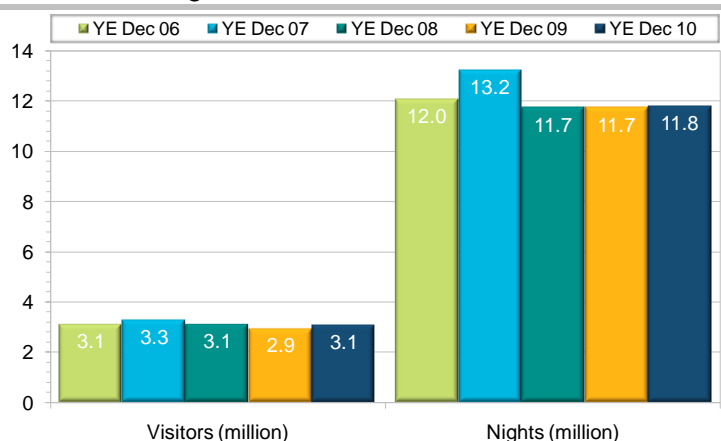


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



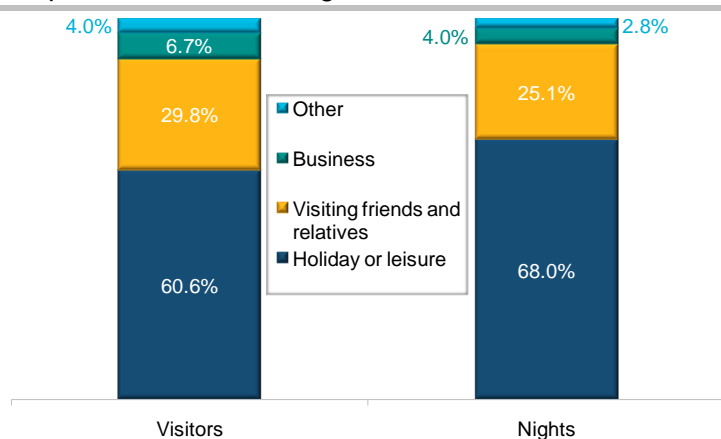
Mid North Coast received nearly 3.1 million domestic overnight visitors - up by 4.5% on YE Dec 09. Visitors spent nearly 11.8 million nights in the region - up by 0.4% on YE Dec 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 1.7 percent on last year, but was down by 5.9 percent compared to four years ago.

Market share

The region received 18.6% of visitors and 20.4% of nights in regional NSW. Compared to YE Dec 09, the share of visitors was up by 0.5 pts and the share of nights was up by 0.1% pt.

Purpose of visit to the region



'Holiday or leisure' (60.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (29.8%) and 'business' (6.7%).

'Holiday or leisure' (68.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (25.1%) and 'business' (4.0%).

Accommodation

'Friends or relatives property' (27.2%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (19.1%) was the 2nd most popular, followed by 'rented house, apartment, flat or unit' (18.7%).

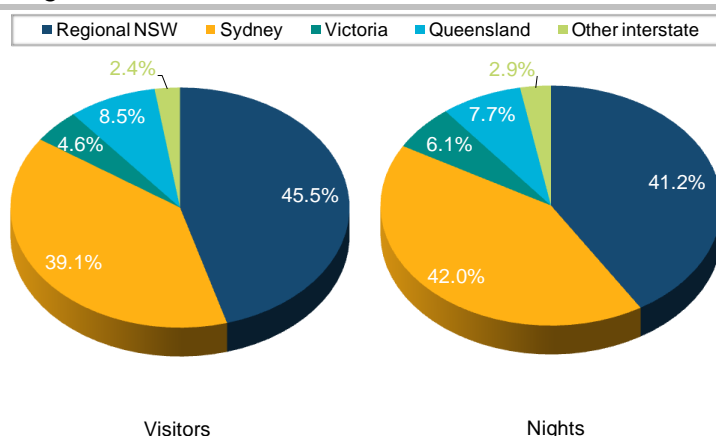
Age

'35 to 44 years' (19.5%) was the largest age group of visitors to the region, followed by '55 to 64 years' (19.3%).

Mid North Coast is composed of: **Bellingen**; **Coffs Harbour**; **Great Lakes**; **Greater Taree**; **Port Macquarie-Hastings**; **Kempsey**; **Nambucca**; and **Port Stephens**. For information on the shaded areas, please click on http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx

(1) Source: National Visitor Survey, YE Dec 10, Tourism Research Australia (TRA)

Origin



The region received 84.6% of visitors and 83.3% of nights from **intrastate** (regional NSW contributed more visitors, while Sydney contributed more nights).

Interstate contributed 15.4% of visitors and 16.8% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

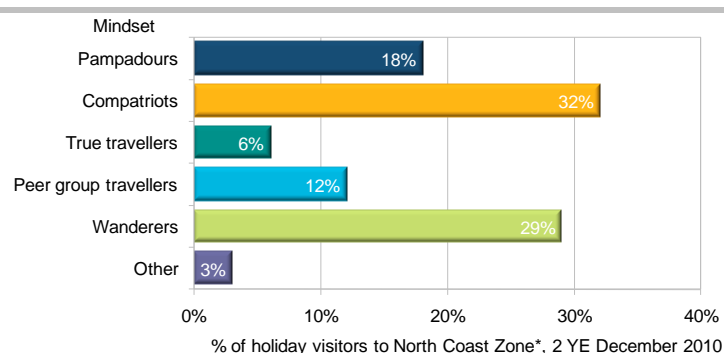
All transport

'Private or company vehicle' (90.5%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.0%) and 'railway' (1.6%).

Activities

'Eat out at restaurants' (58.3%) was the most popular activity undertaken by visitors to the region, followed by 'go to the beach' (44.2%) and 'visit friends and relatives' (40.3%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (32%) was the largest travel mindset of holiday visitors to the North Coast zone*, followed by the 'wanderers' (29%) and the 'pampadours' (18%).

Pampadours - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: Inside Story, 2YE Dec 10

* combined regions of Northern Rivers and Mid North Coast, plus selected local areas of The Hunter and Central Coast regions.

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$1.5 billion in the region. On average, they spent \$130 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

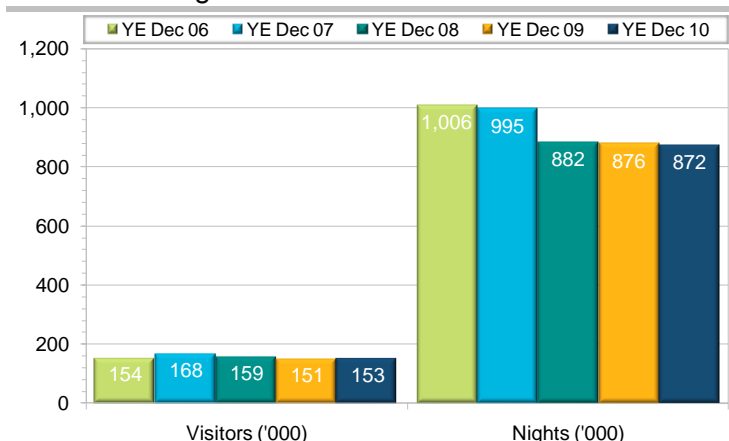
Travel to Mid North Coast

Year ended December 2010

Total visitors ('000)	6,965
Total nights ('000)	12,632
- domestic nights	93.1%
- international nights	6.9%
Total expenditure (million)	\$2,099

International Overnight Travel ⁽⁴⁾

Visitors and nights



Mid North Coast received 153,200 international overnight visitors - up by 1.5% on YE Dec 09. Visitors spent 872,400 nights in the region - down by 0.4% on YE Dec 09.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.3 percent on last year and by 9.6 percent compared to four years ago.

Market share

The region received 24.5% of visitors and 8.1% of nights in regional NSW. Compared to YE Dec 09, the share of visitors was down by 1.2% pts and the share of nights was down by 1.6% pts.

Purpose of visit to the region

'Holiday / pleasure' (84.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15.0%) and 'business' (0.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	26.6%	12	Korea	2.2%
2	Germany	9.7%	13	Italy	1.1%
3	New Zealand	9.3%	14	Singapore	0.7%
4	USA	7.9%	15	Japan	0.7%
5	Canada	7.8%	16	Middle East & Nth Africa	0.7%
6	Scandinavia	5.6%	17	India	0.5%
7	Netherlands	4.1%	18	Malaysia	0.4%
8	Switzerland	3.3%	19	Thailand	0.3%
9	France	3.3%	20	Indonesia	0.2%
10	Ireland	2.7%	21	Taiwan	0.1%
11	Mainland China & HK	2.5%		Other Asia	1.6%
	Mainland China	1.3%		Other Europe	5.3%
	Hong Kong	1.2%		Other Countries	3.6%

The UK (26.6%) was the region's largest source market of visitors, followed by Germany (9.7%) and New Zealand (9.3%).

Accommodation

'Home of friend or relative' (37.3%) was the most popular form of accommodation used for nights in the region. 'Backpacker / hostel' (12.2%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (12.1%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$57 million in the region. On average, they spent \$66 per night in the region.

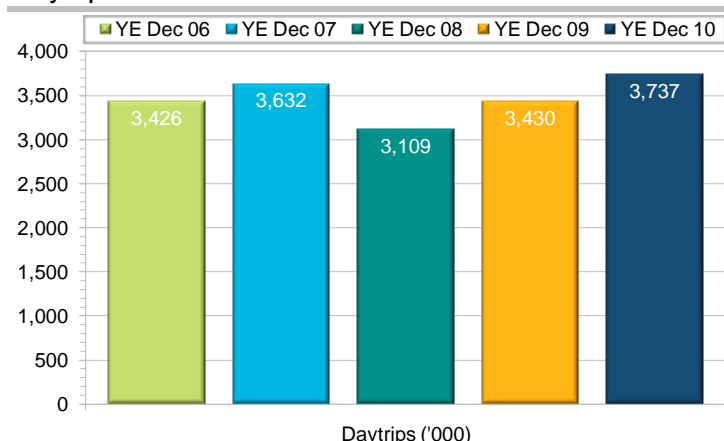
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA.

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(4) Source: International Visitor Survey, YE Dec 10, TRA

Domestic Daytrip Travel ⁽⁶⁾

Daytrips



Mid North Coast received over 3.7 million domestic daytrip visitors - up by 9.0% on YE Dec 09.

Note: The number of domestic daytrips to regional New South Wales increased by 4.2 percent on last year and by 10.3 percent compared to four years ago.

Market share

The region received 11.8% of daytrips to regional NSW. Compared to YE Dec 09, the share was up by 0.5% pts.

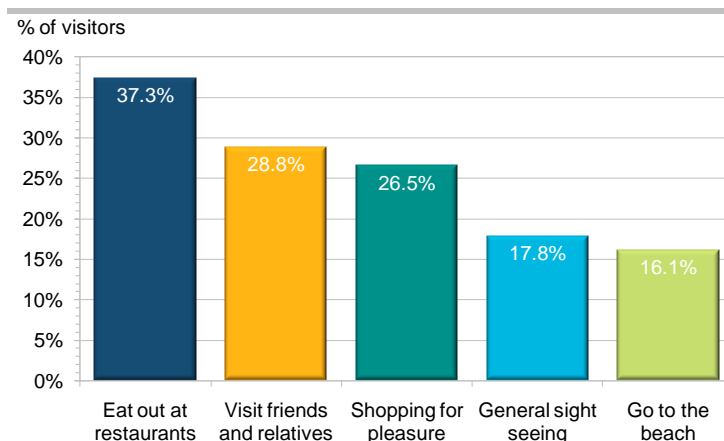
Main purpose of trip

'Holiday or leisure' (50.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.7%) and 'business' (10.3%).

Age

'35 to 45 years' (20.8%) was the largest age group of visitors to the region, followed by '65 years and over' (20.3%) and '45 to 54 years' (18.1%).

Activities



'Eat out at restaurants' (37.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (28.8%) and 'shopping for pleasure' (26.5%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent \$512 million in the region. On average, they spent \$137 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 10, TRA