



MARKETING INTELLIGENCE UPDATE
YEAR ENDING DECEMBER 2022

Please note:

Statistics have been prepared by the region's peak body, The Tweed Tourism Company (1800 674 414).

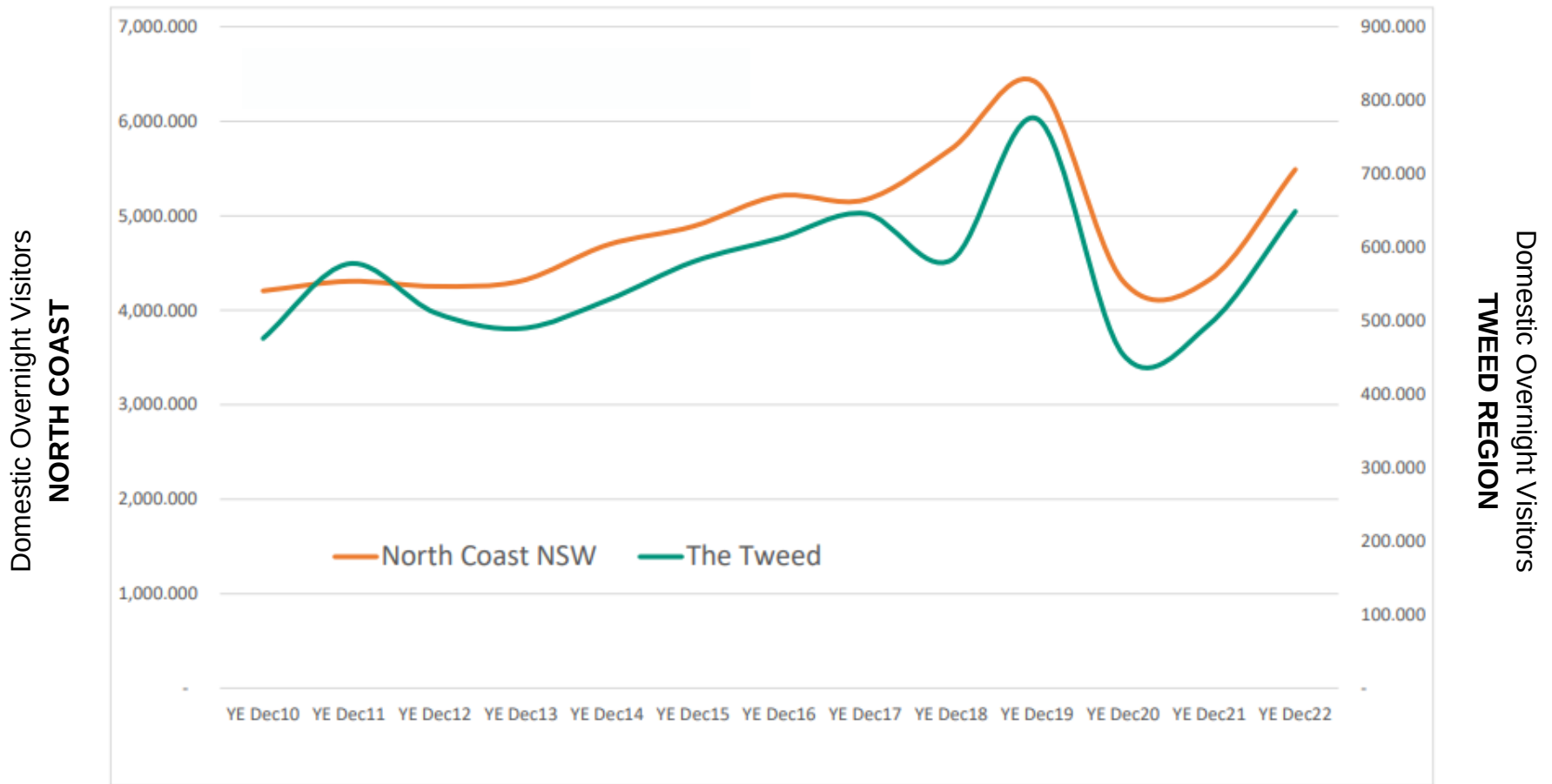
DOMESTIC VISITORS YEAR ENDING DECEMBER 22

	OVERNIGHT VISITORS			VISITOR NIGHTS			ALOS*
	YE Dec 21	YE Dec 22	Change %	YE Dec 21	YE Dec 22	Change %	
The Tweed	495,000	649,000	31.1%	2,010,000	2,370,000	17.9%	3.7
North Coast	4,322,000	5,490,000	27.0%	18,353,000	21,077,000	14.8%	3.8

DOMESTIC DAYTRIPS YEAR ENDING DECEMBER 22

	YE Dec 21	YE Dec 22	Change %
The Tweed	745,000	1,058,000	42.0%
North Coast	5,221,000	5,902,000	13.0%

TWEED REGION VS NORTH COAST TREND DATA: DOMESTIC OVERNIGHT VISITORS



Source: Tourism Research Australia, National Visitor Survey for the Year ended December 2022.

EXPENDITURE OVERVIEW YEAR ENDING DECEMBER 22

Expenditure Caveat

Some local government areas (inclusive of the Tweed) complete the modelling based on the Tourism Region (TR) expenditure applied to the visitation rate (as taken from TRA online). Whilst this methodology is the most effective available, it assumes that visitors have the same spending patterns universally. TRA refuses to make that assumption and as such this data is derived by the LGA and never published. Additionally, TRA also considers the expenditure data on a yearly basis as potentially volatile.

TTC recommends that the expenditure data can be a good way to demonstrate the importance of direct visitor expenditure for the local Tweed economy, noting that economic multipliers then mean this injection of new money spreads throughout the community. The data should be used with caution, in particular with large year-to-year fluctuations. A better method is to look at trend information and a gradual change in expenditure over a number of years which TTC will look to provide in upcoming reporting periods for added context.

TWEED

	DOMESTIC OVERNIGHT VISITORS		
	YE Dec 21	YE Dec 22	Change %
Total Expenditure (\$M)	\$342.9M	\$518.5M	51.2%
Expenditure Per Visit	\$692.7	\$798.9	15.3%
Expenditure Per Night	\$170.6	\$218.8	28.5%

	DOMESTIC DAYTRIP VISITORS		
	YE Dec 21	YE Dec 22	Change %
Total Expenditure (\$M)	\$92M	\$152.9M	66.2%
Expenditure Per Visit	\$123.5	\$144.5	17.0%

	ALL VISITORS		
	YE Dec 21	YE Dec 22	Change %
Total Expenditure (\$M)	\$434.9M	\$671.4M	54.4%

NORTH COAST

	DOMESTIC OVERNIGHT VISITORS		
	YE Dec 21	YE Dec 22	Change %
Total Expenditure (\$B)	\$3.13B	\$4.61B	47.3%
Expenditure Per Visit	\$724.4	\$839.9	15.95%
Expenditure Per Night	\$170.6	\$218.8	28.5%

	DOMESTIC DAYTRIP VISITORS		
	YE Dec 21	YE Dec 22	Change %
Total Expenditure (\$M)	\$644.8M	\$852.9M	32.3%
Expenditure Per Visit	\$123.5	\$144.5	17.0%

	ALL VISITORS		
	YE Dec 21	YE Dec 22	Change %
Total Expenditure (\$B)	\$3.77B	\$5.46B	44.7%

COMPETITOR ANALYSIS - NEIGHBOURS

		OVERNIGHT VISITORS			VISITOR NIGHTS			ALOS*
		YE Dec 21	YE Dec 22	Change %	YE Dec 21	YE Dec 22	Change %	
LOCAL	North Coast	4,322,000	5,490,000	27%	18,353,000	21,077,000	14.8%	3.8
	The Tweed	495,000	649,000	31.1%	2,010,000	2,370,000	17.9%	3.7
Neighbouring LGAs (Northern Rivers)	Byron Region	613,000	713,000	16.3%	2,482,000	2,611,000	5.2%	3.7
	Ballina	285,000	313,000	9.8%	928,000	965,000	4.0%	3.1
	Clarence Valley	402,000	550,000	36.8%	1,418,000	1,696,000	19.6%	3.1
	Richmond Valley	122,000	136,000	11.5%	312,000	490,000	57.1%	3.6
Neighbouring LGAs (South East QLD)	Gold Coast	3,239,000	4,122,000	27.3%	11,213,000	15,513,000	38.3%	3.8
	Sunshine Coast	3,515,000	4,215,000	19.9%	12,814,000	14,796,000	15.5%	3.6

Source: Tourism Research Australia, National Visitor Survey for the Year ended December 2022.

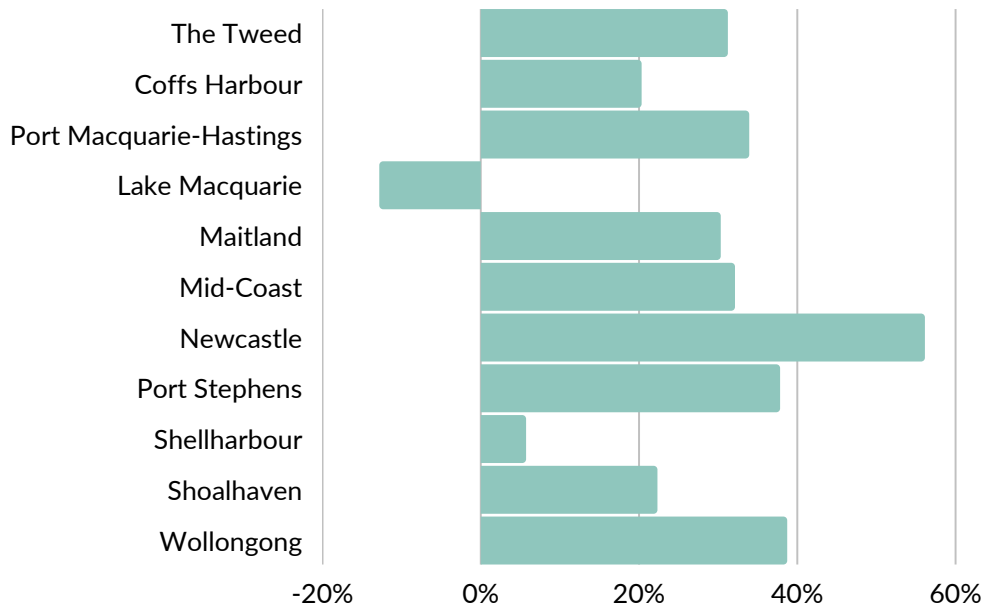
COMPETITOR ANALYSIS - GROUP 5 LGAs

		OVERNIGHT VISITORS			VISITOR NIGHTS			ALOS*
		YE Dec 21	YE Dec 22	Change %	YE Dec 21	YE Dec 22	Change %	
LOCAL	North Coast	4,322,000	5,490,000	27%	18,353,000	21,077,000	14.8%	3.8
	The Tweed	495,000	649,000	31.1%	2,010,000	2,370,000	17.9%	3.7
Group 5 LGAs	Coffs Harbour	665,000	799,000	20.2%	2,643,000	2,630,000	-0.5%	3.6
	Port Macquarie-Hastings	610,000	816,000	33.8%	2,374,000	2,528,000	6.5%	3.1
	Lake Macquarie	347,000	303,000	-12.7%	994,000	923,000	-7.1%	3.0
	Maitland	149,000	194,000	30.2%	445,000	431,000	-3.1%	2.2
	Mid-Coast	931,000	1,229,000	32.0%	3,173,000	3,890,000	22.6%	3.2
	Newcastle	1,008,000	1,572,000	56.0%	2,995,000	3,756,000	25.4%	2.4
	Port Stephens	591,000	814,000	37.7%	1,802,000	2,554,000	41.7%	3.1
	Shellhabour	142,000	150,000	5.6%	361,000	458,000	26.9%	3.1
	Shoalhaven	1,494,000	1,826,000	22.2%	4,969,000	6,146,000	23.7%	3.4
	Wollongong	642,000	890,000	38.6%	1,928,000	2,092,000	8.5%	2.4

Source: Tourism Research Australia, National Visitor Survey for the Year ended December 2022.

% CHANGE ON DOMESTIC OVERNIGHT VISITORS (YEAR ON YEAR)

GROUP 5 LGAS



NEIGHBOURS

