M)	\$2,602	\$2,817	\$2,840	\$3,017	\$3,225	\$3,719	\$4,043	\$2,873	\$3,911	\$4,146	6.0%
Domestic - overnight & daytrip											
Visitors (000)	10,626	10,572	11,468	11,647	12,605	13,100	14,627	10,868	10,675	10,341	-3.1%
Nights (000)	17,634	19,481	17,925	20,603	20,497	21,055	23,945	17,818	20,819	19,978	-4.0%
Expenditure (\$M)	\$3,217	\$3,238	\$3,349	\$3,454	\$3,699	\$4,320	\$4,693	\$3,554	\$4,662	\$4,760	2.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	4,995	0.2%
Nights (000)	17,634	19,481	17,925	20,603	20,497	21,055	23,945	17,818	20,819	19,978	-4.0%
Average Length of Stay (nights)	3.9	4.1	3.7	4.0	3.9	3.7	3.8	3.9	4.2	4.0	-4.2%
Expenditure (\$M)	\$2,462	\$2,651	\$2,669	\$2,826	\$2,998	\$3,471	\$3,786	\$2,760	\$3,910	\$4,113	5.2%
Spend per visitor per night (\$)	\$140	\$136	\$149	\$137	\$146	\$165	\$158	\$155	\$188	\$206	9.6%
Interstate visitors (000)	83	111	78	133	116	97	106	n/p	64	79	23.1%
Intrastate visitors (000)	3,087	2,924	3,027	3,104	3,347	3,585	3,908	3,192	3,458	3,366	-2.7%
Interstate nights (000)	2,536	2,278	2,532	2,631	2,816	2,932	2,745	n/p	2,326	2,389	2.7%
Intrastate nights (000)	4,051	4,309	4,799	4,936	5,471	6,120	6,120	5,030	6,071	6,021	-0.8%
Interstate expenditure (\$M)	\$328	\$311	\$283	\$358	\$451	\$408	\$489	n/p	\$307	\$385	25.5%
Intrastate expenditure (\$M)	\$603	\$617	\$661	\$673	\$757	\$830	\$1,030	\$750	\$928	\$1,108	19.5%

Main Purpose of Visit

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Holiday	2,381	2,567	2,435	2,730	2,771	2,965	3,044	2,313	2,686	2,616	-2.6%
Visiting Friends & Relatives	1,651	1,520	1,702	1,635	1,733	1,781	2,297	1,460	1,634	1,609	-1.5%
Business	392	459	584	536	535	700	709	525	436	570	30.7%
Other	184	261	239	339	352	321	356	329	361	282	-21.8%
Total	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	4,995	0.2%

Origin

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Regional NSW	2,004	1,669	1,819	1,842	2,086	2,122	2,282	1,976	1,907	1,944	2.0%
Sydney	1,083	1,256	1,208	1,262	1,262	1,464	1,626	1,215	1,552	1,422	-8.4%
Queensland	1,104	1,403	1,407	1,568	1,456	1,603	1,839	999	1,195	1,143	-4.4%
Victoria	190	230	296	282	311	310	380	207	237	342	44.2%
ACT	n/p	n/p	74	73	n/p	81	81	63	n/p	n/p	-
Other Interstate	83	111	78	133	116	97	106	n/p	64	79	23.1%
Total	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	4,995	0.2%

Age

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
15-29	1,018	1,077	1,192	1,216	1,196	1,338	1,350	991	1,039	1,139	9.6%
30-39	767	718	882	852	893	1,024	1,122	758	847	840	-0.8%
40-49	759	800	841	844	886	910	1,044	806	892	815	-8.6%
50-59	802	863	855	916	864	997	1,067	832	916	904	-1.2%
60-69	747	814	719	833	912	883	1,101	726	802	717	-10.6%
70+	439	451	394	498	537	526	631	407	491	579	17.9%
Total	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	4,995	0.2%

Travel Party

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Travelling alone	800	948	1,062	1,065	1,097	1,362	1,458	1,080	1,041	1,256	20.6%
Adult couple	1,414	1,397	1,413	1,671	1,640	1,665	1,896	1,401	1,501	1,435	-4.4%
Family group - parents and children	1,168	1,067	1,038	1,042	1,089	987	1,243	850	1,066	910	-14.7%
Friends or relatives travelling together	961	1,155	1,146	1,191	1,266	1,430	1,525	1,044	1,227	1,226	-0.1%
Other travel party	189	156	224	190	195	233	193	144	152	169	10.9%
Total	4,531	4,724	4,883	5,159	5,287	5,677	6,315	4,519	4,987	4,995	0.2%

Top 5 Activities (sorted by the latest year)

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	2,749	2,866	3,026	3,394	3,354	3,830	4,122	2,686	3,155	2,933	-7.0%
Go to the beach	2,190	2,189	2,306	2,493	2,607	2,754	3,242	2,275	2,668	2,463	-7.7%
Visit friends & relatives	2,021	2,197	2,210	2,312	2,230	2,397	2,878	1,811	1,671	1,724	3.2%
Pubs, clubs, discos etc	1,138	1,138	1,251	1,485	1,569	1,595	1,705	1,229	1,345	1,320	-1.9%
Sightseeing/looking around	1,247	1,326	1,353	1,423	1,555	1,669	1,972	1,260	1,254	1,227	-2.1%

Travel to North Coast Destination Network

Year ended September 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 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	YE Sep 2022	
Friends or relatives property	1,635	1,645	1,843	1,706	1,843	1,988	2,387	1,705	1,641	1,754	6.9%
Standard hotel/motor inn (below 4 star)	796	731	935	969	841	1,000	1,025	713	825	858	4.1%
Caravan park or commercial camping ground	779	840	701	790	817	766	896	634	741	671	-9.5%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Visitors (000)	252	267	286	311	339	356	374	177	n/p	48	-
Nights (000)	2,852	3,049	3,034	3,529	3,724	3,745	3,937	2,033	n/p	535	-
Average Length of Stay (nights)	11.3	11.4	10.6	11.3	11.0	10.5	10.5	11.5	-	11.2	-
Expenditure (\$M)	\$140	\$166	\$171	\$191	\$227	\$248	\$257	\$113	n/p	\$33	-
Spend per visitor per night (\$)	\$49	\$54	\$56	\$54	\$61	\$66	\$65	\$56	-	\$61	-

Purpose of Visit

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Holiday	197	209	228	244	273	279	296	137	n/p	31	-
Visiting Friends & Relatives	48	54	48	61	57	67	68	36	n/p	17	-
Business	n/p	6	6	6	7	12	n/p	n/p	n/p	1	-
Education	4	3	3	4	4	4	4	n/p	-	0.2	-
Employment	4	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	0.1	-
Total	252	267	286	311	339	356	374	177	n/p	48	-

Top 3 Int'l source markets to North Coast DN (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
United Kingdom	57	55	63	64	69	66	66	41	-	9	-
New Zealand	27	33	26	32	35	37	38	10	n/p	7	-
United States of America	21	23	25	31	39	33	34	16	-	5	-

Age

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
15-29	131	142	155	157	169	174	173	66	n/p	15	-
30-39	34	34	38	47	58	57	58	24	n/p	7	-
40-49	23	22	23	27	25	33	36	15	n/p	6	-
50-59	25	27	34	34	38	34	49	21	n/p	7	-
60-69	28	33	25	33	36	44	43	24	n/p	9	-
70+	10	9	11	13	14	14	15	27	n/p	5	-
Total	252	267	286	311	339	356	374	177	n/p	48	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Visitors (000)	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	5,346	-6.0%
Expenditure (\$M)	\$755	\$587	\$680	\$627	\$701	\$849	\$907	\$794	\$752	\$646	-14.1%
Spend per visitor (\$)	\$124	\$100	\$103	\$97	\$96	\$114	\$109	\$125	\$132	\$121	-8.6%

Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Holiday	3,360	3,116	3,476	3,501	3,934	4,357	4,140	3,234	2,994	2,554	-14.7%
Visiting Friends & Relatives	1,664	1,595	1,787	1,814	1,749	1,612	2,016	1,357	1,174	1,448	23.4%
Business	422	428	423	426	478	639	1,011	642	520	484	-7.0%
Other	648	708	900	747	1,157	815	1,144	1,116	999	860	-13.9%
Total	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	5,346	-6.0%

Origin

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Regional NSW	5,092	4,070	4,330	4,269	4,786	4,991	5,668	4,694	4,473	4,256	-4.8%
Sydney	n/p	n/p	n/p	309	445	n/p	331	n/p	n/p	n/p	-
Total Intrastate	5,201	4,377	4,555	4,578	5,231	5,247	5,999	4,942	4,660	4,360	-6.4%
Total Interstate	894	1,471	2,031	1,911	2,087	2,176	2,313	1,407	1,027	985	-4.0%
Total	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	5,346	-6.0%

Age

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
15-29	1,003	1,009	1,512	1,228	1,560	1,660	1,609	1,109	899	1,165	29.6%
30-39	804	955	1,011	854	1,210	954	1,360	849	746	573	-23.1%
40-49	1,000	745	992	902	1,030	1,094	1,065	757	789	634	-19.6%
50-59	1,226	1,082	938	1,288	1,298	1,257	1,427	1,032	883	700	-20.7%
60-69	1,261	1,271	1,208	1,296	1,269	1,523	1,574	1,461	1,431	1,114	-22.2%
70+	801	786	925	921	951	935	1,276	1,140	940	1,160	23.4%
Total	6,095	5,848	6,585	6,489	7,318	7,423	8,312	6,349	5,687	5,346	-6.0%