Domestic Overnight Travel

South Coast NSW received nearly 4.1 million domestic overnight visitors - up by 8.2%* on YE Dec 17. Visitors spent over 12.7 million nights in the region - up by 8.2% on YE Dec 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 8.5 percent* on last year and by 28.2 percent* compared to four years ago.

Market share

The region received 16.9% of visitors and 16.4% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was down by 0.1% pt and the share of nights was up by 0.3% pts.

Purpose of visit to South Coast NSW

‘Holiday’ (53.1%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (36.0%) and ‘business’ (7.9%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ declined by 0.1% while ‘VFR’ grew by 20.1%* and ‘business’ increased by 31.6%*.

‘Holiday’ (60.8%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (29.0%) and ‘business’ (6.9%). Compared to YE Dec 17, nights spent for ‘holiday’ grew by 6.5% and ‘VFR’ increased by 8.7% while ‘business’ grew by 24.2%.

Accommodation in South Coast NSW

‘Friends or relatives property’ (35.6%) 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’ (14.3%).

Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent over $1.8 billion in the region - up by 1.2% on YE Dec 17. On average, they spent $145 per night - down by 6.4% on YE Dec 17.  

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Dec 18.
South Coast NSW received 193,700 international overnight visitors - up by 7.4% on YE Dec 17. Visitors spent over 2.6 million nights in the region - up by 6.7% on YE Dec 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.0 percent on last year and by 36.6 percent* compared to four years ago.

Market share
The region received 22.3% of visitors and 17.7% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was up by 1.1% pts and the share of nights was up by 0.9% pts.

Purpose of visit to South Coast NSW
‘Holiday’ (64.7%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (28.9%) and ‘education’ (3.8%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ grew by 5.9% and ‘VFR’ increased by 25.8% while ‘education’ declined by 10.6%.

Origin – share of visitors to South Coast NSW
The United Kingdom (15.6%) was the region’s largest individual source market of visitors, followed by Mainland China (11.4%) and the USA (10.9%).

Accommodation in South Coast NSW
‘Rented house, apartment, flat or unit’ (36.3%) 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’ (30.2%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (18.1%) and ‘50 to 59 years’ (17.1%).

Expenditure (incl. 30% prepaid package expenditure)*
International overnight visitors spent $269 million in the region – up by 11.1% on YE Dec 17. On average, they spent $102 per night - up by 4.1% on YE Dec 17.

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.