Domestic Overnight Travel

South Coast NSW received over 3.9 million domestic overnight visitors - up by 2.3% on YE Sep 17. Visitors spent over 12.2 million nights in the region - up by 3.9% on YE Sep 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 7.7 percent* on last year and by 28.1 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 Sep 17, the share of visitors was down by 0.9% pts and the share of nights was down by 0.2% pts.

Purpose of visit to South Coast NSW

‘Holiday’ (55.9%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (33.3%) and ‘business’ (7.6%). Compared to YE Sep 17, visitors who travelled for ‘holiday’ grew by 0.6% and ‘VFR’ increased by 3.2% while ‘business’ grew by 30.2%*.

‘Holiday’ (62.6%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (28.0%) and ‘business’ (6.1%). Compared to YE Sep 17, nights spent for ‘holiday’ grew by 4.1% and ‘VFR’ increased by 1.6% while ‘business’ grew by 14.1%.

Accommodation in South Coast NSW

‘Friends or relatives property’ (34.6%) was the most popular accommodation used for nights in the region. ‘Caravan park or commercial camping ground’ (18.8%) was the 2nd most popular accommodation used, followed by ‘rented house, apartment, flat or unit’ (14.6%).

Sydney (43.2%) was the largest source of visitors to the region, followed by regional NSW (30.9%) and the ACT (14.1%). Compared to YE Sep 17, the Sydney source market declined by 2.6% while regional NSW grew by 10.8%. Over the same period, the ACT grew by 16.0% while Victoria declined by 10.8% and Queensland decreased by 21.0%.

Sydney (38.6%) was the largest source market in terms of nights in the region, followed by regional NSW (29.3%) and Victoria (13.6%). Compared to YE Sep 17, nights spent by visitors from Sydney declined by 3.0% while nights from regional NSW grew by 8.9%. Over the same period, Victorian nights grew by 8.2% and nights by visitors from the ACT increased by 19.1% while Queensland nights declined by 11.3%.

Top activities in South Coast NSW

‘Eat out, dine at a restaurant or cafe’ (61.9%) was the most popular activity undertaken by visitors to the region, followed by ‘go to the beach’ (50.1%) and ‘visit friends and relatives’ (43.1%).

Age groups

‘15 to 29 years’ (20.2%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (19.7%) and ‘30 to 39 years’ (17.6%).

Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent nearly $1.8 billion in the region - down by 3.3% on YE Sep 17. On average, they spent $144 per night - down by 6.9% on YE Sep 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Sep 18.
Travel to South Coast NSW region
Year ended September 2018
For the period of October 2017 to September 2018

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

South Coast NSW received 192,900 international overnight visitors - up by 12.2%* on YE Sep 17. Visitors spent over 2.5 million nights in the region - down by 8.4% on YE Sep 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 4.6 percent* on last year and by 40.3 percent* compared to four years ago.

Market share
The region received 22.2% of visitors and 17.3% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was up by 1.5% pts and the share of nights was down by 0.7% pts.

Origin – share of visitors to South Coast NSW

The United Kingdom (16.1%) was the region’s largest individual source market of visitors, followed by the USA (12.3%) and Mainland China (8.9%).

Accommodation in South Coast NSW
‘Rented house, apartment, flat or unit’ (37.4%) was the most popular form of accommodation used for nights in the region, followed by ‘friends or relatives property’ (33.3%).

Age groups
‘15 to 29 years’ (30.7%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (18.9%) and ‘50 to 59 years’ (15.9%).

Expenditure (incl 30% prepaid package expenditure)*
International overnight visitors spent $261 million in the region – down by 6.4% on YE Sep 17. On average, they spent $104 per night - up by 2.2% on YE Sep 17.

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

Preliminary IVS results
Due to quality issues with the incoming passenger data, IVS results for the YE Sep 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 Sep 18 are preliminary.

* The percentage change is statistically significant.
np = Not published due to insufficient sample.

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.