

FACT SHEET

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



SPEND
\$3.3 b
up 19.0% YoY



VISITORS
12.8 m
up 15.5% YoY



NIGHTS
17.9 m
up 14.8% YoY

South Coast received 21.6% of international visitors, 16.8% of domestic overnight visitors and 17.1% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- South Coast is Regional NSW's number 3 region for domestic overnight visitors, and number 2 for nights and expenditure.
- There were 4.6 million domestic overnight visitors (up 10.1% on the previous year) who stayed 15.3 million nights (up 18.4%) in South Coast and spent \$2.2 billion (up 17.8%).
- The average length of stay in the region was 3.3 nights and average spend per night was \$144.
- The region accounted for 16.8% of visitors, 17.4% of nights and 15.4% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (55%), followed by Visiting Friends and Relatives (31%) and Business (10%).
- 21% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (18%), 50-59 years old and 30-39 years old (17% each).
- 'Adult couple' (30%) was the most common travel party among visitors to the region, followed by 'friends and relatives travelling together' (24%), 'unaccompanied traveller' (23%) and 'family groups with children' (19%).
- Sydney was the largest source market for visitors to the region (49%), followed by Regional NSW (27%) and ACT (11%). Visitors from interstate accounted for 25% of the region's visitors.

TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 40.4%, up 42.2% and up 56.2%, respectively.

DOMESTIC DAY TRIP VISITATION

- South Coast is Regional NSW's number 3 region for domestic day trip visitors and expenditure.
- There were 8.0 million domestic day trip visitors to the South Coast (up 19.3% on the previous year) who spent \$800 million (up 31.7%). The average spend per visitor was \$99.
- The region accounted for 17.1% of visitors and 15.4% 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 30-39 years old (19%), 60-69 years old (18%) and 40-49 years old (15%).

TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 27.7% and up 34.9%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

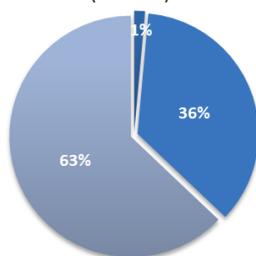
- South Coast is Regional NSW's number 3 region for international visitors, 2 for nights, and 1 for expenditure.
- There were 184,600 international visitors (down 4.7% on the previous year) who stayed 2.6 million nights (down 2.5%) in South Coast and spent \$265 million (down 1.4%).
- The average length of stay in the region was 14.0 nights and average spend per night was \$103.
- The region accounted for 21.6% of visitors, 17.8% of visitor nights and 25.8% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (64%), followed by Visiting Friends and Relatives (26%) and Business*.
- 33% of the visitors were aged 15-29 years, followed by 50-59 years old (20%) and 30-39 years old (15%).
- 'Unaccompanied traveller' (48%) was the most common travel party among visitors to the region, followed by 'adult couple' (26%), 'family groups with children' (15%) and 'friends and relatives travelling together' (8%).
- United Kingdom was the region's largest source market for visitors (14%), followed by United States of America (12%) and New Zealand (10%).

TREND

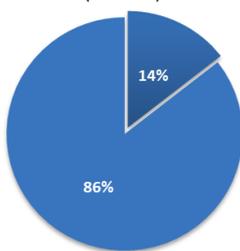
- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 59.6%, up 45.6% and up 120.5%, respectively.

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

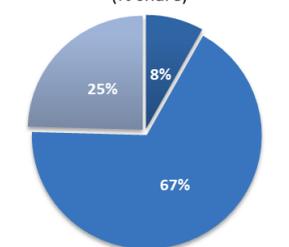
Visitors to NSW South Coast (% share)



Nights to NSW South Coast (% share)



Expenditure to NSW South Coast (% share)



■ International ■ Domestic Overnight ■ Domestic daytrip