

Travel to Southern NSW Destination Network

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 Mar 20 vs. YE Mar 19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,593	5,131	4,887	5,052	5,033	5,238	5,064	5,806	6,417	6,657	3.7%
Nights ('000)	7,917	8,736	9,261	9,524	8,802	9,874	8,962	10,538	9,808	11,221	14.4%
Expenditure (\$ million)*	\$1,353	\$1,456	\$1,513	\$1,653	\$1,644	\$1,493	\$1,627	\$2,106	\$1,979	\$2,035	2.8%
Overnight - Int'l & domestic											
Visitors ('000)	2,145	2,176	2,457	2,499	2,371	2,616	2,577	3,019	2,962	3,094	4.5%
Nights ('000)	7,917	8,736	9,261	9,524	8,802	9,874	8,962	10,538	9,808	11,221	14.4%
Expenditure (\$ million)*	\$1,127	\$1,128	\$1,288	\$1,349	\$1,365	\$1,250	\$1,377	\$1,735	\$1,653	\$1,644	-0.5%
Domestic - overnight & daytrip											
Visitors ('000)	4,520	5,069	4,828	4,985	4,971	5,160	4,979	5,712	6,319	6,571	4.0%
Nights ('000)	7,343	7,996	8,616	8,863	7,842	8,934	8,103	9,612	8,871	10,351	16.7%
Expenditure (\$ million)*	\$1,318	\$1,416	\$1,485	\$1,616	\$1,600	\$1,451	\$1,581	\$2,035	\$1,928	\$1,988	3.1%

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 Mar 20 vs. YE Mar 19
Visitors (000)	2,071	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	5.0%
Nights (000)	7,343	7,996	8,616	8,863	7,842	8,934	8,103	9,612	8,871	10,351	16.7%
Average Length of Stay (nights)	4	4	4	4	3	4	3	3	3	3	11.1%
Expenditure (\$ million)*	\$1,092	\$1,087	\$1,260	\$1,311	\$1,320	\$1,207	\$1,331	\$1,665	\$1,602	\$1,597	-0.3%
Spend per night (\$)	\$149	\$136	\$146	\$148	\$168	\$135	\$164	\$173	\$181	\$154	-14.6%
Intrastate visitors (000)	1,389	1,393	1,408	1,497	1,463	1,501	1,561	1,887	1,854	1,922	3.7%
Interstate visitors (000)	682	721	990	935	847	1,038	931	1,038	1,010	1,087	7.5%
Intrastate nights (000)	4,583	5,156	4,714	4,980	4,749	4,998	4,938	5,528	5,407	5,598	3.5%
Interstate nights (000)	2,760	2,840	3,902	3,884	3,094	3,936	3,165	4,084	3,465	4,753	37.2%
Intrastate expenditure (\$ million)	\$707	\$702	\$763	\$833	\$847	\$757	\$867	\$1,128	\$1,027	\$1,027	0.0%
Interstate expenditure (\$ million)	\$385	\$386	\$497	\$478	\$473	\$450	\$464	\$537	\$574	\$569	-0.8%

Purpose of Visit

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	1,344	1,296	1,463	1,406	1,436	1,578	1,435	1,774	1,709	1,540	-9.9%
Visiting Friends & Relatives	515	575	615	665	503	592	683	735	741	770	3.9%
Business	149	180	249	232	219	215	234	313	303	518	70.7%
Other	n/p	85	n/p	137	157	177	160	137	132	212	60.6%
Total	2,071	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	5.0%

	Nights (000)										% change YE Mar 20 vs. YE Mar 19
	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	5,255	5,796	5,921	5,648	5,456	6,075	5,261	6,381	5,895	5,834	-1.0%
Visiting Friends & Relatives	1,495	1,655	1,872	1,755	1,472	1,880	1,886	2,257	1,927	2,142	11.2%
Business	374	357	673	841	578	602	615	702	797	1,894	137.5%
Other	n/p	187	n/p	620	336	377	342	272	252	481	90.7%
Total	7,343	7,996	8,616	8,863	7,842	8,934	8,103	9,612	8,871	10,351	16.7%

Origin

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	694	714	676	726	579	695	776	965	891	927	4.0%
Regional NSW	695	679	732	771	884	806	785	922	962	995	3.4%
Total Intrastate	1,389	1,393	1,408	1,497	1,463	1,501	1,561	1,887	1,854	1,922	3.7%
Victoria	278	306	359	386	298	334	326	360	392	400	2.2%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	284	304	461	385	427	556	426	538	448	483	8.0%
Other Interstate	n/p	46	66	62	n/p	n/p	n/p	n/p	54	n/p	-
Total Interstate	682	721	990	935	847	1,038	931	1,038	1,010	1,087	7.5%
Grand Total	2,071	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	5.0%

Age

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	462	446	637	534	463	530	554	637	661	645	-2.5%
30-39	329	366	348	405	338	441	370	500	437	476	8.8%
40-49	363	380	430	452	417	487	483	531	442	478	8.1%
50-59	409	377	420	436	457	451	459	516	509	510	0.3%
60-69	316	354	374	438	393	459	412	485	482	500	3.7%
70+	192	191	189	167	242	171	214	256	332	400	20.3%
Total	2,071	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	5.0%

Travel to Southern NSW Destination Network

Year ended March 2020

Source: National and International Visitor Surveys, TRA.



Travel Party

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	271	319	356	407	387	481	447	508	687	829	20.7%
Adult couple	608	662	622	682	693	678	722	862	828	773	-6.6%
Family group - parents and children	620	584	677	657	584	584	575	634	497	499	0.3%
Friends or relatives travelling together	457	462	604	579	551	678	636	800	725	732	1.0%
Business associates travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	146	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,071	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	5.0%

Top 10 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	1,050	1,066	1,206	1,199	1,315	1,468	1,429	1,761	1,718	1,658	-3.5%
Visit friends & relatives	701	799	888	947	779	919	929	972	981	959	-2.2%
Sightseeing/looking around	663	540	611	688	664	660	626	723	902	735	-18.6%
Pubs, clubs, discos etc	346	449	589	579	532	578	552	650	640	700	9.4%
Go to the beach	506	482	617	634	652	707	640	742	708	689	-2.5%
Visit national parks / state parks	263	273	390	381	439	434	468	522	578	485	-16.0%
Bushwalking / rainforest walks	347	306	410	399	398	423	442	534	462	463	0.3%
Go shopping for pleasure	429	417	473	559	423	472	448	453	455	343	-24.7%
Snow skiing	180	186	211	220	233	266	268	318	284	282	-0.5%
Fishing	221	256	343	320	271	289	277	306	238	220	-7.5%

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

	Nights (000)										% change YE Mar 20 vs. YE Mar 19
	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	1,995	2,033	2,586	2,147	2,000	2,585	2,305	2,843	2,317	2,703	16.7%
Hotel/resort/motel or motor Inn	1,426	1,552	1,597	1,621	1,598	1,519	1,903	1,838	1,953	2,253	15.3%
Caravan park or commercial camping ground	1,210	1,597	1,769	2,234	1,696	1,524	1,365	1,427	1,509	1,419	-5.9%

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

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	1,871	1,939	2,162	2,210	2,110	2,342	2,263	2,717	2,653	2,739	3.2%
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 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 Mar 20 vs. YE Mar 19
Visitors (000)	73	62	59	67	62	77	85	94	98	86	-11.8%
Nights (000)	574	740	645	661	959	940	859	926	937	869	-7.2%
Average Length of Stay (nights)	8	12	11	10	15	12	10	10	10	10	5.3%
Expenditure (\$ million)*	\$35	\$40	\$28	\$38	\$45	\$42	\$46	\$71	\$51	\$47	-8.3%
Spend per night (\$)	\$60	\$54	\$43	\$57	\$47	\$45	\$54	\$76	\$54	\$54	-1.2%

Purpose of Visit

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	58	47	45	52	46	55	66	68	72	65	-9.3%
Visiting Friends & Relatives	10	12	10	12	12	15	14	18	18	18	-4.0%
Business	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	-
Employment	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	73	62	59	67	62	77	85	94	98	86	-11.8%

Purpose of Visit

	Nights (000)										% change YE Mar 20 vs. YE Mar 19
	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	291	322	352	266	311	378	420	440	429	526	22.6%
Visiting Friends & Relatives	125	163	149	153	203	300	261	191	293	223	-23.8%
Business	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	-
Employment	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	574	740	645	661	959	940	859	926	937	869	-7.2%

Travel to Southern NSW Destination Network

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 Mar 20 vs. YE Mar 19
Visitors (000)	2,449	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	3.1%
Expenditure (\$ million)*	\$226	\$329	\$225	\$305	\$280	\$244	\$250	\$370	\$326	\$391	19.9%
Spend per visitor (\$)	\$92	\$111	\$93	\$119	\$105	\$93	\$100	\$133	\$94	\$110	16.3%

Reason of Trip

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	1,478	1,703	1,084	1,279	1,478	1,447	1,459	1,432	1,799	1,865	3.7%
Visiting Friends & Relatives	603	575	749	701	572	682	477	718	992	844	-14.9%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	472	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	402	n/p	n/p	-
Total	2,449	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	3.1%

Origin

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	506	-
Regional NSW	1,128	1,638	1,410	1,449	1,507	1,393	1,386	1,555	1,762	1,913	8.5%
Total Intrastate	1,546	1,882	1,689	1,720	1,859	1,688	1,689	1,935	2,181	2,418	10.9%
Total Interstate	903	1,073	741	833	802	934	798	852	1,274	1,144	-10.2%
Total	2,449	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	3.1%

Age

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	n/p	n/p	n/p	n/p	773	542	n/p	n/p	n/p	675	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	444	-
40-49	445	581	n/p	422	n/p	564	467	n/p	n/p	587	-
50-59	525	490	401	392	568	471	504	530	528	586	10.8%
60-69	388	527	481	410	487	423	519	513	659	802	21.6%
70+	n/p	n/p	371	n/p	n/p	347	334	468	497	470	-5.6%
Total	2,449	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	3.1%

Top 10 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar 20 vs. YE Mar 19
	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	1,031	1,271	934	1,080	1,011	1,260	1,218	1,436	1,517	1,853	22.1%
Visit friends & relatives	764	866	862	773	729	743	618	847	1,167	927	-20.6%
Sightseeing/looking around	443	418	n/p	n/p	n/p	n/p	395	n/p	637	609	-4.4%
Go shopping for pleasure	399	582	375	547	708	452	392	630	652	484	-25.7%
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	-
Other outdoor activities nfd	n/p	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 Mar 20 vs. YE Mar 19
	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	2,398	2,896	2,361	2,524	2,557	2,564	2,390	2,749	3,402	3,484	2.4%
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	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.