

# Travel to Southern NSW Destination Network

## 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
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	4,458	4,984	5,004	5,137	4,895	5,010	5,393	5,559	6,181	7,027	13.7%
Nights ('000)	8,128	8,973	8,224	10,182	8,924	9,520	8,991	10,212	10,460	11,348	8.5%
Expenditure (\$ million)*	\$1,403	\$1,380	\$1,464	\$1,736	\$1,606	\$1,491	\$1,627	\$1,993	\$1,962	\$2,138	9.0%

### Overnight - Int'l & domestic

Visitors ('000)	2,119	2,256	2,296	2,555	2,347	2,567	2,561	2,877	3,097	3,271	5.6%
Nights ('000)	8,128	8,973	8,224	10,182	8,924	9,520	8,991	10,212	10,460	11,348	8.5%
Expenditure (\$ million)*	\$1,185	\$1,092	\$1,205	\$1,425	\$1,327	\$1,270	\$1,348	\$1,638	\$1,665	\$1,758	5.6%

### Domestic - overnight & daytrip

Visitors ('000)	4,387	4,914	4,945	5,071	4,834	4,940	5,312	5,468	6,084	6,923	13.8%
Nights ('000)	7,486	8,324	7,560	9,486	8,011	8,576	8,188	9,229	9,617	10,370	7.8%
Expenditure (\$ million)*	\$1,363	\$1,339	\$1,435	\$1,700	\$1,563	\$1,451	\$1,583	\$1,924	\$1,913	\$2,086	9.0%

### 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)	2,048	2,186	2,236	2,489	2,285	2,497	2,480	2,786	3,000	3,167	5.6%
Nights (000)	7,486	8,324	7,560	9,486	8,011	8,576	8,188	9,229	9,617	10,370	7.8%
Average Length of Stay	3.7	3.8	3.4	3.8	3.5	3.4	3.3	3.3	3.2	3.3	2.1%
Expenditure (\$ million)*	\$1,145	\$1,051	\$1,177	\$1,389	\$1,284	\$1,230	\$1,304	\$1,570	\$1,616	\$1,706	5.6%
Spend per visitor per night (\$)	\$153	\$126	\$156	\$146	\$160	\$143	\$159	\$170	\$168	\$164	-2.1%
Intrastate visitors (000)	1,418	1,443	1,342	1,553	1,377	1,514	1,512	1,823	1,944	1,987	2.2%
Interstate visitors (000)	630	743	894	936	908	983	968	963	1,056	1,180	11.7%
Intrastate nights (000)	4,600	5,353	4,247	5,495	4,539	4,968	4,603	5,679	5,764	5,505	-4.5%
Interstate nights (000)	2,886	2,970	3,314	3,991	3,472	3,608	3,585	3,550	3,853	4,865	26.3%
Intrastate expenditure (\$million)	\$730	\$661	\$742	\$864	\$826	\$768	\$835	\$1,086	\$1,067	\$1,067	0.0%
Interstate expenditure (\$ million)	\$415	\$390	\$435	\$525	\$459	\$462	\$470	\$484	\$549	\$639	16.3%

#### 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	1,298	1,404	1,385	1,478	1,385	1,509	1,500	1,656	1,798	1,724	-4.1%
Visiting Friends & Relatives	511	563	584	632	548	601	614	747	773	804	4.0%
Business	159	162	211	244	223	244	216	264	313	487	55.6%
Other	111	n/p	n/p	143	134	163	172	147	139	175	25.6%
Total	2,048	2,186	2,236	2,489	2,285	2,497	2,480	2,786	3,000	3,167	5.6%

  

	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	5,373	6,243	5,257	6,093	5,512	5,782	5,519	6,056	6,470	6,358	-1.7%
Visiting Friends & Relatives	1,503	1,597	1,639	1,907	1,561	1,790	1,783	2,210	2,062	2,215	7.4%
Business	370	316	518	868	618	685	500	673	808	1,460	80.8%
Other	241	n/p	n/p	618	320	319	387	289	277	337	21.5%
Total	7,486	8,324	7,560	9,486	8,011	8,576	8,188	9,229	9,617	10,370	7.8%

#### 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	683	744	684	801	799	825	779	895	1,018	1,001	-1.7%
Sydney	735	699	659	752	579	690	733	928	926	987	6.5%
<b>Total Intrastate</b>	1,418	1,443	1,342	1,553	1,377	1,514	1,512	1,823	1,944	1,987	2.2%
Victoria	296	283	357	379	307	338	315	372	345	467	35.3%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	132	-
ACT	234	338	394	410	445	510	460	465	537	494	8.0%
Other Interstate	n/p	48	50	68	n/p	n/p	n/p	n/p	62	n/p	-
<b>Total Interstate</b>	630	743	894	936	908	983	968	963	1,056	1,180	11.7%
<b>Grand Total</b>	2,048	2,186	2,236	2,489	2,285	2,497	2,480	2,786	3,000	3,167	5.6%

# Travel to Southern NSW Destination Network

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)										
	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
15-29	467	470	603	552	480	526	534	641	678	660	-2.7%
30-39	346	359	334	443	299	414	378	451	513	473	-7.8%
40-49	348	383	401	421	459	460	525	468	485	527	8.6%
50-59	396	396	393	437	486	449	412	522	527	536	1.8%
60-69	291	398	327	449	378	427	416	478	483	547	13.2%
70+	199	180	179	186	183	222	215	225	314	424	35.3%
Total	2,048	2,186	2,236	2,489	2,285	2,497	2,480	2,786	3,000	3,167	5.6%

### Travel Party

	Visitors (000)										
	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
Travelling alone	284	321	334	353	437	481	442	446	663	854	28.7%
Adult couple	612	648	601	732	600	717	698	831	886	804	-9.3%
Family group - parents and children	643	617	664	639	600	583	579	630	555	537	-3.3%
Friends or relatives travelling together with(out) children	394	518	510	649	552	597	657	747	789	805	2.0%
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	139	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,048	2,186	2,236	2,489	2,285	2,497	2,480	2,786	3,000	3,167	5.6%

### Top 10 Activities (sorted by the latest year)

	Visitors (000)										
	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
Eat out / dine at a restaurant and/or cafe	1,055	1,059	1,133	1,247	1,237	1,449	1,441	1,639	1,795	1,820	1.4%
Visit friends & relatives	742	806	780	956	840	905	875	975	1,026	1,016	-1.0%
Sightseeing/looking around	657	609	573	706	640	644	618	712	919	814	-11.4%
Go to the beach	493	520	563	622	650	660	680	680	785	786	0.0%
Pubs, clubs, discos etc	357	427	499	631	543	594	531	583	699	719	2.9%
Visit national parks / state parks	248	270	336	430	420	422	451	539	558	590	5.8%
Bushwalking / rainforest walks	326	326	355	431	402	396	405	539	518	520	0.4%
Go shopping for pleasure	462	420	426	616	420	475	425	479	438	404	-7.7%
Snow skiing	180	186	211	216	236	266	268	314	288	280	-2.8%
Fishing	281	257	274	368	253	276	302	281	309	231	-25.2%

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

	Nights (000)										
	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
Friends or relatives property	1,986	2,084	2,164	2,410	2,130	2,551	2,138	2,609	2,776	2,568	-7.5%
Caravan park or commercial camping ground	1,451	1,757	1,199	2,285	1,767	1,676	1,553	1,344	1,445	1,778	23.1%
Standard hotel/motor inn (below 4 star)	1,055	948	1,072	1,032	1,051	1,043	1,010	1,419	1,330	1,432	7.7%

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

	Visitors (000)										
	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
Private vehicle or company car	1,857	2,007	2,005	2,290	2,070	2,292	2,269	2,558	2,796	2,910	4.1%
Aircraft	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	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)	71	70	59	67	62	70	80	91	97	104	6.6%
Nights (000)	642	649	664	696	912	944	803	983	844	979	16.0%
Average Length of Stay	9.0	9.3	11.2	10.5	14.8	13.5	10.0	10.8	8.7	9.4	8.8%
Expenditure (\$ million)*	\$40	\$41	\$29	\$36	\$42	\$40	\$44	\$69	\$49	\$52	5.6%
Spend per visitor per night (\$)	\$62	\$63	\$43	\$52	\$47	\$43	\$55	\$70	\$59	\$53	-8.9%

### Purpose of Visit

	Visitors (000)										
	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
Holiday	55	55	44	53	46	48	61	68	70	81	14.7%
Visiting Friends & Relatives	11	12	11	11	11	16	14	17	19	20	5.3%
Business	n/p	n/p	n/p	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	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	n/p	-
Total	71	70	59	67	62	70	80	91	97	104	6.6%



# Travel to Southern NSW Destination Network

## 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)	2,339	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	21.8%
Expenditure (\$ million)*	\$218	\$288	\$259	\$311	\$279	\$221	\$279	\$354	\$297	\$380	27.9%
Spend per visitor (\$)	\$93	\$106	\$95	\$121	\$110	\$91	\$98	\$132	\$96	\$101	5.0%

#### 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	1,384	1,669	1,204	1,250	1,440	1,302	1,692	1,377	1,672	1,969	17.8%
Visiting Friends & Relatives	540	567	770	715	600	603	526	684	897	926	3.2%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	506	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	383	n/p	n/p	-
Total	2,339	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	21.8%

#### 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,130	1,431	1,511	1,505	1,488	1,177	1,630	1,535	1,488	2,048	37.6%
Total Intrastrate	1,553	1,665	1,796	1,753	1,804	1,535	1,931	1,906	1,853	2,582	39.3%
Total Interstate	785	1,063	913	829	744	908	901	776	1,231	1,174	-4.6%
Total	2,339	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	21.8%

#### 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	773	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	593	-
40-49	453	548	n/p	n/p	n/p	539	522	n/p	n/p	496	-
50-59	501	559	399	378	568	418	540	546	418	624	49.5%
60-69	403	429	548	474	399	418	538	507	602	791	31.4%
70+	n/p	n/p	305	309	n/p	n/p	346	461	499	479	-3.9%
Total	2,339	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	21.8%

#### Top 10 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	1,098	1,130	1,028	1,119	989	1,063	1,427	1,388	1,396	1,846	32.2%
Visit friends & relatives	697	822	936	768	772	678	676	774	1,070	1,041	-2.7%
Sightseeing/looking around	473	n/p	n/p	448	n/p	n/p	458	n/p	471	720	52.7%
Go shopping for pleasure	448	490	426	570	678	473	467	563	590	524	-11.1%
Go to the beach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Visit national parks / state parks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Exercise, gym or swimming	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Picnics or BBQs	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	2,282	2,670	2,631	2,574	2,431	2,400	2,716	2,641	3,066	3,643	18.8%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Railway	n/p	n/p	n/p	-	n/p	-	n/p	n/p	-	n/p	-

n/p = not publishable

\*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.