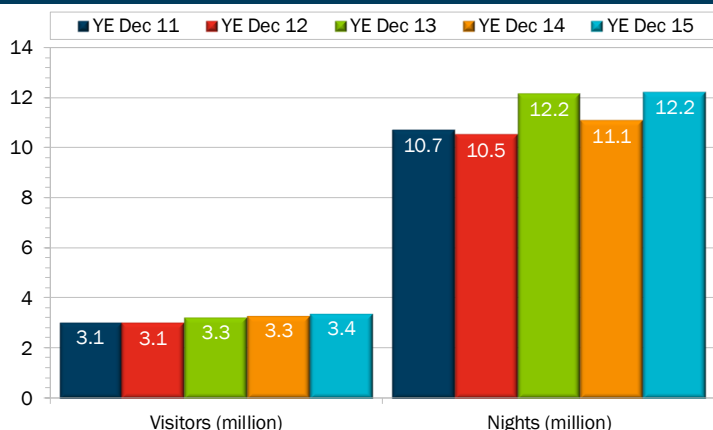


Domestic Overnight Travel (1)

Visitors and nights



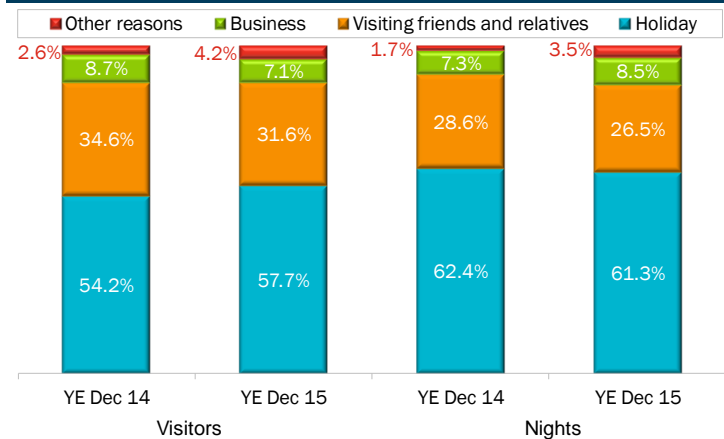
South Coast NSW received over 3.4 million domestic overnight visitors - up by 2.7% on YE Dec 14. Visitors spent over 12.2 million nights in the region - up by 10.2% on YE Dec 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 2.3 percent on last year and by 12.2 percent* compared to four years ago.

Market share

The region received 17.6% of visitors and 18.5% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was up by 0.1% pt and the share of nights was up by 1.1% pts.

Purpose of visit to South Coast NSW



'Holiday' (57.7%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (31.6%) and 'business' (7.1%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 9.2% while 'VFR' declined by 6.5% and 'business' decreased by 16.5%.

'Holiday' (61.3%) was the largest purpose in terms of nights in the region, followed by 'VFR' (26.5%) and 'business' (8.5%). Compared to YE Dec 14, nights spent for 'holiday' grew by 8.3% and 'VFR' increased by 2.3% while 'business' increased by 29.9%.

Accommodation in South Coast NSW

'Friends or relatives property' (35.9%) was the most popular accommodation used for nights in the region, followed by 'caravan park or commercial camping ground' (20.9%) and 'rented house, apartment, flat or unit' (13.0%).

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 14	YE Dec 15	YE Dec 14	YE Dec 15
Regional NSW	32.4%	31.0%	30.5%	32.6%
Sydney	41.8%	41.8%	39.1%	32.9%
Total intrastate	74.2%	72.7%	69.6%	65.5%
ACT	13.3%	11.6%	12.1%	9.8%
Victoria	8.3%	9.4%	13.3%	16.8%
Queensland	2.4%	4.1%	2.7%	4.8%
Other interstate	1.8%	2.3%	2.3%	3.1%
Total interstate	25.8%	27.3%	30.4%	34.5%

Sydney (41.8%) was the largest source of visitors to the region, followed by regional NSW (31.0%) and the ACT (11.6%). Compared to YE Dec 14, the Sydney source market grew by 2.6% while regional NSW declined by 2.0%. Over the same period, the ACT declined by 10.7% while Victoria grew by 16.1% and Queensland increased by 72.1%*.

Sydney (32.9%) was the largest source market in terms of nights in the region, followed by regional NSW (32.6%) and Victoria (16.8%). Compared to YE Dec 14, nights spent by visitors from Sydney declined by 7.1% while nights from regional NSW grew by 17.6%. Over the same period, Victorian nights grew by 39.0%* while nights by visitors from the ACT declined by 10.2% and Queensland nights grew by 95.2%*.

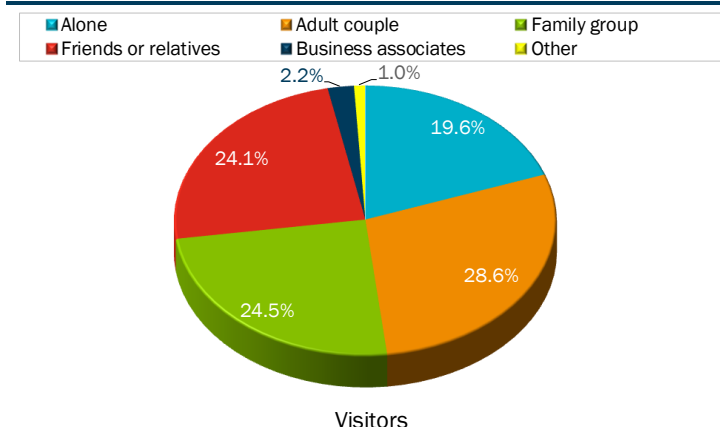
Top activities in South Coast NSW

'Eat out, dine at a restaurant or cafe' (57.0%) was the most popular activity undertaken by visitors to the region, followed by 'go to the beach' (50.4%) and 'visit friends and relatives' (42.4%).

Age groups

'15 to 29 years' (20.6%) was the largest age group of visitors to the region, followed by '50 to 59 years' (19.8%) and '40 to 49 years' (18.5%).

Travel party



'Adult couple' (28.6%) was the most common travel party amongst visitors to the region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent over \$1.4 billion in the region - down by 4.1% on YE Dec 14. On average, they spent \$118 per night - down by 13.0% on YE Dec 14.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 15, TRA

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 Dec 15, Tourism Research Australia (TRA)

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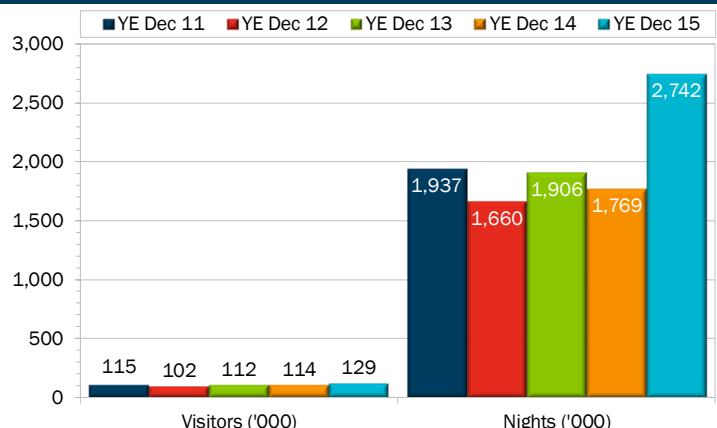
Travel to South Coast NSW region

Year ended December 2015

	YE Dec 15	YE Dec 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	9.8	9.1	8.2%	17.9%	2
Total nights (million)	15.0	12.9	16.4%	18.7%	2
Total expenditure (billion)	\$2.3	\$2.2	3.7%	16.0%	3

International Overnight Travel (3)

Visitors and nights



South Coast NSW received 129,200 international overnight visitors - up by 13.2%* on YE Dec 14. Visitors spent over 2.7 million nights in the region - up by 55.0%* on YE Dec 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.5 percent* on last year and by 17.9 percent* compared to four years ago.

Market share

The region received 18.7% of visitors and 19.6% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was up by 0.8% pts and the share of nights was up by 5.1% pts.

Purpose of visit to South Coast NSW

'Holiday' (60.3%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (29.6%) and 'education' (6.7%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 9.5% and 'VFR' increased by 18.6% while 'education' grew by 77.6%*.

Origin - share of visitors to South Coast NSW

Share of international visitors to South Coast NSW region						
Rank	Individual market	YE Dec 14	YE Dec 15	Origin region	YE Dec 14	YE Dec 15
1	United Kingdom	14.8%	17.3%	Europe	44.0%	42.6%
2	USA	10.9%	11.1%	North America	16.4%	17.1%
3	Germany	8.8%	9.1%	Asia	23.6%	25.7%
4	Mainland China	7.3%	8.1%	New Zealand & Oceania	12.6%	9.2%
5	New Zealand	11.2%	7.8%	Other Countries	3.6%	5.4%

The United Kingdom (17.3%) was the region's largest individual source market of visitors, followed by the USA (11.1%) and Germany (9.1%).

Accommodation in South Coast NSW

'Rented house, apartment, flat or unit' (41.5%) was the most popular form of accommodation used for nights in the region, followed by 'friends or relatives property' (32.7%).

Age groups

'15 to 29 years' (33.9%) was the largest age group of visitors to the region, followed by '60 to 69 years' (18.8%) and '50 to 59 years' (15.4%).

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

International overnight visitors spent \$238 million in the region - up by 94.9%* on YE Dec 14. On average, they spent \$87 per night - up by 25.7% on YE Dec 14.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 15, TRA.

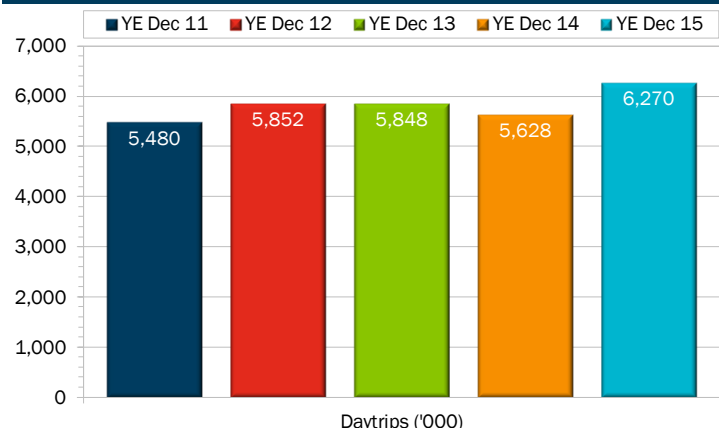
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Dec 15, TRA

Domestic Daytrip Travel (5)

Daytrips



South Coast NSW received nearly 6.3 million domestic daytrip visitors - up by 11.4%* on YE Dec 14.

Note: The number of domestic daytrips to regional New South Wales increased by 8.5 percent* on last year and by 5.2 percent* compared to four years ago.

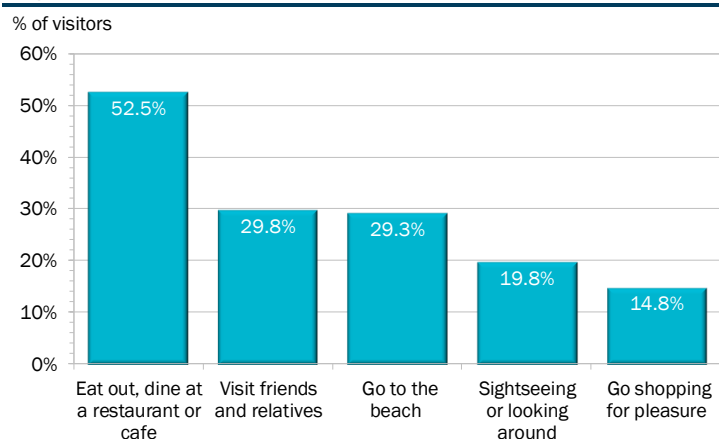
Market share

The region received 18.0% of daytrips to regional NSW. Compared to YE Dec 14, the share was up by 0.5% pts.

Main purpose of trip

'Holiday' (53.2%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (26.9%) and 'business' (8.2%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 11.5% and 'VFR' increased by 1.2% while 'business' grew by 34.3%*.

Top activities in South Coast NSW



Expenditure (6)

Domestic daytrip visitors spent \$578 million in the region - up by 4.7% on YE Dec 14. On average, they spent \$92 per trip - down by 6.0% on YE Dec 14.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 15, TRA

Further information

Please see 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 Dec 15, TRA

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