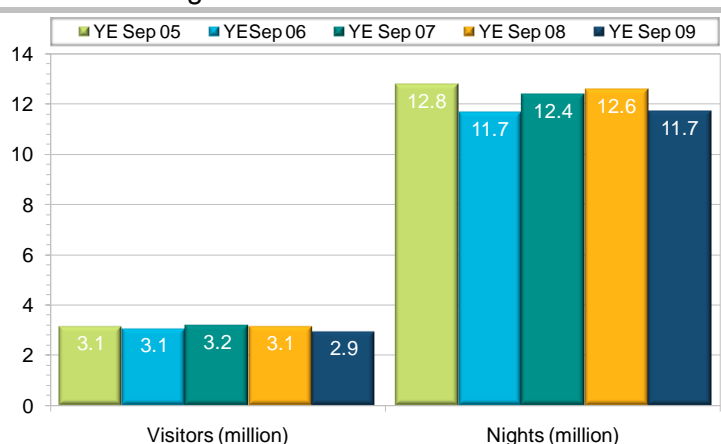




### Domestic Overnight Travel

#### Visitors and nights



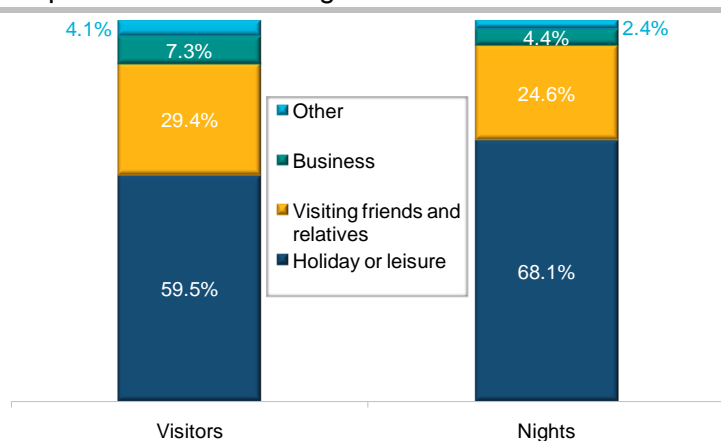
Mid North Coast received over 2.9 million domestic overnight visitors - down by 6.2% on YE Sep 08. Visitors spent nearly 11.7 million nights in the region - down by 6.9% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

#### Market share

The region received 18.4% of visitors and 20.3% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was unchanged and the share of nights was down by 0.6% pts.

#### Purpose of visit to the region



'Holiday or leisure' (59.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (29.4%) and 'business' (7.3%).

'Holiday or leisure' (68.1%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (24.6%) and 'business' (4.4%).

#### Accommodation

'Friends or relatives property' (34.8%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (20.3%) was the 2<sup>nd</sup> most popular, followed by 'rented house, apartment, flat or unit' (16.3%).

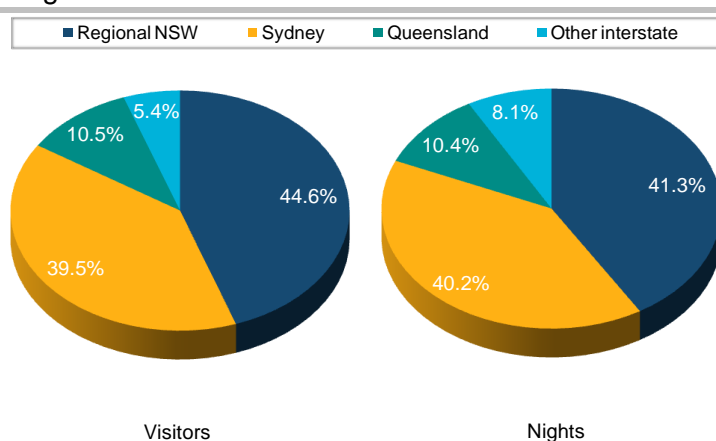
#### Age

'35 to 44 years' (21.0%) was the largest age group of visitors to the region, followed by '45 to 54 years' (18.7%).

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](http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx)

(1) Source: National Visitor Survey, YE Sep 09, Tourism Research Australia (TRA) - unless otherwise indicated

#### Origin



The region received 84.1% of visitors and 81.5% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 15.9% of visitors and 18.5% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

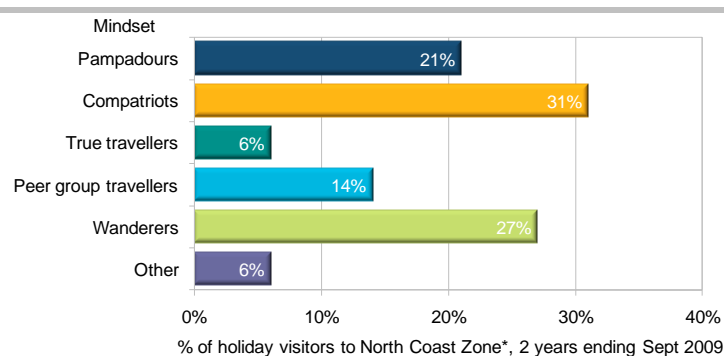
#### All transport

'Private or company vehicle' (89.3%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.2%) and 'rented or hire vehicle' (1.8%).

#### Activities

'Eat out at restaurants' (55.5%) was the most popular activity undertaken by visitors to the region, followed by 'go to the beach' (47.6%) and 'visit friends and relatives' (40.1%).

#### Australian Travel Mindsets <sup>(2)</sup>



The 'compatriots' (31%) was the largest travel mindset of holiday visitors to the North Coast zone\*, followed by the 'wanderers' (27%) and the 'pampadours' (21%).

*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 Sep 09

\* 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) <sup>(3)</sup>

Domestic overnight visitors spent \$1.4 billion in the region. On average, they spent \$119 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA

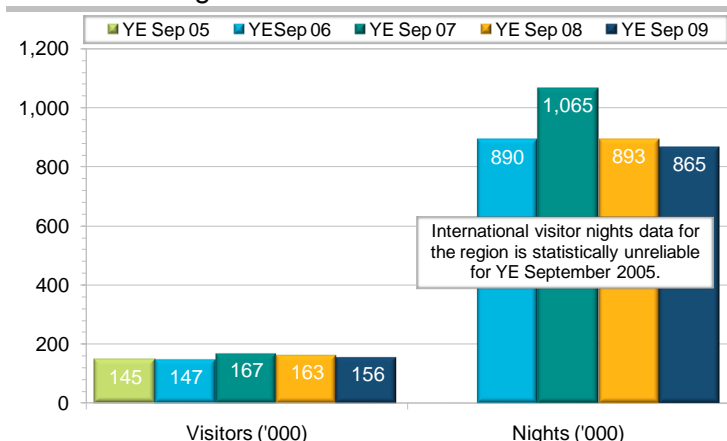
# Travel to Mid North Coast (4)

## Year ended September 2009

Total visitors ('000)	6,542
Total nights ('000)	12,545
- domestic nights	93.1%
- international nights	6.9%
Total expenditure (million)	\$1,842

### International Overnight Travel

#### Visitors and nights



Mid North Coast received 156,000 international overnight visitors - down by 4.2% on YE Sep 08. Visitors spent 864,800 nights in the region - down by 3.2% on YE Sep 08.

Note: The number of overnight trips to Australia by international visitors decreased by 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

#### Market share

The region received 26.9% of visitors and 9.5% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was up by 0.6% pts and the share of nights was down by 0.6% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (83.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (14.3%) and 'business' (2.1%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	30.8%	12	Japan	1.4%
2	Germany	9.3%	13	Italy	1.4%
3	New Zealand	8.5%	14	Korea	1.3%
4	USA	7.7%	15	India	1.0%
5	Canada	5.0%	16	Singapore	0.8%
6	Scandinavia	4.8%	17	Malaysia	0.6%
7	France	3.6%	18	Taiwan	0.6%
8	Netherlands	3.5%	19	Thailand	0.3%
9	Switzerland	3.5%	20	Middle East & Nth Africa	0.2%
10	Mainland China & HK	3.1%	21	Indonesia	0.1%
	Mainland China	2.6%		Other Asia	0.2%
	Hong Kong	0.5%		Other Europe	4.8%
11	Ireland	2.9%		Other Countries	4.6%

'UK' (30.8%) was the region's largest source market of visitors, followed by 'Germany' (9.3%) and 'New Zealand' (8.5%).

#### Accommodation

'Home of friend or relative' (31.2%) was the most popular form of accommodation used for nights in the region. 'Backpacker / hostel' (13.3%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (12.9%).

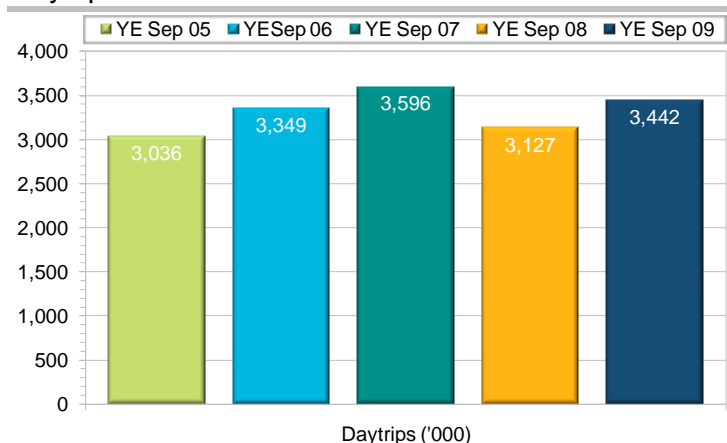
#### Expenditure (excl package expenditure) (5)

International overnight visitors spent \$63 million in the region. On average, they spent \$73 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

### Domestic Daytrip Travel

#### Daytrips



Mid North Coast received over 3.4 million domestic daytrip visitors - up by 10.1% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

#### Market share

The region received 11.2% of daytrips to regional NSW. Compared to YE Sep 08, the share was up by 0.2% pts.

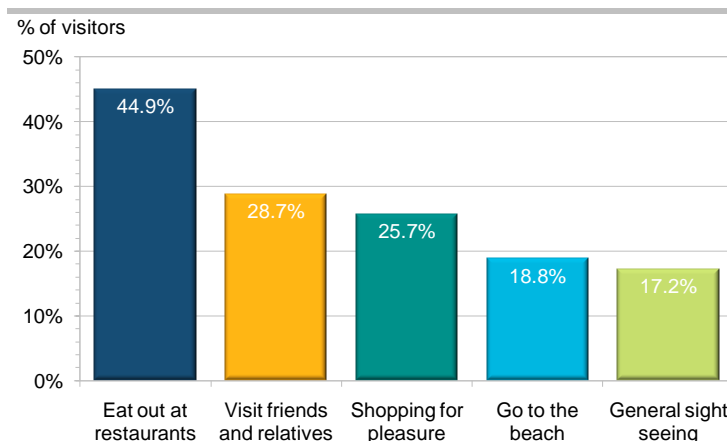
#### Main purpose of trip

'Holiday or leisure' (59.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.9%) and 'business' (6.8%).

#### Age

'35 to 45 years' (21.8%) was the largest age group of visitors to the region, followed by '55 to 64 years' (17.8%) and '45 to 54 years' (17.5%).

#### Activities



'Eat out at restaurants' (44.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (28.7%) and 'shopping for pleasure' (25.7%).

#### Expenditure (6)

Domestic daytrip visitors spent \$388 million in the region. On average, they spent \$113 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA