

FACT SHEET

Total Domestic and International visitation to South Coast (spend, visitors and nights)



SPEND
\$3.0 b
up 12.5% YoY



VISITORS
12.1 m
up 9.1% YoY



NIGHTS
16.5 m
up 12.4% YoY

South Coast received 22% of international visitors, 17% of domestic overnight visitors and 17% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- South Coast is Regional NSW's number 3 region for domestic overnight visitors, number 2 for nights and number 2 for expenditure.
- There were 4.4 million domestic overnight visitors (up 12.5% on the previous year) who stayed 13.9 million nights (up 12.4%) in South Coast and spent \$2.1 billion (up 16.6%).
- The average length of stay in the region was 3.1 nights and average spend per night was \$150.
- The region accounted for 17% of visitors, 17% of nights and 16% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (53%), followed by Visiting Friends and Relatives (35%) and Business (9%).
- Around 21% of the domestic overnight visitors were aged 15-29 years, followed by 40-49 years old (18%), 60-69 years old (17%) and 50-59 years old (17%).
- 'Adult couple' (30%) was the most common travel party amongst visitors to the region, followed by 'friends and relatives travelling together' (25%), 'unaccompanied traveller' (21%) and 'family groups with children' (19%).
- Sydney was the largest source market for visitors to the region (48%), followed by Regional NSW (28%) and ACT (12%). Visitors from interstate accounted for 24% of the region's visitors.

TREND

- From YE June 2014 to YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 33.9%, up 23.7% and up 47.6%, respectively.

DOMESTIC DAY TRIP VISITATION

- South Coast is Regional NSW's number 3 region for domestic day trip visitors and number 3 for expenditure.
- There were 7.4 million domestic day trip visitors to the South Coast (up 7.2% on the previous year) who spent \$661 million (up 3.4%). The average spend per visitor was \$89.
- The region accounted for 17% of visitors and 14% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (56%), followed by Visiting Friends and Relatives (26%) and Business (10%).
- Visitors aged 15-29 years accounted for 25% of all day trippers to the region, followed by the 60-69 years old (18%), 30-39 years old (16%) and 40-49 years old (16%).

TREND

- From YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 31.8% and up 42.3%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- South Coast is Regional NSW's number 3 region for international visitors, number 3 for nights, and number 2 for expenditure.
- There were 192,900 international visitors (up 4.8% on the previous year) who stayed 2.6 million nights (up 12.3%) in South Coast and spent \$250 million (up 6.8%).
- The average length of stay in the region was 13.5 nights and average spend per night was \$96.
- The region accounted for 22% of visitors, 17% of visitor nights and 24% of expenditure in regional NSW for YE June 2019.
- Holiday was the largest purpose of visit to the region (66%), followed by Visiting Friends and Relatives (26%).
- 31% of the visitors were aged 15-29 years, followed by 50-59 years old (20%) and 30-39 years old (16%).
- 'Unaccompanied traveller' (46%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26%), 'family groups with children' (13%) and 'friends and relatives travelling together' (13%).
- United Kingdom was the region's largest source market for visitors (15%), followed by United States of America (12%) and China (12%).

TREND

- From YE June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 71.9%, up 22.2% and up 74.5%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the South Coast for YE June 2019.

