

MACLEAY
VALLEY COAST
VISITOR
STATISTICS

2018 Visitor Statistics

From statistics gathered the MVC had 541,300 visitors come to the region in the calendar year of 2018.



DOMESTIC - 540,000
REGIONAL NSW – 38%
QLD – 30%
SYDNEY – 24%
OTHER INTERSTATE – 8%



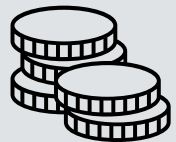
INTERNATIONAL – 1,295



AVERAGE STAY – 4 NIGHTS
56% OF DOMESTIC VISITORS STAY OVERNIGHT



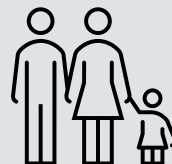
AVERAGE SPEND PER NIGHT - \$121



*Collectively, visitors spent **\$147 million** on hospitality and tourism related services in the Macleay Valley Coast in 2017/18.*



64% of all visitors are here on holidays



22% are visiting friends and family