

Travel to South Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	8,071	8,907	9,039	9,296	9,743	10,642	9,906	10,923	11,345	12,441	9.7%
Nights ('000)	12,327	12,423	12,685	13,308	13,044	14,030	13,642	14,764	15,722	16,929	7.7%
Expenditure (\$ million)*	\$1,862	\$1,965	\$1,989	\$2,069	\$2,265	\$2,313	\$2,547	\$2,649	\$2,893	\$3,020	4.4%

Overnight - Int'l & domestic

Visitors ('000)	2,970	3,153	3,194	3,363	3,442	3,631	3,747	4,125	4,404	4,528	2.8%
Nights ('000)	12,327	12,423	12,685	13,308	13,044	14,030	13,642	14,764	15,722	16,929	7.7%
Expenditure (\$ million)*	\$1,442	\$1,481	\$1,479	\$1,560	\$1,659	\$1,669	\$1,925	\$2,050	\$2,250	\$2,230	-0.9%

Domestic - overnight & daytrip

Visitors ('000)	7,948	8,801	8,938	9,182	9,624	10,505	9,743	10,739	11,150	12,288	10.2%
Nights ('000)	10,297	10,721	11,011	11,284	11,148	11,428	11,007	12,377	13,102	14,582	11.3%
Expenditure (\$ million)*	\$1,710	\$1,827	\$1,873	\$1,918	\$2,118	\$2,091	\$2,299	\$2,407	\$2,627	\$2,796	6.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	2,847	3,046	3,092	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3.9%
Nights (000)	10,297	10,721	11,011	11,284	11,148	11,428	11,007	12,377	13,102	14,582	11.3%
Average Length of Stay	3.6	3.5	3.6	3.5	3.4	3.3	3.1	3.1	3.1	3.3	7.1%
Expenditure (\$ million)*	1,291	1,344	1,362	1,409	1,513	1,447	1,676	1,809	1,984	2,006	1.1%
Spend per visitor per night (\$)	125	125	124	125	136	127	152	146	151	138	-9.1%
Intrastate visitors (000)	2,139	2,325	2,229	2,312	2,442	2,473	2,658	2,882	3,162	3,347	5.8%
Interstate visitors (000)	708	721	864	936	881	1,022	926	1,058	1,047	1,028	-1.9%
Intrastate nights (000)	7,235	7,704	7,229	7,013	7,710	7,281	7,544	8,224	8,994	9,853	9.5%
Interstate nights (000)	3,062	3,017	3,782	4,271	3,437	4,147	3,463	4,153	4,108	4,730	15.1%
Intrastate expenditure (\$million)	\$895	\$965	\$940	\$971	\$1,063	\$999	\$1,192	\$1,265	\$1,370	\$1,432	4.6%
Interstate expenditure (\$ million)	\$395	\$379	\$422	\$437	\$450	\$448	\$484	\$544	\$614	\$574	-6.5%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	1,708	1,726	1,924	1,928	2,025	2,116	2,059	2,243	2,192	2,230	1.7%
Visiting Friends & Relatives	791	1,011	925	1,002	1,033	1,029	1,196	1,261	1,533	1,457	-5.0%
Business	270	255	210	208	181	180	194	286	367	485	32.3%
Other	n/p	n/p	n/p	n/p	n/p	181	157	168	151	245	62.1%
Total	2,847	3,046	3,092	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3.9%

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	7,025	7,247	7,775	7,416	7,664	7,823	7,044	7,791	7,721	8,114	5.1%
Visiting Friends & Relatives	2,266	2,651	2,646	2,807	2,725	2,702	3,172	3,342	3,975	4,226	6.3%
Business	768	629	474	546	475	519	508	778	1,018	1,406	38.1%
Other	n/p	n/p	n/p	n/p	n/p	384	282	466	388	836	115.8%
Total	10,297	10,721	11,011	11,284	11,148	11,428	11,007	12,377	13,102	14,582	11.3%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Regional NSW	863	943	882	980	1,037	1,035	1,025	1,155	1,186	1,301	9.7%
Sydney	1,276	1,382	1,346	1,331	1,405	1,438	1,633	1,728	1,976	2,046	3.5%
Total Intrastate	2,139	2,325	2,229	2,312	2,442	2,473	2,658	2,882	3,162	3,347	5.8%
Victoria	270	268	266	377	272	326	304	328	346	369	6.6%
Queensland	n/p	n/p	n/p	n/p	n/p	142	n/p	n/p	n/p	145	-
ACT	289	330	481	398	448	495	419	573	510	440	-13.7%
Other Interstate	45	61	47	68	n/p	n/p	101	67	n/p	n/p	-
Total Interstate	708	721	864	936	881	1,022	926	1,058	1,047	1,028	-1.9%
Grand Total	2,847	3,046	3,092	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3.9%

Travel to South Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	638	655	687	728	693	723	837	968	858	959	11.7%
30-39	482	592	507	624	494	574	585	687	696	779	12.0%
40-49	512	571	562	601	646	659	644	667	716	695	-3.0%
50-59	597	521	613	583	638	693	672	667	804	671	-16.5%
60-69	386	469	496	500	568	589	534	574	686	812	18.4%
70+	233	238	228	212	284	257	312	377	449	459	2.2%
Total	2,847	3,046	3,092	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3.9%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	451	520	503	440	546	648	606	775	825	1,139	38.1%
Adult couple	805	928	917	963	959	1,022	1,196	1,102	1,354	1,300	-4.0%
Family group - parents and children	905	880	949	908	933	851	760	811	834	808	-3.2%
Friends or relatives travelling together with(out) children	577	596	641	837	792	900	920	1,101	1,011	937	-7.4%
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	150	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,847	3,046	3,092	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3.9%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	1,530	1,619	1,609	1,769	1,923	1,924	2,209	2,457	2,694	2,776	3.0%
Go to the beach	1,342	1,333	1,524	1,679	1,715	1,832	1,847	2,086	2,131	2,242	5.2%
Visit friends & relatives	1,152	1,446	1,321	1,445	1,480	1,454	1,554	1,672	1,931	1,839	-4.8%
Sightseeing/looking around	904	886	878	948	993	898	980	1,130	1,433	1,246	-13.1%
Pubs, clubs, discos etc	490	692	706	718	734	818	746	843	948	1,136	19.8%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Friends or relatives property	3,298	3,353	3,845	3,434	3,654	3,693	3,467	4,440	4,135	4,998	20.9%
Caravan park or commercial camping ground	2,200	2,203	2,609	3,139	2,591	2,570	2,189	2,176	2,476	2,328	-6.0%
Own property	1,044	967	941	1,183	849	1,242	807	928	1,125	1,974	75.4%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	2,554	2,774	2,912	2,935	2,997	3,203	3,263	3,602	3,832	3,924	2.4%
Aircraft	n/p	78	n/p	108	98	138	128	n/p	122	166	35.4%
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 Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	123	106	101	115	119	136	163	184	195	153	-21.6%
Nights (000)	2,030	1,702	1,674	2,023	1,897	2,602	2,635	2,387	2,621	2,347	-10.5%
Average Length of Stay	16.5	16.0	16.5	17.6	16.0	19.1	16.2	12.9	13.4	15.4	14.2%
Expenditure (\$ million)*	151	137	117	151	147	221	248	242	266	224	-15.8%
Spend per visitor per night (\$)	74	81	70	75	77	85	94	101	102	95	-6.0%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	73	61	62	69	72	83	105	121	125	91	-26.9%
Visiting Friends & Relatives	35	34	27	32	37	40	42	48	54	46	-14.9%
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	7	4	6	5	9	9	7	8	8	6.2%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	123	106	101	115	119	136	163	184	195	153	-21.6%

Travel to South Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	394	288	384	510	444	489	413	544	656	491	-25.1%
Visiting Friends & Relatives	493	522	444	573	509	691	596	751	823	732	-11.1%
Business	n/p	n/p	72	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	962	743	587	695	696	851	1,269	783	910	928	1.9%
Other ^A	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,030	1,702	1,674	2,023	1,897	2,602	2,635	2,387	2,621	2,347	-10.5%

Top 3 Int'l source markets to South Coast

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
United Kingdom	27	23	20	16	21	23	27	31	28	24	-13.4%
United States of America	14	14	10	14	13	17	17	23	20	20	-0.5%
New Zealand	13	13	11	14	12	11	14	11	18	16	-11.7%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	41	38	35	38	42	46	54	56	59	50	-15.3%
30-39	18	16	16	16	14	20	24	25	28	21	-23.8%
40-49	17	15	16	19	17	14	18	24	26	17	-36.5%
50-59	18	16	12	16	17	22	27	34	36	30	-15.4%
60-69	22	16	17	18	22	23	29	31	31	23	-27.5%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	15	14	n/p	-
Total	123	106	101	115	119	136	163	184	195	153	-21.6%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	66	57	47	61	60	72	82	98	92	79	-14.0%
Adult couple	33	30	32	30	36	40	40	50	49	38	-22.3%
Family group - parent(s) and children	10	9	10	12	10	14	21	14	25	20	-22.8%
Friends and/ or relatives travelling together	12	8	10	10	11	10	18	20	25	11	-55.5%
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	n/p	-
Total	123	106	101	115	119	136	163	184	195	153	-21.6%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	109	94	91	102	110	128	155	172	183	142	-22.4%
Go to the beach	104	89	83	95	102	116	138	162	171	128	-25.6%
Sightseeing/looking around	99	84	80	91	99	110	133	147	161	121	-25.1%
Go shopping for pleasure	89	81	75	86	96	108	130	137	150	115	-23.4%
Visit national parks / state parks	72	63	64	72	78	91	112	125	131	99	-24.6%

First or Return Visitor to Australia

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
First visit	51	48	46	51	58	62	73	76	86	62	-27.4%
Return visit	72	58	55	63	61	74	90	108	109	90	-17.0%
Total	123	106	101	115	119	136	163	184	195	153	-21.6%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Rented house/apartment/flat or unit	890	614	691	779	638	1,017	1,195	882	947	873	-7.8%
Friends or relatives property	597	644	598	606	634	928	662	819	776	751	-3.2%
Commercial boat/houseboat/cabin cruiser or cruise ship	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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	50	51	43	48	53	58	57	74	74	57	-23.3%
Rental car	35	25	23	30	33	31	41	43	56	42	-24.7%
Aircraft	12	7	9	11	10	9	14	15	15	12	-21.3%

Travel to South Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	5,100	5,755	5,846	5,934	6,301	7,010	6,159	6,798	6,941	7,913	14.0%
Expenditure (\$ million)*	\$420	\$483	\$510	\$509	\$605	\$644	\$622	\$598	\$644	\$790	22.8%
Spend per visitor (\$)	\$82	\$84	\$87	\$86	\$96	\$92	\$101	\$88	\$93	\$100	7.7%

Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	2,798	2,992	2,870	3,280	3,535	4,153	3,550	3,917	3,900	4,380	12.3%
Visiting Friends & Relatives	1,513	1,702	1,829	1,757	1,666	1,804	1,631	1,952	1,785	2,129	19.3%
Business	n/p	458	n/p	n/p	510	n/p	n/p	n/p	685	651	-5.0%
Other	428	603	644	507	591	609	540	549	572	754	31.9%
Total	5,100	5,755	5,846	5,934	6,301	7,010	6,159	6,798	6,941	7,913	14.0%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Sydney	3,052	2,838	3,098	3,251	4,012	3,836	3,386	3,813	3,665	4,769	30.1%
Regional NSW	1,867	2,685	2,594	2,476	2,078	2,890	2,590	2,719	2,939	2,833	-3.6%
Total Intrastate	4,919	5,524	5,691	5,727	6,091	6,726	5,977	6,532	6,604	7,602	15.1%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	5,100	5,755	5,846	5,934	6,301	7,010	6,159	6,798	6,941	7,913	14.0%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	1,043	1,231	1,110	1,275	1,417	1,864	1,566	1,673	1,473	1,846	25.3%
30-39	839	1,007	774	1,090	1,339	1,223	923	896	1,202	1,525	26.9%
40-49	1,001	1,044	996	1,139	917	1,014	913	1,137	1,097	1,246	13.6%
50-59	1,092	941	1,212	1,000	1,014	1,301	1,141	1,123	1,081	1,000	-7.5%
60-69	633	917	1,095	809	921	1,064	1,021	1,148	1,319	1,393	5.6%
70+	493	614	658	621	693	544	594	821	768	903	17.6%
Total	5,100	5,755	5,846	5,934	6,301	7,010	6,159	6,798	6,941	7,913	14.0%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	2,320	2,498	2,626	2,856	2,918	3,857	3,130	3,667	3,682	3,995	8.5%
Go to the beach	1,314	1,086	1,199	1,382	1,788	2,046	1,756	1,907	2,035	2,454	20.6%
Visit friends & relatives	1,705	2,050	1,954	2,223	2,090	2,090	1,820	2,146	2,158	2,383	10.4%
Sightseeing/looking around	1,079	971	776	1,140	1,272	1,554	1,292	1,230	1,419	1,725	21.6%
Go shopping for pleasure	674	1,123	895	1,072	1,158	1,094	1,141	1,082	926	986	6.5%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	4,911	5,467	5,589	5,517	6,052	6,696	5,793	6,480	6,611	7,474	13.0%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	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.