Domestic Overnight Travel¹

South Coast NSW received over 3.8 million domestic overnight visitors - up by 3.0% on YE Jun 17. Visitors spent over 12.1 million nights in the region - up by 6.2% on YE Jun 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 9.4 percent* on last year and by 26.4 percent* compared to four years ago.

Market share
The region received 16.5% of visitors and 16.0% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was down by 1.0% pt and the share of nights was down by 0.1% pt.

Purpose of visit to South Coast NSW

‘Holiday’ (56.3%) was the largest purpose of visit to the region, followed by ‘visiting friends and relatives’ (VFR) (32.5%) and ‘business’ (7.7%). Compared to YE Jun 17, visitors who travelled for ‘holiday’ grew by 1.7% and ‘VFR’ increased by 2.2% while ‘business’ grew by 29.9%*.

‘Holiday’ (62.7%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (27.3%) and ‘business’ (6.3%). Compared to YE Jun 17, nights spent for ‘holiday’ grew by 5.4% and ‘VFR’ increased by 1.1% while ‘business’ grew by 29.4%.

Accommodation in South Coast NSW

‘Friends or relatives property’ (35.0%) was the most popular accommodation used for nights in the region. ‘Caravan park or commercial camping ground’ (17.6%) was the 2nd most popular accommodation used, followed by ‘rented house, apartment, flat or unit’ (15.8%).

Sydney (44.1%) was the largest source of visitors to the region, followed by regional NSW (29.9%) and the ACT (13.9%). Compared to YE Jun 17, the Sydney source market grew by 2.2% and regional NSW increased by 6.2%. Over the same period, the ACT grew by 18.5%* while Victoria declined by 7.4% and Queensland decreased by 21.6%.

Sydney (38.7%) was the largest source market in terms of nights in the region, followed by regional NSW (28.7%) and Victoria (14.4%). Compared to YE Jun 17, nights spent by visitors from Sydney grew by 0.1% and nights from regional NSW increased by 10.2%. Over the same period, Victorian nights grew by 15.4% and nights by visitors from the ACT increased by 24.7% while Queensland nights declined by 10.3%.

Top activities in South Coast NSW

‘Eat out, dine at a restaurant or cafe’ (62.1%) was the most popular activity undertaken by visitors to the region, followed by ‘go to the beach’ (51.0%) and ‘visit friends and relatives’ (42.6%).

Age groups

‘15 to 29 years’ (22.9%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (18.3%) and ‘30 to 39 years’ (17.1%).

Travel party

‘Adult couple’ (30.4%) was the most common travel party amongst visitors to the region, followed by ‘friends or relatives’ (26.3%) and ‘family group’ (20.2%).

Expenditure (incl airfares and transport costs)³

Domestic overnight visitors spent nearly $1.8 billion in the region - down by 0.7% on YE Jun 17. On average, they spent $145 per night - down by 6.5% on YE Jun 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Jun 18.

* The percentage change is statistically significant.
np = Not published due to insufficient sample.
Travel to South Coast NSW region

Year ended June 2018
For the period of July 2017 to June 2018

Sources: (1) NVS YE & (2) IVS, YE Jun 18, TRA - unless otherwise specified.

South Coast NSW received 184,400 international overnight visitors - up by 5.8% on YE Jun 17. Visitors spent over 2.3 million nights in the region - down by 15.9% on YE Jun 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.2 percent* on last year and by 40.4 percent* compared to four years ago.

Market share

The region received 21.4% of visitors and 16.3% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was down by 0.1% pt and the share of nights was down by 2.3% pts.

Origin – share of visitors to South Coast NSW

The United Kingdom (16.5%) was the region’s largest individual source market of visitors, followed by the USA (12.6%) and Germany (8.0%).

Accommodation in South Coast NSW

‘Rented house, apartment, flat or unit’ (39.0%) was the most popular form of accommodation used for nights in the region, followed by ‘friends or relatives property’ (36.1%).

Age groups

‘15 to 29 years’ (31.2%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (18.3%) and ‘50 to 59 years’ (16.2%).

Expenditure (incl 30% prepaid package expenditure)*

International overnight visitors spent $231 million in the region – down by 15.0% on YE Jun 17. On average, they spent $100 per night - up by 1.0% on YE Jun 17.

(4) Source: TRA’s expenditure allocation method applied to IVS data, YE Jun 18.

Preliminary IVS results

Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Jun 18 are preliminary.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.