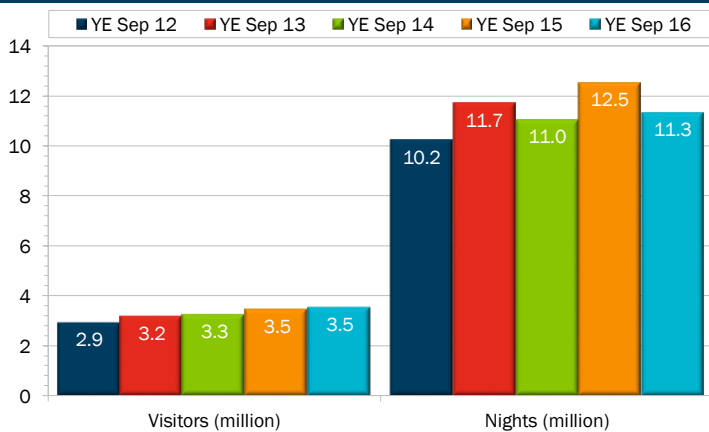


### Domestic Overnight Travel (1)

#### Visitors and nights



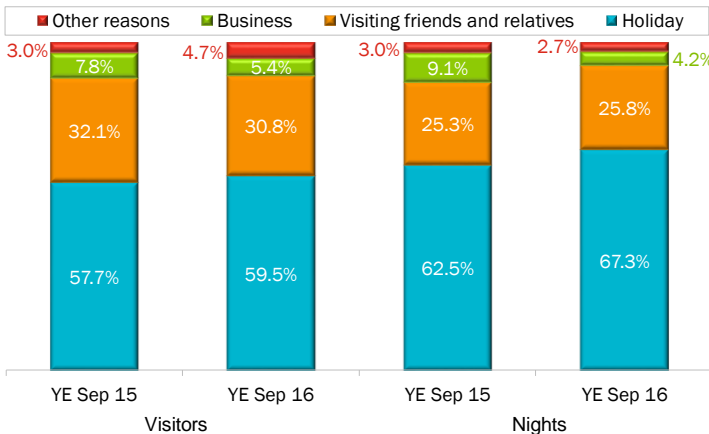
South Coast NSW received over 3.5 million domestic overnight visitors - up by 2.2% on YE Sep 15. Visitors spent over 11.3 million nights in the region - down by 9.5% on YE Sep 15.

Note: The number of domestic overnight trips to regional New South Wales increased by 6.8 percent\* on last year and by 19.9 percent\* compared to four years ago.

#### Market share

The region received 17.1% of visitors and 16.1% of nights in regional NSW. Compared to YE Sep 15, the share of visitors was down by 0.8% pts and the share of nights was down by 3.1% pts.

#### Purpose of visit to South Coast NSW



'Holiday' (59.5%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (30.8%) and 'business' (5.4%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 5.3% while 'VFR' declined by 2.0% and 'business' decreased by 29.8%\*.

'Holiday' (67.3%) was the largest purpose in terms of nights in the region, followed by 'VFR' (25.8%) and 'business' (4.2%). Compared to YE Sep 15, nights spent for 'holiday' declined by 2.5% and 'VFR' decreased by 7.7% while 'business' fell by 57.9%\*.

#### Accommodation in South Coast NSW

'Friends or relatives property' (30.6%) was the most popular accommodation used for nights in the region, followed by 'caravan park or commercial camping ground' (23.2%) and 'rented house, apartment, flat or unit' (14.6%).

#### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 15	YE Sep 16	YE Sep 15	YE Sep 16
Regional NSW	29.8%	30.0%	32.8%	28.9%
Sydney	43.2%	42.0%	34.4%	34.7%
Total intrastate	73.0%	71.9%	67.2%	63.6%
ACT	12.6%	13.4%	10.5%	13.1%
Victoria	8.7%	8.9%	15.6%	15.9%
Queensland	3.5%	3.8%	4.2%	4.1%
Other interstate	2.1%	2.1%	2.5%	3.4%
Total interstate	27.0%	28.1%	32.8%	36.4%

Sydney (42.0%) was the largest source of visitors to the region, followed by regional NSW (30.0%) and the ACT (13.4%). Compared to YE Sep 15, the Sydney source market declined by 0.8% while regional NSW grew by 2.7%. Over the same period, the ACT grew by 8.3% and Victoria increased by 4.4% while Queensland grew by 8.9%.

Sydney (34.7%) was the largest source market in terms of nights in the region, followed by regional NSW (28.9%) and Victoria (15.9%). Compared to YE Sep 15, nights spent by visitors from Sydney declined by 8.9% and nights from regional NSW decreased by 20.1%. Over the same period, Victorian nights declined by 7.6% while nights by visitors from the ACT grew by 12.9% and Queensland nights decreased by 12.7%.

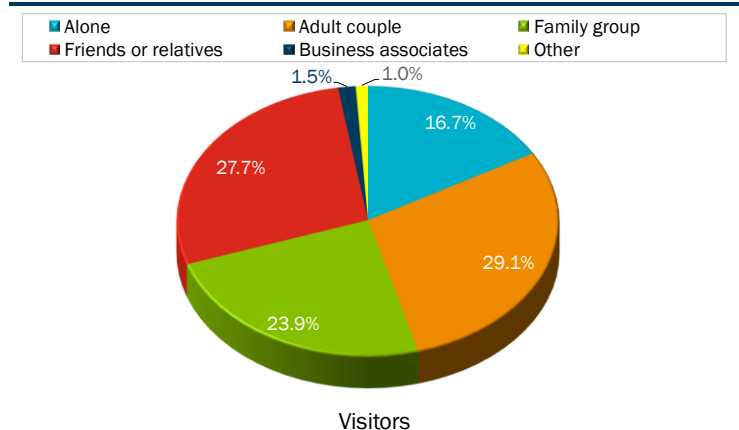
#### Top activities in South Coast NSW

'Eat out, dine at a restaurant or cafe' (57.9%) was the most popular activity undertaken by visitors to the region, followed by 'go to the beach' (52.8%) and 'visit friends and relatives' (40.0%).

#### Age groups

'15 to 29 years' (21.4%) was the largest age group of visitors to the region, followed by '40 to 49 years' (19.1%) and '50 to 59 years' (18.8%).

#### Travel party



'Adult couple' (29.1%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (27.7%) and 'family group' (23.9%).

#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent nearly \$1.5 billion in the region - down by 7.7% on YE Sep 15. On average, they spent \$129 per night - up by 1.9% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

South Coast NSW region covers Wollongong to Eden including Shellharbour, Kiama, Jervis Bay, Ulladulla, Batemans Bay, Moruya, Narooma, Bega and Merimbula.

\* The percentage change is statistically significant.

np = Not published due to insufficient sample.

(1) Source: National Visitor Survey (NVS), YE Sep 16, Tourism Research Australia (TRA).

# Travel to South Coast NSW region

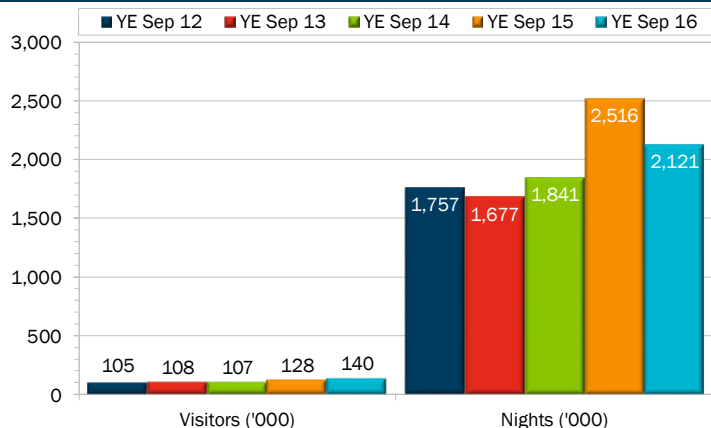
Year ended September 2016

For the period of October 2015 to September 2016

	YE Sep 16	YE Sep 15	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	10.5	9.9	5.4%	18.2%	2
Total nights (million)	13.4	15.0	-10.5%	16.2%	2
Total expenditure (billion)	\$2.3	\$2.5	-7.6%	15.7%	3

## International Overnight Travel (3)

Visitors and nights



South Coast NSW received 139,600 international overnight visitors - up by 8.7% on YE Sep 15. Visitors spent over 2.1 million nights in the region - down by 15.7% on YE Sep 15.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 7.1 percent\* on last year and by 25.6 percent\* compared to four years ago.

### Market share

The region received 19.1% of visitors and 16.5% of nights in regional NSW. Compared to YE Sep 15, the share of visitors was up by 0.3% pts and the share of nights was down by 2.4% pts.

### Purpose of visit to South Coast NSW

'Holiday' (63.0%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (27.3%) and 'education' (6.0%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 11.0% and 'VFR' increased by 8.8% while 'education' grew by 4.1%.

### Origin - share of visitors to South Coast NSW

Share of international visitors to South Coast NSW region						
Rank	Individual market	YE Sep 15	YE Sep 16	Origin region	YE Sep 15	YE Sep 16
1	United Kingdom	17.0%	15.9%	Europe	45.0%	40.3%
2	USA	9.0%	13.8%	North America	15.1%	19.3%
3	Mainland China	7.8%	9.3%	Asia	23.8%	27.7%
4	New Zealand	8.7%	8.5%	New Zealand & Oceania	10.8%	9.3%
5	Germany	10.1%	7.7%	Other Countries	5.2%	3.4%

The United Kingdom (15.9%) was the region's largest individual source market of visitors, followed by the USA (13.8%) and Mainland China (9.3%).

### Accommodation in South Coast NSW

'Friends or relatives property' (32.6%) was the most popular form of accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (32.5%).

### Age groups

'15 to 29 years' (35.3%) was the largest age group of visitors to the region, followed by '50 to 59 years' (16.4%) and '60 to 69 years' (16.2%).

### Expenditure (incl 30% prepaid package expenditure) (4)

International overnight visitors spent \$194 million in the region - down by 10.9% on YE Sep 15. On average, they spent \$92 per night - up by 5.7% on YE Sep 15.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 16.

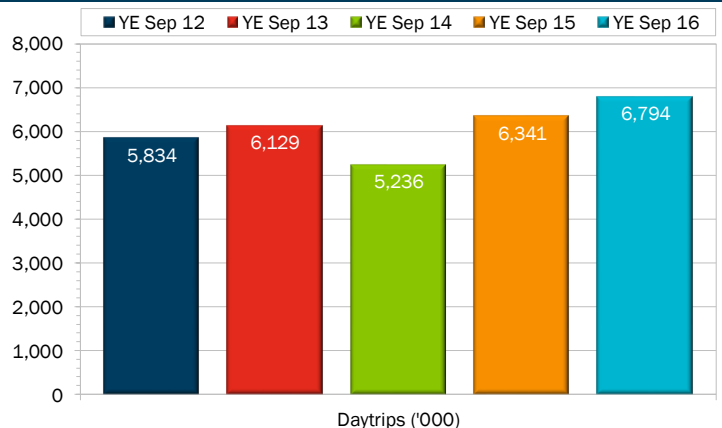
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Sep 16, TRA.

## Domestic Daytrip Travel (5)

Daytrips



South Coast NSW received nearly 6.8 million domestic daytrip visitors - up by 7.1% on YE Sep 15.

Note: The number of domestic daytrips to regional New South Wales increased by 1.8 percent on last year and by 4.6 percent\* compared to four years ago.

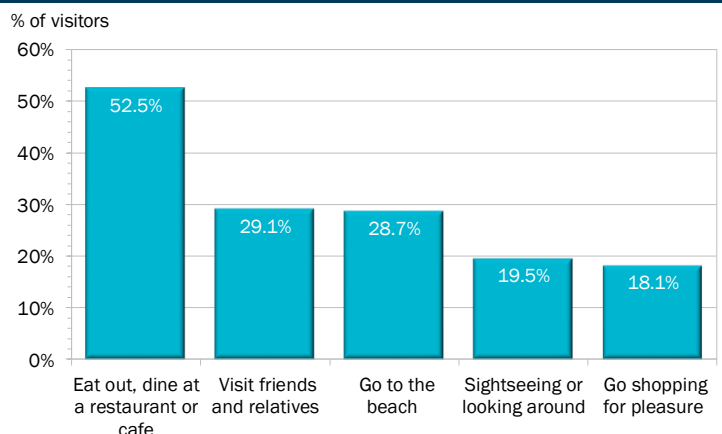
### Market share

The region received 18.9% of daytrips to regional NSW. Compared to YE Sep 15, the share was up by 0.9% pts.

### Main purpose of trip

'Holiday' (57.8%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (24.7%) and 'business' (7.3%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 16.7%\* and 'VFR' increased by 0.3% while 'business' declined by 15.2%.

### Top activities in South Coast NSW



'Eat out, dine at a restaurant or cafe' (52.5%) was the most popular activity undertaken by visitors to the region.

### Expenditure (2)

Domestic daytrip visitors spent \$619 million in the region - down by 6.3% on YE Sep 15. On average, they spent \$91 per trip - down by 12.6% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

### Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

np = Not published due to insufficient sample.

(5) Source: NVS, YE Sep 16, TRA.

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