

Travel to North Coast Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	10,369	11,136	11,944	12,271	13,102	13,509	12,646	11,846	8,703	12,601	44.8%
Nights (000)	18,917	18,190	20,686	19,987	20,739	23,357	19,192	23,271	16,848	21,094	25.2%
Expenditure (\$M)	\$3,195	\$3,297	\$3,536	\$3,490	\$4,302	\$4,432	\$4,073	\$5,074	\$3,724	\$5,872	57.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	4,724	4,816	5,212	5,138	5,669	5,956	5,144	5,627	3,975	5,720	43.9%
Nights (000)	18,917	18,190	20,686	19,987	20,739	23,357	19,192	23,271	16,848	21,094	25.2%
Average Length of Stay (nights)	4.0	3.8	4.0	3.9	3.7	3.9	3.7	4.1	4.2	3.7	-13.0%
Expenditure (\$M)	\$2,605	\$2,661	\$2,849	\$2,819	\$3,478	\$3,615	\$3,145	\$4,287	\$3,134	\$4,812	53.6%
Spend per visitor per night (\$)	\$138	\$146	\$138	\$141	\$168	\$155	\$164	\$184	\$186	\$228	22.7%
Interstate visitors (000)	1,679	1,844	2,073	1,923	2,096	2,163	1,853	1,602	1,203	1,931	60.5%
Intrastate visitors (000)	3,045	2,973	3,139	3,215	3,573	3,793	3,291	4,026	2,772	3,788	36.7%
Interstate nights (000)	6,615	7,151	8,256	7,605	7,511	8,125	6,961	6,217	5,406	7,112	31.5%
Intrastate nights (000)	12,302	11,039	12,430	12,383	13,228	15,232	12,231	17,054	11,442	13,982	22.2%
Interstate expenditure (\$M)	\$1,059	\$983	\$1,179	\$914	\$1,254	\$1,290	\$1,172	\$1,005	\$922	\$1,592	72.7%
Intrastate expenditure (\$M)	\$1,545	\$1,678	\$1,669	\$1,906	\$2,224	\$2,325	\$1,973	\$3,282	\$2,212	\$3,220	45.6%

Main Purpose of Visit

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Holiday	2,516	2,381	2,812	2,602	3,024	3,013	2,454	3,061	2,059	3,135	52.2%
Visiting Friends & Relatives	1,625	1,654	1,637	1,756	1,708	2,089	1,776	1,836	1,292	1,733	34.1%
Business	406	620	513	531	702	627	644	481	465	617	32.6%
Other	273	228	325	352	336	317	361	406	214	319	48.8%
Total	4,724	4,816	5,212	5,138	5,669	5,956	5,144	5,627	3,975	5,720	43.9%

Origin

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Regional NSW	1,815	1,757	1,914	1,960	2,127	2,213	2,053	2,188	1,591	2,323	46.0%
Sydney	1,230	1,216	1,225	1,255	1,446	1,581	1,238	1,838	1,181	1,465	24.1%
Queensland	1,286	1,415	1,578	1,469	1,594	1,617	1,395	1,259	865	1,411	63.1%
Victoria	225	261	298	294	305	372	306	226	232	347	49.5%
ACT	n/p	82	61	62	76	79	67	52	n/p	60	-
Other Interstate	109	85	136	98	121	95	85	65	n/p	113	-
Total	4,724	4,816	5,212	5,138	5,669	5,956	5,144	5,627	3,975	5,720	43.9%

Age

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
15-29	1,137	1,189	1,247	1,147	1,316	1,335	1,090	1,134	938	1,276	36.1%
30-39	717	831	865	901	1,041	1,018	890	939	686	882	28.5%
40-49	757	801	892	855	913	978	851	1,054	699	906	29.6%
50-59	877	827	944	835	978	1,026	892	1,061	703	1,029	46.5%
60-69	767	766	803	902	860	1,043	875	902	529	912	72.2%
70+	469	403	460	498	560	555	547	538	421	715	70.0%
Total	4,724	4,816	5,212	5,138	5,669	5,956	5,144	5,627	3,975	5,720	43.9%

Travel Party

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Travelling alone	915	1,120	1,036	1,052	1,340	1,345	1,259	1,201	1,003	1,342	33.8%
Adult couple	1,455	1,345	1,643	1,620	1,645	1,804	1,566	1,740	1,168	1,772	51.7%
Family group - parents and children	1,025	1,017	1,109	1,053	1,032	1,133	965	1,153	734	1,026	39.8%
Friends or relatives travelling together	1,160	1,125	1,233	1,225	1,414	1,496	1,153	1,395	944	1,343	42.2%
Other travel party	168	209	192	189	238	178	201	139	126	237	88.3%
Total	4,724	4,816	5,212	5,138	5,669	5,956	5,144	5,627	3,975	5,720	43.9%

Top 5 Activities (sorted by the latest year)

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	2,880	2,923	3,352	3,344	3,785	3,930	3,200	3,551	2,224	3,593	61.6%
Go to the beach	2,248	2,236	2,529	2,516	2,803	3,070	2,475	3,028	1,994	3,010	51.0%
Visit friends & relatives	2,204	2,280	2,219	2,317	2,257	2,741	2,139	1,947	1,279	1,919	50.0%
Pubs, clubs, discos etc	1,089	1,272	1,429	1,531	1,606	1,620	1,470	1,496	1,023	1,704	66.6%
Sightseeing/looking around	1,280	1,315	1,391	1,569	1,578	1,941	1,477	1,470	952	1,467	54.2%

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

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Friends or relatives property	1,652	1,869	1,713	1,809	1,939	2,212	1,946	1,906	1,429	1,731	21.1%
Standard hotel/motor inn (below 4 star)	778	852	975	890	1,007	945	860	921	616	1,086	76.1%
Caravan park or commercial camping ground	772	729	806	793	771	824	742	826	545	980	79.9%

Travel to North Coast Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	4,728	6,881	45.6%
Expenditure (\$M)	\$590	\$636	\$687	\$670	\$824	\$817	\$928	\$787	\$590	\$1,060	79.6%
Spend per visitor (\$)	\$105	\$101	\$102	\$94	\$111	\$108	\$124	\$127	\$125	\$154	23.4%

Main Purpose of Trip

	Visitors (000)										% change
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	2023 vs. 2022
Holiday	2,903	3,332	3,657	3,807	4,310	3,849	3,900	3,212	2,244	3,474	54.8%
Visiting Friends & Relatives	1,612	1,675	1,827	1,863	1,616	1,732	1,700	1,299	1,333	1,640	23.1%
Business	427	471	424	491	529	948	818	554	371	634	70.9%
Other	704	842	823	972	978	1,024	1,084	1,155	779	1,133	45.4%
Total	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	4,728	6,881	45.6%

Origin

	Visitors (000)										% change
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	2023 vs. 2022
Regional NSW	4,076	4,229	4,500	4,592	4,959	5,396	4,966	4,956	3,891	4,818	23.8%
Sydney	n/p	n/p	347	421	n/p	n/p	302	n/p	n/p	n/p	-
Total Intrastate	4,344	4,412	4,846	5,013	5,246	5,686	5,269	5,164	3,991	4,974	24.6%
Total Interstate	1,301	1,907	1,885	2,119	2,187	1,867	2,233	1,055	736	1,908	159.1%
Total	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	4,728	6,881	45.6%

Age

	Visitors (000)										% change
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	2023 vs. 2022
15-29	951	1,230	1,380	1,550	1,696	1,410	1,461	955	945	1,339	41.8%
30-39	796	1,125	929	1,191	763	1,339	1,064	829	583	672	15.3%
40-49	736	1,022	903	895	1,182	945	945	780	580	1,167	101.3%
50-59	1,183	889	1,181	1,397	1,333	1,229	1,316	955	529	1,311	147.9%
60-69	1,236	1,098	1,428	1,165	1,501	1,530	1,526	1,614	1,071	1,305	21.9%
70+	743	955	910	934	958	1,100	1,191	1,087	1,020	1,087	6.6%
Total	5,645	6,319	6,732	7,133	7,433	7,553	7,502	6,219	4,728	6,881	45.6%