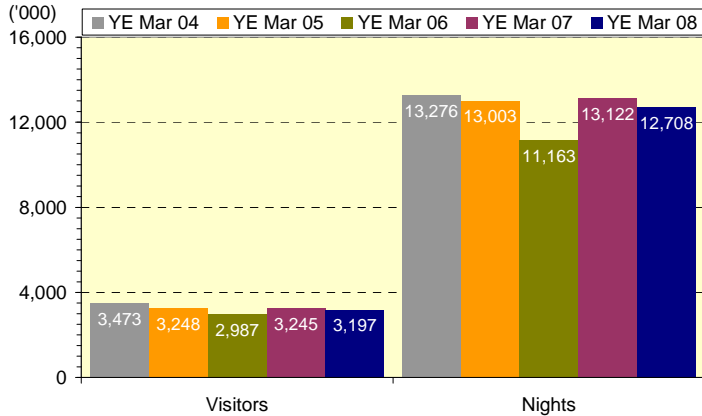




Total visitors ('000)	6,938
Total nights ('000)	13,671
- domestic nights	93.0%
- international nights	7.0%
Total expenditure (million)	\$2,095

Domestic Overnight Travel

Visitors and nights



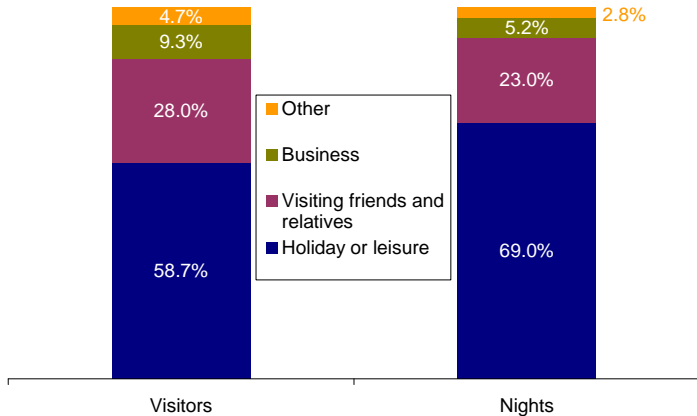
Mid North Coast received almost 3.2 million domestic overnight visitors - down by 1.5% on YE Mar 07. Visitors spent over 12.7 million nights in the region - down by 3.2% on YE Mar 07.

Note: The number of trips taken domestically by Australians increased by 1.7 percent on last year and by 0.9 percent compared to four years ago.

Market share

The region received 18.1% of visitors and 20.4% of nights in Regional NSW. Compared to YE Mar 07, the share of visitors was down by 0.4% pts and share of nights was down by 0.6% pts.

Purpose of visit



'Holiday or leisure' (58.7%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (28.0%) was the 2nd largest, followed by 'Business' (9.3%).

'Holiday or leisure' (69.0%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (23.0%) was the 2nd largest, followed by 'Business' (5.2%).

Accommodation

Nearly 3/10 (28.6%) of nights in the region were spent in 'Friends or relatives property'. 'Caravan park or commercial camping ground' (19.4%) was the 2nd most popular accommodation type used, followed by 'Rented house, apartment, flat or unit' (17.5%).

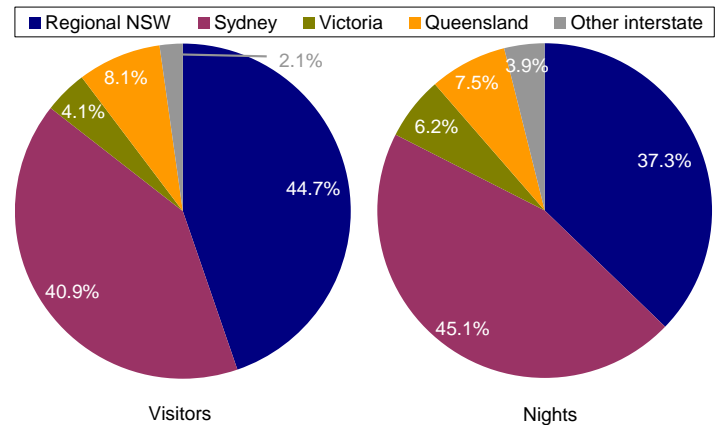
Age

Almost 1/5 (19.8%) of visitors to the region were aged '45-54 years'. The 2nd largest age group was '35-45 years' (19.5%).

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

Origin



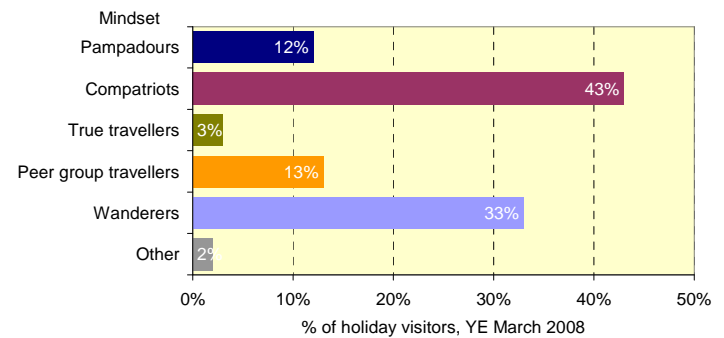
The region received nearly 9/10 (85.6%) of visitors and over 4/5 (82.4%) of nights from **intrastate** (Regional NSW contributed more visitors, while Sydney contributed more nights).

Over 1/8 (14.4%) of visitors and nearly 1/5 (17.6%) of nights came from **interstate** (Queensland was the biggest interstate market for both visitors and nights).

Transport

Over 9/10 (91.1%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.5%) was the 2nd most popular transport used, followed by 'Bus or coach' and 'Railway' (1.5% each).

Australian Travel Mindsets ⁽²⁾



Over 2/5 (43%) of holiday visitors to the region belonged to the 'Compatriots' mindset, followed by the 'Wanderers' (33%).

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 Mar 08

Activities

Nearly 3/5 (58.0%) of visitors to the region 'Ate out at restaurants'. 'Go to the beach' (49.4%) was the 2nd most popular activity, followed by 'Visit friends and relatives' (39.5%).

Expenditure (incl airfares and transport costs) ⁽³⁾

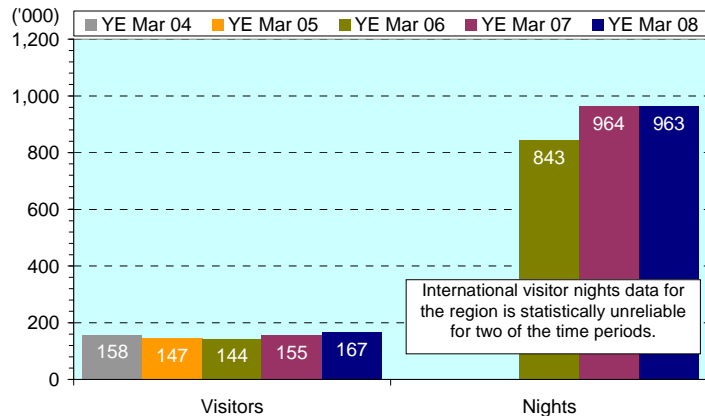
Domestic overnight visitors spent, on average, \$126 per night in the region.

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



International Overnight Travel

Visitors and nights



Mid North Coast received 167,300 international overnight visitors - up by 7.7% on YE Mar 07. Visitors spent nearly 1.0 million nights in the region - down marginally on YE Mar 07.

Note: The number of overnight trips to Australia by international visitors increased by 1.0 percent on last year and by 16.5 percent compared to four years ago.

Market share

The region received 26.7% of visitors and 11.0% of nights in Regional NSW. Compared to YE Mar 07, the share of visitors was down by 0.2% pts and the share of nights was down by 0.5% pts.

Purpose of visit

'Holiday/pleasure' (82.3%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (14.5%) was the 2nd largest, followed by 'Business' (2.0%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	29.3%	14.	China	1.1%
2.	New Zealand	11.0%	15.	Hong Kong	1.0%
3.	USA	8.9%	16.	Singapore	0.7%
4.	Germany	8.8%	17.	Taiwan	0.6%
5.	Canada	5.3%	18.	Middle East & Nth Africa	0.5%
6.	Netherlands	4.2%	19.	Thailand	0.4%
7.	Scandinavia	3.9%	20.	Malaysia	0.3%
8.	Ireland	3.9%	21.	India	0.2%
9.	France	3.2%	22.	Indonesia	0.1%
10.	Switzerland	3.1%		Other Asia	0.5%
11.	Korea	2.5%		Other Europe	3.0%
12.	Italy	1.7%		Other Countries	4.8%
13.	Japan	1.3%			

'UK' (29.3%) was the region's largest source market of visitors, followed by 'New Zealand' (11.0%) and 'USA' (8.9%).

Accommodation

Almost 1/3 (33.0%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (15.4%) was the 2nd most popular accommodation type used.

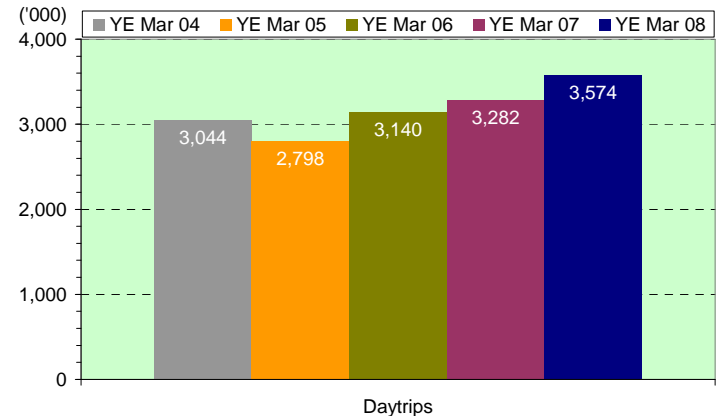
Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent, on average, \$68 per night in the region.

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

Domestic Daytrip Travel

Trips



Mid North Coast received nearly 3.6 million domestic daytrip visitors - up by 8.9% on YE Mar 07.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 3.9 percent on last year and by 3.1 percent compared to four years ago.

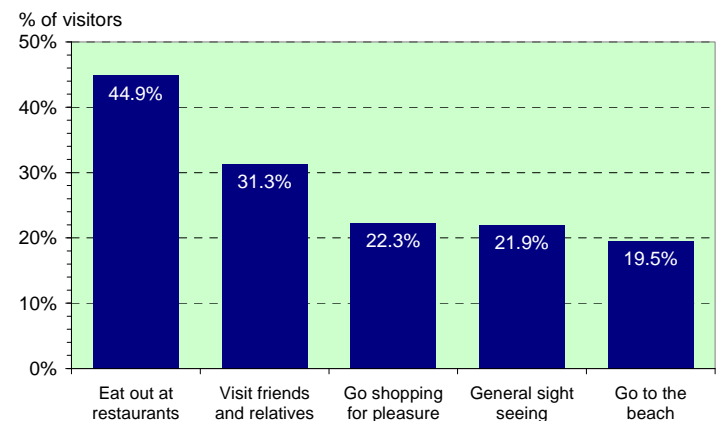
Market share

The region received 11.7% of daytrips to Regional NSW. Compared to YE Mar 07, the share was up by 0.4% pts.

Purpose of visit

'Holiday or leisure' (53.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (25.1%) was the 2nd largest, followed by 'Business' (8.7%).

Activities



Over 2/5 (44.9%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (31.3%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (22.3%) and 'General sight seeing' (21.9%).

Age

Almost 1/5 (19.1%) of visitors to the region were aged '65 years+'. The 2nd largest age group was '55-64 years' (18.5%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent, on average, \$119 per trip to the region.

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