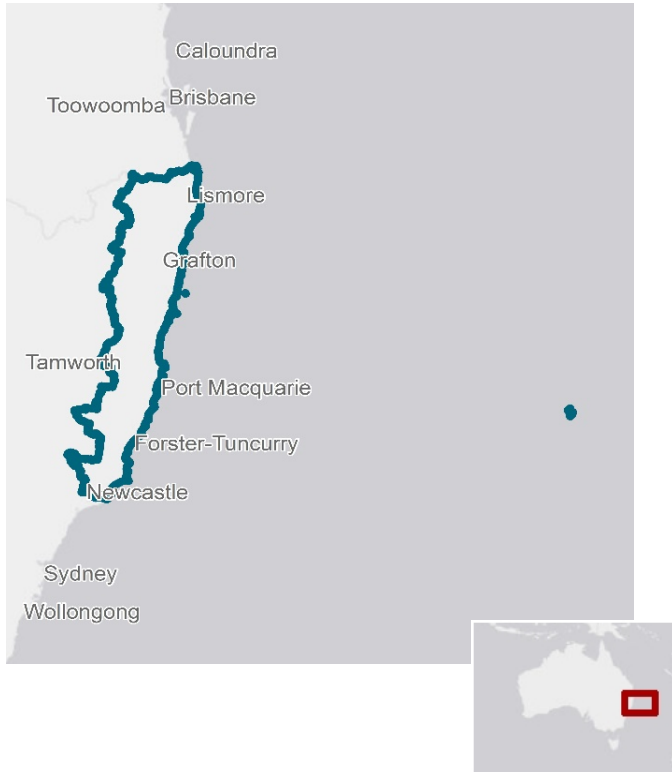




TOURISM REGION PROFILES, 2015

NORTH COAST NSW, NEW SOUTH WALES

AREA POPULATION*: 591,087



TOURISM BUSINESSES*	TOTAL
Non-employed	2,693
1 to 4 employees	2,334
5 to 19 employees	1,576
20 or more employees	301
Total	6,904

TOP THREE VISITOR ORIGINS (VISITORS '000)

INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY
United Kingdom 67	Other NSW 1,769	Other NSW 4,321
Germany 35	Sydney 1,136	Other QLD 1,001
New Zealand 29	Brisbane 749	Brisbane 764

KEY TOURISM METRICS FOR NORTH COAST NSW

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	295	4,675	6,356	11,326
Nights ('000)	3,140	17,603	-	20,743
Average stay (nights)	11	4	-	4
Spend (\$m)	185	2,474	762	3,421
Average spend per trip (\$)	626	529	120	302
Average spend per night (\$)	59	141	-	128
Average spend (commercial accommodation) per night (\$)	70	166	-	150

TOURISM STATISTICS FOR NORTH COAST NSW

VISITORS TO NORTH COAST NSW	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	241	2,351	3,521	6,113
Visiting friends or relatives	45	1,743	1,253	3,041
Business	np	418	525	np
Other	12	223	1,057	1,292
Reason (nights '000)				
Holiday	1,932	10,196	-	12,128
Visiting friends or relatives	685	5,610	-	6,295
Business	np	1,169	-	np
Other	503	537	-	1,040
Transport (visitors '000)				
Air	40	453	np	np
Drive	176	4,147	6,166	10,489
Other	94	107	np	np
Activities (visitors '000)^				
Culture and heritage	215	827	448	1,490
Food and wine	281	3,088	3,210	6,579
Nature based	268	1,309	698	2,275
Travel party type (visitors '000)				
Unaccompanied	162	927	-	1,089
Adult couple	63	1,481	-	1,544
Family group	24	1,000	-	1,024
Friends/relatives travelling together	43	1,098	-	1,141
Other	np	169	-	np

TOURISM STATISTICS FOR NORTH COAST NSW CONTINUED

VISITORS TO NORTH COAST NSW	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
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Visitors by origin (intrastate/interstate) ('000)

Intrastate	-	2,905	4,591	7,496
Interstate	-	1,770	1,765	3,535

Visitor nights by origin (intrastate/interstate) ('000)

Intrastate	-	10,724	-	10,724
Interstate	-	6,879	-	6,879

Destination expenditure by origin (intrastate/interstate) (\$m)

Intrastate	-	1,495	593	2,088
Interstate	-	979	169	1,148

Age group (visitors '000)

15-24	100	780	866	1,746
25-34	85	804	1,004	1,893
35-44	26	824	981	1,831
45-54	28	696	968	1,692
55+	56	1,570	2,537	4,163

TOP THREE ACCOMMODATION (VISITORS '000)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL#
Backpacker or hostel	100	1,857	-	1,908
Hotel or similar	72	1,237	-	1,309
Caravan/Camping	60	1,007	-	1,067

*Data for June 2014. ^International data represents activities for entire trip compared to activities within Tourism Region for domestic overnight and domestic day. #National and domestic values may not sum to total value due to rounding. 'np' = the estimate is unreliable and cannot be published.

'-' = not available. Sources: ABS Population Estimates - SA2 - Cat. No. 3235.0. ABS Count of Australian Businesses - Cat. No. 8165.0. International Visitor Survey and National Visitor Survey, Tourism Research Australia.

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