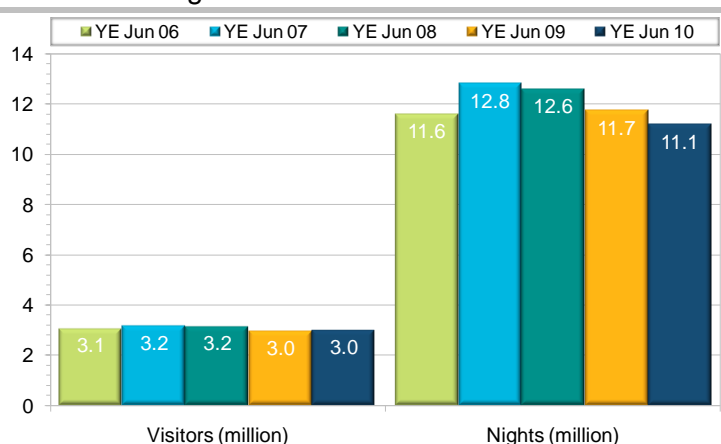


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



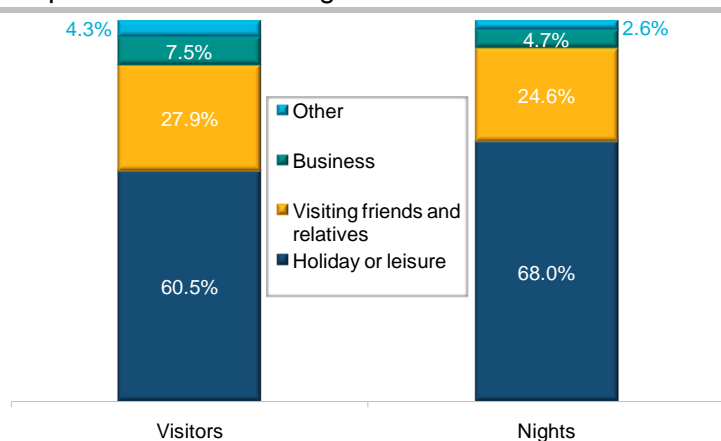
Mid North Coast received almost 3.0 million domestic overnight visitors - up by 1.3% on YE Jun 09. Visitors spent over 11.1 million nights in the region - down by 4.8% on YE Jun 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.7 percent on last year, but was down by 3.1 percent compared to four years ago.

Market share

The region received 18.0% of visitors and 19.4% of nights in regional NSW. Compared to YE Jun 09, the share of visitors was down by 0.4 pts and the share of nights was down by 1.0% pt.

Purpose of visit to the region



'Holiday or leisure' (60.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (27.9%) and 'business' (7.5%).

'Holiday or leisure' (68.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (24.6%) and 'business' (4.7%).

Accommodation

'Friends or relatives property' (27.7%) was the most popular accommodation used for nights in the region. 'Rented house, apartment, flat or unit' (19.3%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (18.3%).

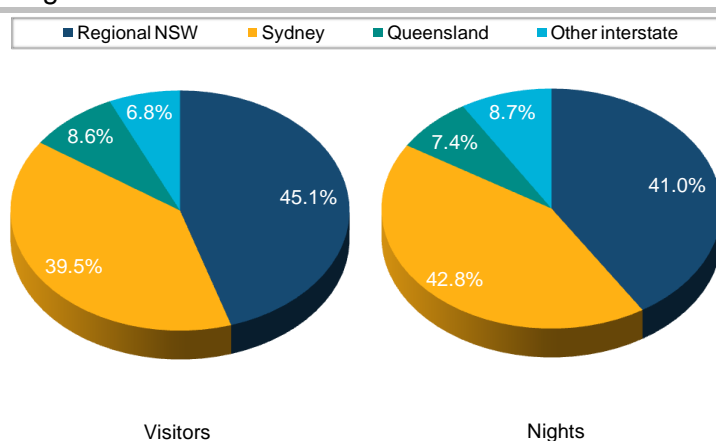
Age

'35 to 44 years' (19.0%) was the largest age group of visitors to the region, followed by '45 to 54 years' (18.9%).

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 Jun 10, Tourism Research Australia (TRA)

Origin



The region received 84.6% of visitors and 83.8% of nights from **intrastate** (regional NSW contributed more visitors, while Sydney contributed more nights).

Interstate contributed 15.4% of visitors and 16.2% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

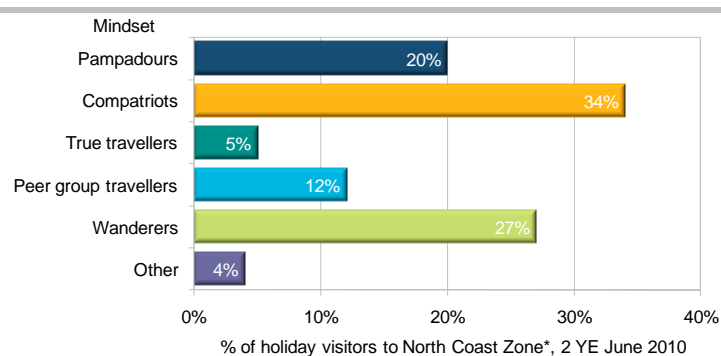
All transport

'Private or company vehicle' (90.7%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (4.6%) and 'railway' (1.6%).

Activities

'Eat out at restaurants' (58.8%) was the most popular activity undertaken by visitors to the region, followed by 'go to the beach' (44.4%) and 'visit friends and relatives' (38.8%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (34%) was the largest travel mindset of holiday visitors to the North Coast zone*, followed by the 'wanderers' (27%) and the 'pampadours' (20%).

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 Jun 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 \$1.6 billion in the region. On average, they spent \$140 per night in the region.

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

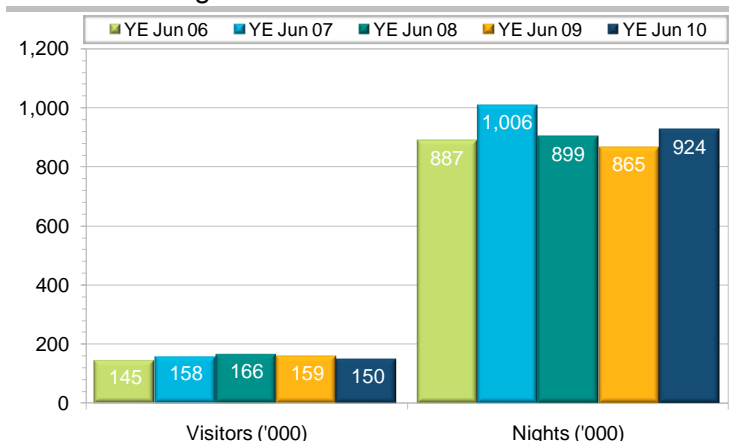
Travel to Mid North Coast

Year ended June 2010

| | |
|-----------------------------|---------|
| Total visitors ('000) | 7,217 |
| Total nights ('000) | 12,070 |
| - domestic nights | 92.3% |
| - international nights | 7.7% |
| Total expenditure (million) | \$2,192 |

International Overnight Travel ⁽⁴⁾

Visitors and nights



Mid North Coast received 149,700 international overnight visitors - down by 6.1% on YE Jun 09. Visitors spent 924,200 nights in the region - up by 6.9% on YE Jun 09.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.9 percent on last year and by 6.9 percent compared to four years ago.

Market share

The region received 24.8% of visitors and 9.2% of nights in regional NSW. Compared to YE Jun 09, the share of visitors was down by 2.4 pts and the share of nights was down by 0.3% pts.

Purpose of visit to the region

'Holiday / pleasure' (84.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (12.8%) and 'business' (2.0%).

Origin

| No. | Market | Share | No. | Market | Share |
|-----|---------------------|-------|-----|--------------------------|-------|
| 1 | United Kingdom | 29.4% | 12 | Ireland | 1.9% |
| 2 | Germany | 10.4% | 13 | Italy | 1.0% |
| 3 | New Zealand | 10.3% | 14 | Japan | 0.9% |
| 4 | USA | 8.8% | 15 | Malaysia | 0.6% |
| 5 | Scandinavia | 5.7% | 16 | Middle East & Nth Africa | 0.6% |
| 6 | Canada | 5.6% | 17 | India | 0.4% |
| 7 | Switzerland | 3.6% | 18 | Thailand | 0.2% |
| 8 | Netherlands | 3.2% | 19 | Taiwan | 0.2% |
| 9 | France | 3.0% | 20 | Singapore | 0.2% |
| 10 | Korea | 2.3% | 21 | Indonesia | 0.2% |
| 11 | Mainland China & HK | 2.1% | | Other Asia | 0.6% |
| | Mainland China | 1.3% | | Other Europe | 4.2% |
| | Hong Kong | 0.8% | | Other Countries | 4.4% |

The UK (29.4%) was the region's largest source market of visitors, followed by Germany (10.4%) and New Zealand (10.3%).

Accommodation

'Home of friend or relative' (33.9%) was the most popular form of accommodation used for nights in the region. 'Backpacker / hostel' (14.2%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (11.6%).

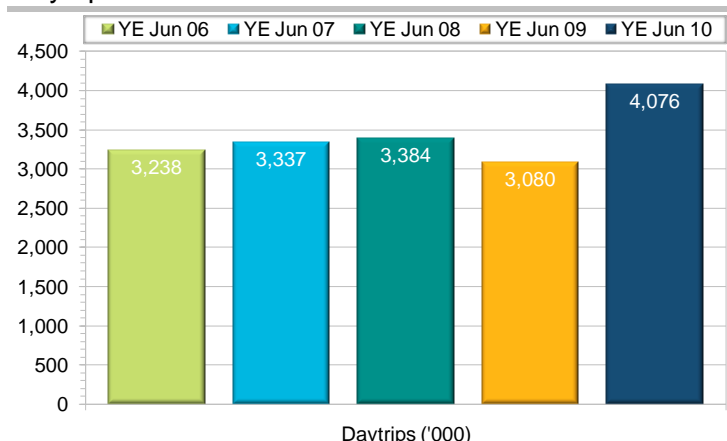
Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$61 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 Jun 10, TRA.

Domestic Daytrip Travel ⁽¹⁾

Daytrips



Mid North Coast received nearly 4.1 million domestic daytrip visitors - up by 32.3% on YE Jun 09.

Note: The number of domestic daytrips to regional New South Wales increased by 8.9 percent on last year and by 13.2 percent compared to four years ago.

Market share

The region received 12.8% of daytrips to regional NSW. Compared to YE Jun 09, the share was up by 2.3% pts.

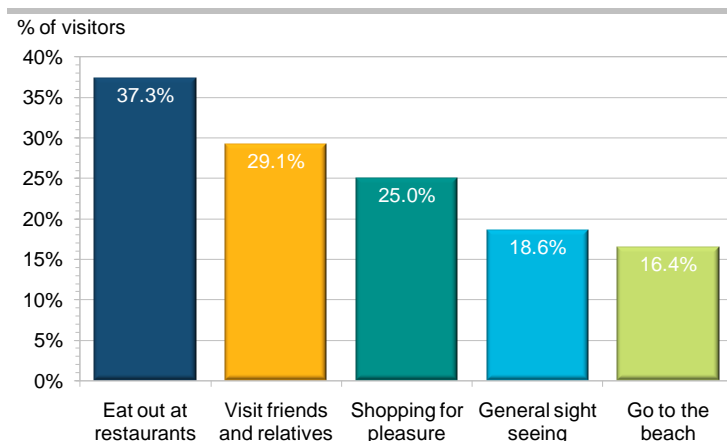
Main purpose of trip

'Holiday or leisure' (50.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.5%) and 'business' (10.2%).

Age

'35 to 45 years' (19.0%) was the largest age group of visitors to the region, followed by '65 years and over' (18.4%) and '45 to 54 years' (17.8%).

Activities



'Eat out at restaurants' (37.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (29.1%) and 'shopping for pleasure' (25.0%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$575 million in the region. On average, they spent \$141 per trip to the region.

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

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

www.tourism.nsw.gov.au

(1) Source: National Visitor Survey, YE Jun 10, TRA

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

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