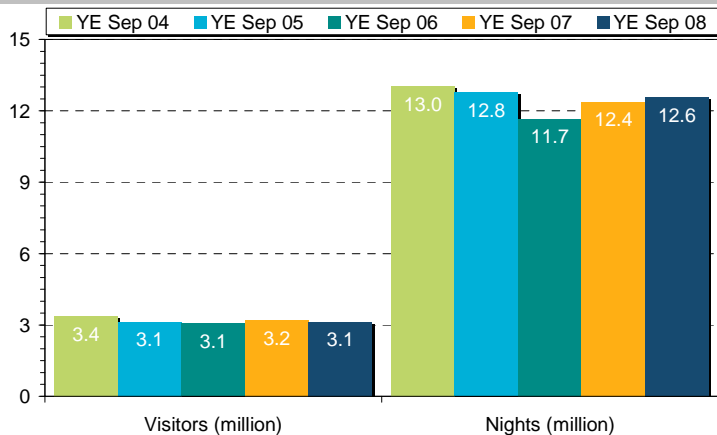




### Domestic Overnight Travel

#### Visitors and nights



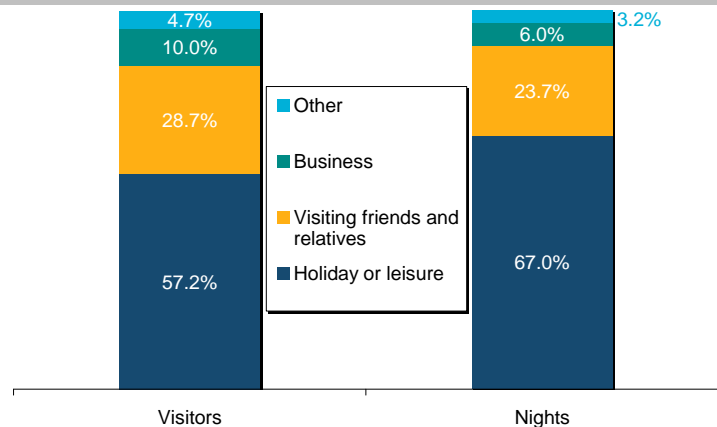
Mid North Coast received over 3.1 million domestic overnight visitors - down by 2.1% on YE Sep 07. Visitors spent nearly 12.6 million nights in the region - up by 1.4% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

#### Market share

The region received 18.4% of visitors and 20.9% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was up by 0.2% points and the share of nights was up by 0.7% points.

#### Purpose of visit to the region



'Holiday or leisure' (57.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (28.7%) and 'business' (10.0%).

'Holiday or leisure' (67.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (23.7%) and 'business' (6.0%).

#### Accommodation

'Friends or relatives property' (30.1%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (18.5%) was the 2<sup>nd</sup> most popular, followed by 'rented house, apartment, flat or unit' (16.7%).

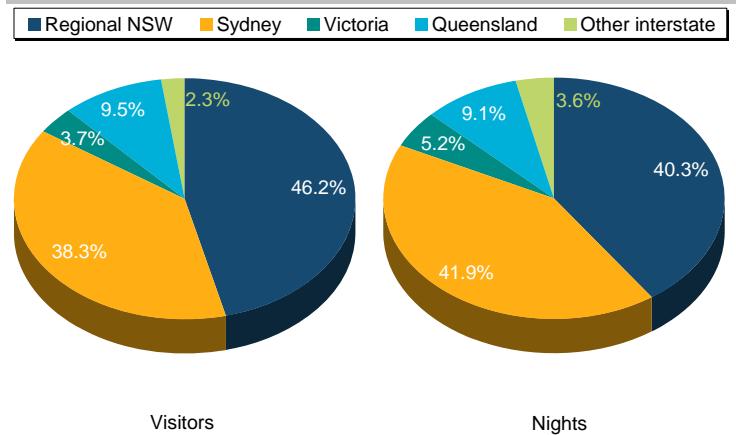
#### Age

'35-44 years' (19.3%) was the largest age group of visitors to the region, followed by '45-54 years' and '65 and over' (19.1% each).

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 08, Tourism Research Australia (TRA) - unless otherwise indicated

#### Origin



The region received 84.4% of visitors and 82.1% of nights from **intrastate** (regional NSW contributed more visitors, while Sydney contributed more nights).

**Interstate** contributed 15.6% of visitors and 17.9% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

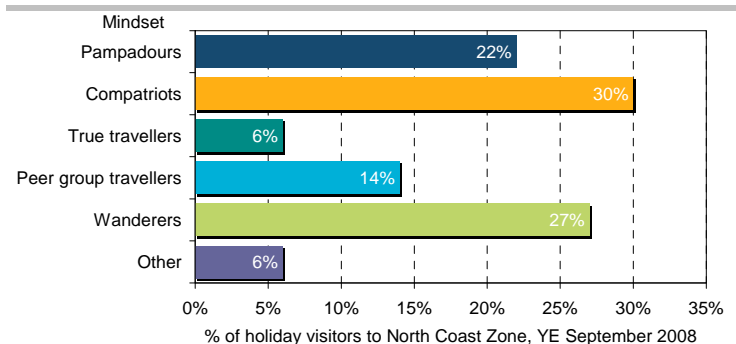
#### All transport

'Private or company car' (89.7%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.1%) and 'bus or coach' (2.2%).

#### Activities

'Eat out at restaurants' (55.1%) was the most popular activity undertaken by visitors to the region, followed by 'go to the beach' (45.8%) and 'visit friends and relatives' (42.3%).

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



The 'compatriots' (30%) was the largest travel mindset of holiday visitors to the North Coast zone\*, followed by the 'wanderers' (27%) and the 'pampadours' (22%).

*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, YE Sep 08

\* 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>

Visitors spent, on average, \$126 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA

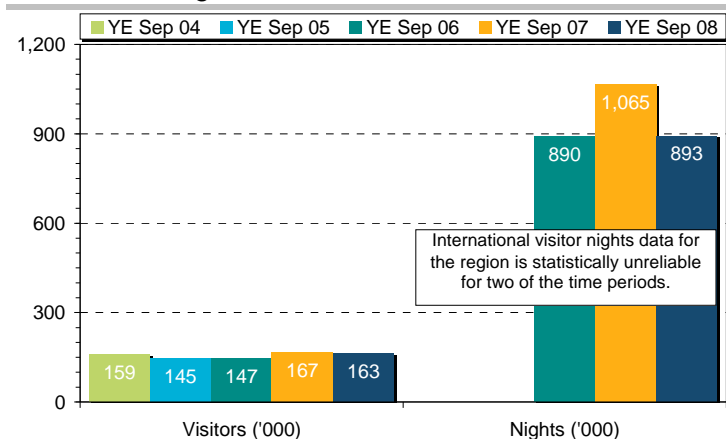
# Travel to Mid North Coast (4)

## Year ended September 2008

Total visitors ('000)	6,429
Total nights ('000)	13,445
- domestic nights	93.4%
- international nights	6.6%
Total expenditure (million)	\$2,046

### International Overnight Travel

#### Visitors and nights



Mid North Coast received 162,800 international overnight visitors - down by 2.7% on YE Sep 07. Visitors spent almost 0.9 million nights in the region - down by 16.1% on YE Sep 07.

Note: The number of overnight trips to Australia by international visitors decreased by 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

#### Market share

The region received 26.3% of visitors and 10.2% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was down by 1.4% pts and the share of nights was down by 2.2% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (82.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (14.0%). 'Business' accounted for 1.7% of visitors.

#### Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	28.5%	14.	Japan	1.2%
2.	Germany	10.1%	15.	Hong Kong	0.7%
3.	New Zealand	9.6%	16.	Malaysia	0.7%
4.	USA	9.4%	17.	Taiwan	0.6%
5.	Canada	6.0%	18.	Singapore	0.4%
6.	Netherlands	4.5%	19.	Middle East & Nth Africa	0.4%
7.	Scandinavia	4.1%	20.	India	0.2%
8.	Ireland	3.7%	21.	Thailand	0.1%
9.	Switzerland	3.0%	22.	Indonesia	0.0%
10.	France	2.8%			
11.	Italy	2.7%		Other Asia	0.9%
12.	Korea	2.1%		Other Europe	3.4%
13.	China	1.3%		Other Countries	3.5%

'UK' (28.5%) was the region's largest source market of visitors, followed by 'Germany' (10.1%) and 'New Zealand' (9.6%).

#### Accommodation

'Home of friend or relative' (36.9%) was the most popular form of accommodation used for nights in the region. 'Backpacker / hostel' (13.7%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial caravan park' (10.4%).

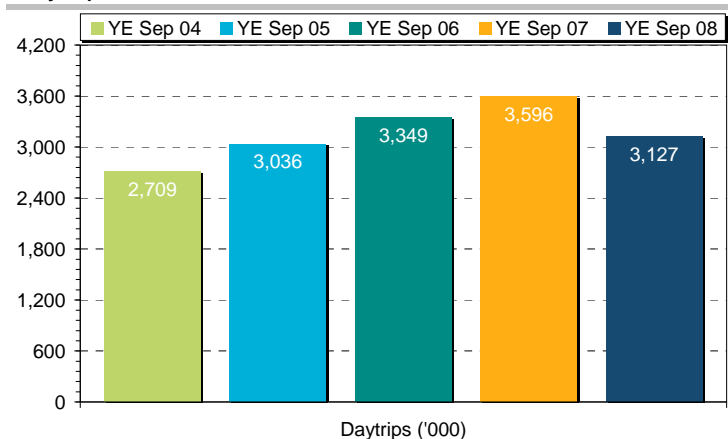
#### Expenditure (excl package expenditure) (5)

Expenditure by international overnight visitors in the region is statistically unreliable.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

### Domestic Daytrip Travel

#### Daytrips



Mid North Coast received over 3.1 million domestic daytrip visitors - down by 13.0% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

#### Market share

The region received 11.0% of daytrips to regional NSW. Compared to YE Sep 07, the share was down by 0.7% points.

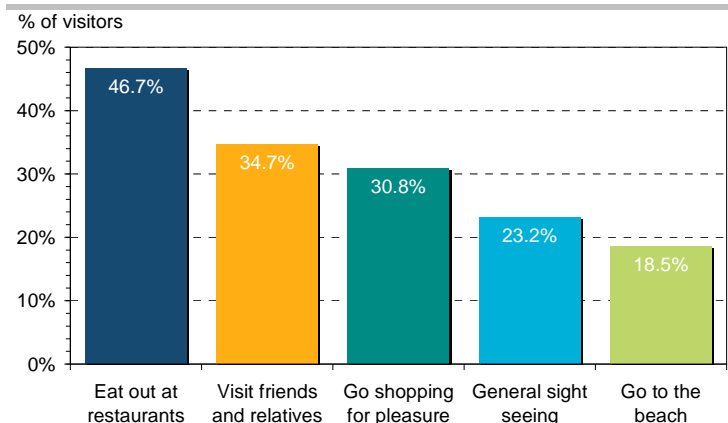
#### Main purpose of trip

'Holiday or leisure' (52.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.9%) and 'business' (8.6%).

#### Age

'65 years and over' (22.5%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.5%) and '55 to 64 years' (16.3%).

#### Activities



'Eat out at restaurants' (46.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (34.7%) and 'go shopping for pleasure' (30.8%).

#### Expenditure (6)

Visitors spent, on average, \$122 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA