

# Travel to North Coast Destination Network

Year ended December 2022

Source: National Visitor Surveys, TRA.



## OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	9,947	11,005	11,319	12,113	12,311	13,319	15,155	10,031	9,763	11,616	19.0%
Nights (000)	17,850	18,464	18,797	21,136	20,638	21,057	24,279	18,536	18,602	21,178	13.8%
Expenditure (\$M)	\$2,990	\$3,218	\$3,336	\$3,547	\$3,909	\$4,303	\$4,880	\$3,698	\$4,102	\$5,479	33.5%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	5,564	26.0%
Nights (000)	17,850	18,464	18,797	21,136	20,638	21,057	24,279	18,536	18,602	21,178	13.8%
Average Length of Stay (nights)	4.0	3.8	3.8	4.0	3.9	3.6	3.7	4.2	4.2	3.8	-9.6%
Expenditure (\$M)	\$2,386	\$2,611	\$2,681	\$2,901	\$3,147	\$3,489	\$3,898	\$3,019	\$3,393	\$4,583	35.1%
Spend per visitor per night (\$)	\$134	\$141	\$143	\$137	\$152	\$166	\$161	\$163	\$182	\$216	18.6%
Interstate visitors (000)	1,410	1,822	1,941	2,130	1,934	2,102	2,434	1,106	1,292	1,999	54.7%
Intrastate visitors (000)	3,005	2,994	3,008	3,173	3,309	3,678	4,043	3,265	3,124	3,565	14.1%
Interstate nights (000)	5,969	6,661	7,431	8,791	7,595	7,580	8,927	4,612	5,417	7,704	42.2%
Intrastate nights (000)	11,881	11,803	11,366	12,344	13,043	13,477	15,352	13,924	13,185	13,473	2.2%
Interstate expenditure (\$M)	\$890	\$987	\$1,060	\$1,109	\$1,120	\$1,271	\$1,435	\$650	\$877	\$1,661	89.5%
Intrastate expenditure (\$M)	\$1,496	\$1,623	\$1,621	\$1,792	\$2,026	\$2,218	\$2,464	\$2,369	\$2,516	\$2,922	16.1%

### Main Purpose of Visit

	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	YE Dec 2022	% change 2022 vs. 2021
Holiday	2,347	2,528	2,581	2,745	2,783	2,935	3,182	2,294	2,285	2,972	30.1%
Visiting Friends & Relatives	1,608	1,548	1,638	1,751	1,701	1,869	2,304	1,426	1,444	1,772	22.7%
Business	360	551	527	591	508	723	711	464	458	633	38.4%
Other	182	273	275	314	361	334	389	286	354	258	-27.1%
Total	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	5,564	26.0%

### Origin

	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	YE Dec 2022	% change 2022 vs. 2021
Regional NSW	1,884	1,741	1,807	1,882	2,110	2,079	2,448	1,913	1,785	2,034	14.0%
Sydney	1,121	1,253	1,201	1,292	1,199	1,598	1,594	1,352	1,339	1,531	14.3%
Queensland	1,068	1,424	1,472	1,638	1,441	1,585	1,847	904	960	1,464	52.5%
Victoria	191	238	294	299	306	341	382	131	242	359	48.6%
ACT	n/p	59	74	70	n/p	95	68	53	n/p	76	-
Other Interstate	84	101	100	123	122	81	138	n/p	64	100	56.4%
Total	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	5,564	26.0%

### Age

	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	YE Dec 2022	% change 2022 vs. 2021
15-29	1,005	1,103	1,239	1,190	1,169	1,392	1,402	910	914	1,336	46.1%
30-39	726	782	847	880	920	1,031	1,129	732	789	854	8.2%
40-49	716	863	847	872	859	987	1,015	816	746	893	19.8%
50-59	838	810	853	993	825	986	1,134	808	835	996	19.3%
60-69	703	809	771	842	936	855	1,130	729	700	792	13.1%
70+	426	449	392	526	535	529	667	376	431	692	60.4%
Total	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	5,564	26.0%

### Travel Party

	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	YE Dec 2022	% change 2022 vs. 2021
Travelling alone	753	1,065	1,012	1,183	1,052	1,359	1,513	1,044	980	1,386	41.4%
Adult couple	1,361	1,366	1,518	1,656	1,624	1,685	2,001	1,324	1,338	1,642	22.7%
Family group - parents and children	1,139	1,039	1,027	1,078	1,046	1,039	1,247	846	923	1,000	8.4%
Friends or relatives travelling together	989	1,147	1,199	1,189	1,328	1,482	1,496	1,044	1,015	1,369	34.9%
Other travel party	172	199	193	197	192	215	220	113	160	166	3.6%
Total	4,414	4,816	4,948	5,303	5,243	5,780	6,477	4,371	4,416	5,564	26.0%

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

	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	YE Dec 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	2,733	2,899	3,087	3,503	3,412	3,869	4,196	2,633	2,654	3,354	26.4%
Go to the beach	2,164	2,234	2,369	2,550	2,583	2,910	3,252	2,336	2,246	2,754	22.6%
Visit friends & relatives	2,015	2,192	2,218	2,397	2,169	2,547	2,828	1,672	1,433	1,872	30.7%
Pubs, clubs, discos etc	1,122	1,133	1,381	1,563	1,476	1,586	1,861	1,087	1,167	1,565	34.0%
Sightseeing/looking around	1,303	1,273	1,322	1,509	1,563	1,749	1,977	1,213	1,017	1,473	44.8%

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

	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	YE Dec 2022	% change 2022 vs. 2021
Friends or relatives property	1,545	1,644	1,853	1,840	1,764	2,053	2,440	1,618	1,524	1,769	16.1%
Standard hotel/motor inn (below 4 star)	768	805	933	958	871	978	1,074	656	726	1,005	38.3%
Caravan park or commercial camping ground	757	838	743	793	803	763	934	623	637	829	30.2%

# Travel to North Coast Destination Network

Year ended December 2022

Source: National Visitor Surveys, TRA.



## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	6,052	13.2%
Expenditure (\$M)	\$604	\$607	\$655	\$646	\$762	\$813	\$981	\$679	\$709	\$895	26.2%
Spend per visitor (\$)	\$109	\$98	\$103	\$95	\$108	\$108	\$113	\$120	\$133	\$148	11.5%

### Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	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	YE Dec 2022	
Holiday	2,931	3,324	3,397	3,625	3,908	4,274	4,256	3,059	2,519	3,057	21.4%
Visiting Friends & Relatives	1,515	1,677	1,759	1,907	1,587	1,673	2,073	1,142	1,352	1,489	10.1%
Business	435	433	421	422	474	689	1,061	478	557	542	-2.8%
Other	652	754	795	856	1,098	903	1,287	982	918	964	5.0%
Total	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	6,052	13.2%

### Origin

	Visitors (000)										% change 2022 vs. 2021
	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	YE Dec 2022	
Regional NSW	4,512	4,143	4,232	4,425	4,626	5,160	5,879	4,492	4,291	4,408	2.7%
Sydney	n/p	n/p	267	341	363	n/p	294	n/p	n/p	n/p	-
Total Intrastate	4,632	4,432	4,499	4,766	4,989	5,454	6,173	4,717	4,459	4,544	1.9%
Total Interstate	901	1,757	1,872	2,044	2,078	2,085	2,505	944	887	1,508	70.0%
Total	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	6,052	13.2%

### Age

	Visitors (000)										% change 2022 vs. 2021
	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	YE Dec 2022	
15-29	930	1,152	1,523	1,212	1,558	1,639	1,658	924	966	1,192	23.4%
30-39	791	900	958	1,026	980	1,090	1,323	870	610	601	-1.4%
40-49	845	840	885	1,058	970	1,059	1,150	555	838	838	0.0%
50-59	1,219	1,037	1,020	1,287	1,269	1,152	1,595	895	780	848	8.8%
60-69	1,025	1,361	1,204	1,227	1,316	1,594	1,647	1,374	1,330	1,222	-8.1%
70+	723	899	781	1,000	975	1,006	1,304	1,042	823	1,351	64.2%
Total	5,532	6,189	6,371	6,809	7,068	7,539	8,678	5,661	5,346	6,052	13.2%