

Travel to North Coast Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



OVERVIEW

n/p = not publishable

	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	YE Mar 2023	% change 2023 vs. 2022
Domestic - overnight & daytrip											
Visitors (000)	9,986	11,140	11,841	11,782	13,085	13,026	15,189	9,734	9,325	11,988	28.6%
Nights (000)	18,058	18,302	20,192	20,511	20,264	22,377	23,169	19,710	17,957	20,817	15.9%
Expenditure (\$M)	\$3,040	\$3,317	\$3,466	\$3,479	\$4,167	\$4,296	\$4,947	\$3,906	\$3,927	\$5,845	48.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	4,498	4,797	5,212	5,158	5,406	5,821	6,276	4,515	4,248	5,698	34.1%
Nights (000)	18,058	18,302	20,192	20,511	20,264	22,377	23,169	19,710	17,957	20,817	15.9%
Average Length of Stay (nights)	4.0	3.8	3.9	4.0	3.7	3.8	3.7	4.4	4.2	3.7	-13.6%
Expenditure (\$M)	\$2,420	\$2,700	\$2,797	\$2,866	\$3,296	\$3,548	\$3,860	\$3,279	\$3,268	\$4,869	49.0%
Spend per visitor per night (\$)	\$134	\$148	\$139	\$140	\$163	\$159	\$167	\$166	\$182	\$234	28.5%
Interstate visitors (000)	1,500	1,778	2,112	2,032	1,958	2,114	2,339	1,126	1,221	2,030	66.2%
Intrastate visitors (000)	2,998	3,020	3,100	3,126	3,447	3,707	3,937	3,390	3,027	3,668	21.2%
Interstate nights (000)	6,072	6,882	8,321	8,267	7,129	8,048	8,175	5,035	5,276	7,346	39.2%
Intrastate nights (000)	11,986	11,420	11,871	12,243	13,135	14,328	14,994	14,676	12,681	13,471	6.2%
Interstate expenditure (\$M)	\$935	\$977	\$1,176	\$996	\$1,154	\$1,312	\$1,408	\$705	\$840	\$1,739	107.1%
Intrastate expenditure (\$M)	\$1,484	\$1,723	\$1,621	\$1,870	\$2,142	\$2,236	\$2,452	\$2,573	\$2,428	\$3,130	28.9%

Main Purpose of Visit

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Holiday	2,438	2,388	2,817	2,597	2,897	3,001	3,047	2,419	2,211	3,068	38.8%
Visiting Friends & Relatives	1,562	1,609	1,686	1,757	1,633	1,948	2,181	1,522	1,357	1,756	29.4%
Business	367	615	490	555	635	637	752	415	459	656	43.0%
Other	211	263	294	351	356	315	400	291	305	289	-5.1%
Total	4,498	4,797	5,212	5,158	5,406	5,821	6,276	4,515	4,248	5,698	34.1%

Origin

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Regional NSW	1,852	1,756	1,907	1,861	2,130	2,138	2,412	1,893	1,740	2,148	23.4%
Sydney	1,146	1,263	1,193	1,265	1,317	1,569	1,526	1,496	1,287	1,520	18.1%
Queensland	1,148	1,370	1,630	1,556	1,446	1,593	1,776	915	875	1,506	72.1%
Victoria	207	245	296	295	321	337	379	141	244	338	38.5%
ACT	n/p	74	66	63	79	79	80	n/p	n/p	68	-
Other Interstate	94	89	120	118	112	105	104	n/p	64	118	83.5%
Total	4,498	4,797	5,212	5,158	5,406	5,821	6,276	4,515	4,248	5,698	34.1%

Age

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
15-29	1,030	1,118	1,350	1,149	1,192	1,369	1,335	953	938	1,304	38.9%
30-39	742	756	889	879	992	1,015	1,086	797	710	888	25.1%
40-49	723	835	925	808	915	912	1,046	820	677	1,009	49.1%
50-59	787	900	831	916	907	1,012	1,076	846	790	1,040	31.6%
60-69	758	757	814	885	845	975	1,084	713	668	778	16.5%
70+	458	432	404	521	555	538	651	387	465	679	46.0%
Total	4,498	4,797	5,212	5,158	5,406	5,821	6,276	4,515	4,248	5,698	34.1%

Travel Party

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Travelling alone	815	1,063	1,030	1,144	1,201	1,291	1,510	1,010	961	1,446	50.4%
Adult couple	1,430	1,360	1,577	1,651	1,608	1,752	1,913	1,424	1,279	1,700	32.9%
Family group - parents and children	1,001	1,065	1,112	1,017	998	1,129	1,164	875	825	1,051	27.4%
Friends or relatives travelling together	1,084	1,106	1,291	1,173	1,369	1,457	1,442	1,115	1,032	1,316	27.5%
Other travel party	169	204	201	173	230	192	248	92	151	185	22.5%
Total	4,498	4,797	5,212	5,158	5,406	5,821	6,276	4,515	4,248	5,698	34.1%

Top 5 Activities (sorted by the latest year)

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	2,727	2,962	3,272	3,327	3,542	3,950	4,057	2,697	2,432	3,605	48.3%
Go to the beach	2,148	2,192	2,578	2,517	2,631	3,006	3,039	2,464	2,202	2,852	29.6%
Visit friends & relatives	2,054	2,285	2,264	2,294	2,175	2,649	2,631	1,692	1,314	1,900	44.6%
Pubs, clubs, discos etc	1,078	1,229	1,399	1,555	1,498	1,652	1,837	1,115	1,060	1,766	66.6%
Sightseeing/looking around	1,247	1,361	1,362	1,494	1,532	1,914	1,809	1,198	1,004	1,495	48.9%

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

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)											
Friends or relatives property	1,558	1,745	1,827	1,810	1,779	2,179	2,320	1,632	1,458	1,767	21.2%
Standard hotel/motor inn (below 4 star)	748	858	959	912	964	922	1,072	625	774	1,046	35.1%
Caravan park or commercial camping ground	807	728	790	797	764	819	883	680	601	858	42.7%

Travel to North Coast Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	6,290	23.9%
Expenditure (\$M)	\$620	\$617	\$669	\$612	\$871	\$748	\$1,087	\$627	\$658	\$975	48.2%
Spend per visitor (\$)	\$113	\$97	\$101	\$92	\$113	\$104	\$122	\$120	\$130	\$155	19.6%

Main Purpose of Trip

	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	YE Mar 2023	% change 2023 vs. 2022
Holiday	2,882	3,370	3,575	3,481	4,444	3,906	4,536	2,636	2,309	3,355	45.3%
Visiting Friends & Relatives	1,444	1,787	1,715	1,876	1,616	1,622	2,095	1,039	1,358	1,519	11.9%
Business	473	423	447	429	561	663	1,111	489	508	542	6.7%
Other	689	762	893	838	1,058	1,014	1,170	1,055	902	874	-3.1%
Total	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	6,290	23.9%

Origin

	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	YE Mar 2023	% change 2023 vs. 2022
Regional NSW	4,199	4,160	4,573	4,243	4,986	5,190	5,818	4,416	3,964	4,493	13.4%
Sydney	n/p	n/p	319	345	366	n/p	409	n/p	n/p	n/p	-
Total Intrastate	4,409	4,397	4,892	4,588	5,352	5,404	6,227	4,592	4,067	4,638	14.0%
Total Interstate	1,078	1,946	1,736	2,035	2,327	1,801	2,686	627	1,009	1,652	63.6%
Total	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	6,290	23.9%

Age

	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	YE Mar 2023	% change 2023 vs. 2022
15-29	871	1,327	1,404	1,213	1,806	1,461	1,733	813	957	1,161	21.3%
30-39	748	998	936	1,043	972	1,079	1,452	659	646	605	-6.4%
40-49	741	1,027	930	819	1,149	976	1,114	570	711	1,009	41.9%
50-59	1,316	821	1,149	1,394	1,309	1,158	1,554	844	664	1,034	55.6%
60-69	1,115	1,268	1,291	1,257	1,398	1,533	1,686	1,397	1,245	1,192	-4.3%
70+	697	901	919	898	1,046	999	1,374	936	852	1,289	51.3%
Total	5,488	6,342	6,629	6,624	7,679	7,205	8,913	5,219	5,077	6,290	23.9%