

Travel to South Coast Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	8,024	8,662	9,013	9,226	9,667	10,256	10,661	10,125	11,080	12,793	15.5%
Nights ('000)	12,291	12,682	12,207	14,111	12,514	14,153	13,513	14,432	15,548	17,856	14.8%
Expenditure (\$ million)*	\$1,843	\$1,986	\$1,898	\$2,182	\$2,117	\$2,307	\$2,485	\$2,617	\$2,738	\$3,258	19.0%

Overnight - Int'l & domestic

Visitors ('000)	2,925	3,182	3,161	3,378	3,366	3,521	3,745	4,040	4,337	4,747	9.5%
Nights ('000)	12,291	12,682	12,207	14,111	12,514	14,153	13,513	14,432	15,548	17,856	14.8%
Expenditure (\$ million)*	\$1,444	\$1,512	\$1,404	\$1,680	\$1,524	\$1,682	\$1,789	\$2,080	\$2,130	\$2,457	15.3%

Domestic - overnight & daytrip

Visitors ('000)	7,911	8,547	8,910	9,112	9,551	10,126	10,514	9,945	10,886	12,609	15.8%
Nights ('000)	10,382	10,727	10,531	12,157	10,741	11,382	11,292	11,950	12,901	15,274	18.4%
Expenditure (\$ million)*	\$1,698	\$1,833	\$1,778	\$2,033	\$1,996	\$2,073	\$2,273	\$2,375	\$2,469	\$2,993	21.2%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	2,812	3,066	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	10.1%
Nights (000)	10,382	10,727	10,531	12,157	10,741	11,382	11,292	11,950	12,901	15,274	18.4%
Average Length of Stay	3.7	3.5	3.4	3.7	3.3	3.4	3.1	3.1	3.1	3.3	7.5%
Expenditure (\$ million)*	1,299	1,359	1,285	1,530	1,403	1,447	1,577	1,838	1,862	2,192	17.8%
Spend per visitor per night (\$)	125	127	122	126	131	127	140	154	144	144	-0.5%
Intrastate visitors (000)	2,087	2,342	2,249	2,338	2,336	2,461	2,588	2,867	3,110	3,423	10.1%
Interstate visitors (000)	725	724	809	927	915	929	1,010	993	1,032	1,140	10.4%
Intrastate nights (000)	7,084	7,659	7,263	7,700	7,132	7,505	7,300	8,220	8,830	10,101	14.4%
Interstate nights (000)	3,297	3,068	3,268	4,456	3,609	3,877	3,993	3,730	4,071	5,174	27.1%
Intrastate expenditure (\$million)	\$870	\$983	\$895	\$1,066	\$970	\$997	\$1,093	\$1,312	\$1,302	\$1,555	19.5%
Interstate expenditure (\$ million)	\$429	\$376	\$389	\$464	\$433	\$450	\$485	\$527	\$560	\$637	13.7%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	1,689	1,848	1,794	2,058	1,917	1,993	2,106	2,198	2,205	2,507	13.7%
Visiting Friends & Relatives	810	897	1,003	942	1,019	1,072	1,152	1,270	1,490	1,414	-5.1%
Business	253	253	227	201	181	196	186	255	326	458	40.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	175	156	147	225	52.9%
Total	2,812	3,066	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	10.1%
	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	6,907	7,614	6,960	8,535	7,308	7,542	7,561	7,338	7,838	9,328	19.0%
Visiting Friends & Relatives	2,460	2,311	2,839	2,674	2,644	2,946	2,935	3,489	3,755	4,088	8.9%
Business	744	592	593	475	485	537	490	713	883	1,162	31.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	306	410	426	696	63.4%
Total	10,382	10,727	10,531	12,157	10,741	11,382	11,292	11,950	12,901	15,274	18.4%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	865	943	881	988	979	1,044	1,017	1,144	1,257	1,210	-3.8%
Sydney	1,222	1,399	1,368	1,350	1,357	1,417	1,572	1,723	1,854	2,213	19.4%
Total Intrastate	2,087	2,342	2,249	2,338	2,336	2,461	2,588	2,867	3,110	3,423	10.1%
Victoria	281	272	257	351	296	322	308	325	295	450	52.5%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	132	-
ACT	295	326	433	428	468	407	480	509	555	481	-13.3%
Other Interstate	51	55	53	53	n/p	67	96	70	67	n/p	-
Total Interstate	725	724	809	927	915	929	1,010	993	1,032	1,140	10.4%
Grand Total	2,812	3,066	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	10.1%

Travel to South Coast Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
15-29	689	599	742	665	771	687	801	909	886	975	10.1%	
30-39	524	595	490	627	500	543	590	645	767	756	-1.4%	
40-49	474	596	559	606	610	624	688	687	705	731	3.7%	
50-59	554	564	574	581	663	665	631	713	748	779	4.1%	
60-69	359	482	458	548	493	567	590	552	631	827	31.1%	
70+	211	230	235	238	213	305	299	355	406	494	21.7%	
Total	2,812	3,066	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	10.1%	

Travel Party

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Travelling alone	418	494	550	389	549	653	584	805	747	1,042	39.5%	
Adult couple	815	886	914	960	933	995	1,160	1,145	1,306	1,365	4.6%	
Family group - parents and children	948	943	873	1,002	914	838	814	800	856	854	-0.2%	
Friends or relatives travelling together with(out) children	517	625	626	828	769	812	954	978	1,049	1,114	6.2%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	144	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	2,812	3,066	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	10.1%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Eat out / dine at a restaurant and/or cafe	1,494	1,641	1,576	1,800	1,795	1,908	2,175	2,406	2,603	2,959	13.7%	
Go to the beach	1,350	1,375	1,501	1,633	1,702	1,711	1,901	2,000	2,095	2,488	18.8%	
Visit friends & relatives	1,212	1,317	1,366	1,436	1,495	1,441	1,534	1,678	1,877	1,852	-1.3%	
Sightseeing/looking around	899	976	842	968	949	876	940	1,107	1,399	1,404	0.4%	
Pubs, clubs, discos etc	507	622	707	708	721	852	748	789	883	1,179	33.6%	

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Friends or relatives property	3,471	3,265	3,655	3,764	3,311	4,068	3,435	4,098	4,607	4,469	-3.0%	
Caravan park or commercial camping ground	2,365	2,233	2,163	3,270	2,720	2,491	2,677	2,095	2,252	2,719	20.7%	
Own property	923	1,156	900	1,143	1,026	1,052	993	907	950	2,137	124.8%	

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Private vehicle or company car	2,518	2,807	2,834	3,003	2,952	3,037	3,304	3,525	3,786	4,123	8.9%	
Aircraft	n/p	81	n/p	98	n/p	146	120	141	n/p	165	-	
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	113	116	102	113	116	130	147	180	194	185	-4.7%
Nights (000)	1,909	1,955	1,676	1,955	1,773	2,771	2,220	2,482	2,647	2,582	-2.5%
Average Length of Stay	16.9	16.9	16.4	17.2	15.3	21.3	15.2	13.8	13.7	14.0	2.3%
Expenditure (\$ million)*	145	153	120	149	120	235	212	242	269	265	-1.4%
Spend per visitor per night (\$)	76	78	71	76	68	85	96	98	102	103	1.1%

Purpose of Visit

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Holiday	65	67	60	71	70	77	89	118	125	119	-5.4%	
Visiting Friends & Relatives	35	35	27	30	35	41	39	45	56	48	-14.1%	
Business	n/p	n/p	9	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Education	7	8	5	5	5	8	9	8	7	9	22.5%	
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	113	116	102	113	116	130	147	180	194	185	-4.7%	

Travel to South Coast Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	350	319	342	478	523	462	361	503	607	652	7.4%
Visiting Friends & Relatives	455	555	425	577	437	764	575	625	942	644	-31.6%
Business	n/p	n/p	83	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	934	927	638	662	571	1,050	894	1,036	860	1,051	22.2%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,909	1,955	1,676	1,955	1,773	2,771	2,220	2,482	2,647	2,582	-2.5%

Top 3 Int'l source markets to South Coast

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
United Kingdom	26	27	19	20	17	23	24	30	30	26	-12.8%
United States of America	12	13	11	14	13	14	17	20	21	23	8.9%
New Zealand	14	12	12	13	13	n/p	16	10	15	19	27.0%

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	36	45	34	38	41	43	51	55	58	61	5.1%
30-39	19	16	17	15	13	18	23	24	26	27	5.5%
40-49	16	18	16	16	19	15	13	28	24	20	-15.3%
50-59	16	17	13	17	17	20	25	34	33	37	10.7%
60-69	22	17	18	19	19	25	24	29	35	26	-26.5%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	18	14	-23.3%
Total	113	116	102	113	116	130	147	180	194	185	-4.7%

Travel Party

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Travelling alone	63	62	50	57	59	69	75	94	94	89	-5.5%
Adult couple	31	30	31	34	32	38	37	46	51	48	-5.5%
Family group - parent(s) and children	n/p	11	10	11	12	11	16	19	18	27	47.1%
Friends and/ or relatives travelling together	10	11	8	10	12	11	15	18	28	15	-46.2%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	113	116	102	113	116	130	147	180	194	185	-4.7%

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	101	102	92	101	105	121	138	170	183	171	-6.3%
Go to the beach	95	98	82	94	97	112	123	157	172	157	-8.7%
Sightseeing/looking around	91	92	82	91	92	108	117	144	160	149	-6.6%
Go shopping for pleasure	86	84	76	85	92	103	119	136	147	142	-3.8%
Visit national parks / state parks	71	63	65	74	73	86	97	127	128	125	-2.5%

First or Return Visitor to Australia

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
First visit	46	51	47	49	57	60	65	76	86	79	-8.2%
Return visit	67	64	55	64	59	70	81	104	108	106	-1.9%
Total	113	116	102	113	116	130	147	180	194	185	-4.7%

Top 3 types of Accommodation (sorted by the latest year)

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Rented house/apartment/flat or unit	849	808	704	758	571	1,110	897	999	961	982	2.1%
Friends or relatives property	546	675	553	679	536	982	658	727	866	746	-13.9%
Education institution (University/school dormitory or college)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	46	52	46	46	51	57	54	70	76	67	-12.0%
Rental car	33	28	24	30	30	32	37	40	52	55	6.1%
Aircraft	12	8	8	10	10	9	13	14	14	15	2.5%

Travel to South Coast Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	5,099	5,480	5,852	5,848	6,301	6,735	6,915	6,085	6,743	8,046	19.3%
Expenditure (\$ million)*	\$399	\$474	\$493	\$502	\$593	\$626	\$696	\$537	\$608	\$800	31.7%
Spend per visitor (\$)	\$78	\$87	\$84	\$86	\$94	\$93	\$101	\$88	\$90	\$99	10.4%

Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	2,794	2,953	2,735	3,040	3,710	3,945	4,083	3,505	3,789	4,487	18.4%
Visiting Friends & Relatives	1,442	1,607	1,928	1,820	1,589	1,768	1,747	1,682	1,919	2,119	10.4%
Business	482	n/p	n/p	n/p	n/p	n/p	493	n/p	n/p	779	-
Other	381	537	663	549	565	557	593	547	537	661	23.0%
Total	5,099	5,480	5,852	5,848	6,301	6,735	6,915	6,085	6,743	8,046	19.3%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Sydney	3,027	2,884	2,853	3,133	3,851	4,085	3,658	3,473	3,604	4,779	32.6%
Regional NSW	1,853	2,420	2,771	2,585	2,179	2,389	3,026	2,413	2,828	2,945	4.1%
Total Intra-state	4,880	5,304	5,624	5,718	6,030	6,474	6,684	5,886	6,432	7,723	20.1%
Total Inter-state	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	5,099	5,480	5,852	5,848	6,301	6,735	6,915	6,085	6,743	8,046	19.3%

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	977	1,114	1,188	1,204	1,386	1,782	1,758	1,536	1,332	1,985	49.0%
30-39	999	876	903	1,056	1,120	1,323	1,132	n/p	1,133	1,548	36.6%
40-49	928	1,001	993	1,134	999	1,032	952	954	1,180	1,175	-0.4%
50-59	1,110	1,049	1,022	981	1,219	1,131	1,284	1,112	997	1,045	4.9%
60-69	631	853	1,094	849	900	906	1,167	1,066	1,249	1,435	14.9%
70+	455	587	652	623	677	562	624	688	852	858	0.6%
Total	5,099	5,480	5,852	5,848	6,301	6,735	6,915	6,085	6,743	8,046	19.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	2,283	2,523	2,532	2,779	2,892	3,600	3,627	3,332	3,480	4,175	20.0%
Go to the beach	1,179	1,325	981	1,210	1,780	2,046	1,928	1,657	1,833	2,733	49.1%
Visit friends & relatives	1,710	1,836	2,175	2,099	2,131	2,021	2,037	1,827	2,228	2,426	8.9%
Sightseeing/looking around	1,151	1,117	698	1,010	1,264	1,466	1,518	1,111	1,267	1,747	37.9%
Go shopping for pleasure	687	1,049	935	1,059	1,113	1,080	1,263	1,076	892	948	6.3%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	4,889	5,209	5,568	5,501	6,012	6,441	6,558	5,736	6,427	7,569	17.8%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable

South Coast includes: Illawarra, Batemans Bay, Berry, Moruya, Narooma and Nowra.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.