

THE NORTH COAST NSW IS THE TOP REGIONAL AREA IN ATTRACTING DOMESTIC VISITORS THROUGHOUT AUSTRALIA

Nambucca, NSW

July 30, 2014

The North Coast Destination Network (the regional tourism authority across 13 local government areas from The Great Lakes to The Tweed) announced today that **The North Coast NSW** is the third most popular destination in Australia behind **Sydney @No 1** and **Melbourne @ No 2** in attracting domestic overnight visitors.

“This is great news for The North Coast Destination Network/ The Legendary Pacific Coast (the touring route) linking those destinations and north coast tourism operators,” said NCDN Executive Officer, Ms Belinda Novicky.

“The figures released by Tourism Research Australia see North Coast ahead of Brisbane @No 4; Gold Coast @No. 5, Experience Perth @No.7 and NSW South Coast @No. 8, “ she said.

“This excellent result would not have been possible without our strong and consistent marketing efforts supported by more than 400 Legendary Pacific Coast tourism industry partners dedicated to ensuring this tourism route from Sydney to Brisbane is established as Australia’s first choice for domestic and international visitors.”

“Sydney attracted a total of 8.6 million or 11.2 per cent of total domestic overnight visitors, Melbourne, 7.3 million or 9.4 per cent while the North Coast attracted 4.4 million overnight domestic visitors or 5.7 per cent of visitors for the year ending March 2014.”

“The North Coast domestic visitor numbers were up 1.9 per cent on the previous year and more than 1 million visitors ahead of the next regional area while international tourism numbers rose by 6.9 per cent.”

The North Coast was the second most popular regional area for international visitors with a total of 265,000 or 4.4 per cent while Tropical North Queensland led the regional pack with 696,000 international visitors or 11.6 per cent.

The top international destinations from one to seven (in that order) were: Sydney, Melbourne, Experience Perth, Brisbane, Gold Coast, Adelaide and Canberra).

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