

Travel to South Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	8,298	9,196	9,252	9,064	9,855	10,712	9,853	11,057	12,061	10,714	-11.2%
Nights ('000)	12,643	12,565	12,662	13,361	13,494	13,542	14,183	14,682	16,500	14,548	-11.8%
Expenditure (\$ million)*	\$1,997	\$1,948	\$2,068	\$2,016	\$2,379	\$2,238	\$2,644	\$2,657	\$2,990	\$2,577	-13.8%

Overnight - Int'l & domestic

Visitors ('000)	3,105	3,194	3,135	3,436	3,440	3,646	3,922	4,138	4,643	3,805	-18.0%
Nights ('000)	12,643	12,565	12,662	13,361	13,494	13,542	14,183	14,682	16,500	14,548	-11.8%
Expenditure (\$ million)*	\$1,554	\$1,444	\$1,538	\$1,552	\$1,706	\$1,631	\$2,047	\$2,018	\$2,329	\$1,892	-18.8%

Domestic - overnight & daytrip

Visitors ('000)	8,175	9,092	9,146	8,952	9,729	10,578	9,678	10,873	11,868	10,595	-10.7%
Nights ('000)	10,638	10,727	11,127	11,236	11,395	11,218	11,449	12,369	13,903	12,554	-9.7%
Expenditure (\$ million)*	\$1,841	\$1,816	\$1,952	\$1,873	\$2,204	\$2,030	\$2,376	\$2,422	\$2,740	\$2,377	-13.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	2,982	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	-17.2%
Nights (000)	10,638	10,727	11,127	11,236	11,395	11,218	11,449	12,369	13,903	12,554	-9.7%
Average Length of Stay	3.6	3.5	3.7	3.4	3.4	3.2	3.1	3.1	3.1	3.4	9.0%
Expenditure (\$ million)*	1,398	1,312	1,422	1,408	1,531	1,423	1,780	1,784	2,079	1,692	-18.6%
Spend per visitor per night (\$)	131	122	128	125	134	127	155	144	150	135	-9.9%
Intrastate visitors (000)	2,241	2,344	2,166	2,355	2,420	2,544	2,758	2,928	3,371	2,828	-16.1%
Interstate visitors (000)	741	745	864	968	894	968	988	1,026	1,079	857	-20.5%
Intrastate nights (000)	7,488	7,680	7,008	7,207	7,728	7,265	7,873	8,332	9,607	8,568	-10.8%
Interstate nights (000)	3,150	3,046	4,118	4,029	3,667	3,953	3,575	4,037	4,296	3,986	-7.2%
Intrastate expenditure (\$million)	\$980	\$960	\$980	\$971	\$1,049	\$1,000	\$1,267	\$1,255	\$1,457	\$1,202	-17.5%
Interstate expenditure (\$ million)	\$418	\$353	\$442	\$437	\$482	\$423	\$512	\$529	\$622	\$490	-21.2%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	1,775	1,728	1,953	1,955	2,033	2,053	2,138	2,205	2,367	1,802	-23.9%
Visiting Friends & Relatives	864	1,016	896	1,027	1,022	1,107	1,227	1,306	1,557	1,267	-18.6%
Business	270	297	146	227	160	186	228	305	380	451	18.6%
Other	86	82	50	133	128	175	181	153	183	205	12.1%
Total	2,982	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	-17.2%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	7,377	7,033	8,136	7,282	7,824	7,499	7,237	7,716	8,150	6,771	-16.9%
Visiting Friends & Relatives	2,296	2,738	2,559	2,874	2,728	2,876	3,278	3,429	4,131	3,586	-13.2%
Business	757	790	289	575	461	513	595	771	1,089	1,445	32.7%
Other	208	165	143	504	382	330	339	453	533	753	41.2%
Total	10,638	10,727	11,127	11,236	11,395	11,218	11,449	12,369	13,903	12,554	-9.7%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Regional NSW	917	925	863	989	997	1,090	1,083	1,169	1,226	1,098	-10.5%
Sydney	1,325	1,419	1,303	1,366	1,423	1,454	1,675	1,759	2,144	1,730	-19.3%
Total Intrastate	2,241	2,344	2,166	2,355	2,420	2,544	2,758	2,928	3,371	2,828	-16.1%
Victoria	291	250	275	368	278	302	345	325	345	305	-11.4%
Queensland	n/p	n/p	74	111	109	137	106	82	131	116	-11.0%
ACT	315	364	466	426	439	461	446	553	531	384	-27.7%
Other Interstate	46	63	49	63	69	68	91	65	73	n/p	-
Total Interstate	741	745	864	968	894	968	988	1,026	1,079	857	-20.5%
Grand Total	2,982	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	-17.2%

Travel to South Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	706	658	630	770	670	779	840	958	951	816	-14.2%
30-39	526	591	523	601	476	590	636	680	737	676	-8.3%
40-49	521	602	571	605	646	644	689	608	810	555	-31.4%
50-59	591	546	588	632	624	659	706	707	752	605	-19.6%
60-69	418	455	502	497	595	583	563	562	764	651	-14.8%
70+	220	238	216	219	303	258	311	438	436	382	-12.3%
Total	2,982	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	-17.2%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	467	561	428	526	519	639	673	789	928	983	5.9%
Adult couple	885	862	925	999	985	966	1,270	1,184	1,347	1,122	-16.7%
Family group - parents and children	926	921	945	866	909	873	770	799	855	680	-20.4%
Friends or relatives travelling together with(out) children	601	603	665	828	819	951	925	1,036	1,118	742	-33.6%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	121	147	129	-11.8%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,982	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	-17.2%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	1,619	1,637	1,617	1,804	1,934	1,996	2,297	2,455	2,859	2,239	-21.7%
Go to the beach	1,361	1,347	1,600	1,679	1,706	1,827	1,994	2,017	2,344	1,843	-21.4%
Visit friends & relatives	1,257	1,427	1,303	1,478	1,498	1,411	1,662	1,700	1,969	1,545	-21.5%
Sightseeing/looking around	922	852	896	985	961	871	1,066	1,153	1,530	1,007	-34.2%
Pubs, clubs, discos etc	534	707	708	716	790	778	775	820	1,074	872	-18.7%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Friends or relatives property	3,381	3,273	3,805	3,528	3,759	3,549	3,768	4,400	4,434	4,258	-4.0%
Caravan park or commercial camping ground	2,119	2,325	2,802	2,799	2,785	2,485	2,299	2,154	2,545	1,969	-22.6%
Own property	1,058	1,055	915	1,161	866	1,208	850	909	1,273	1,906	49.7%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	2,699	2,840	2,821	3,000	2,986	3,200	3,418	3,630	4,042	3,321	-17.8%
Aircraft	83	63	48	124	104	146	138	102	134	124	-7.2%
Railway	82	57	n/p	89	107	89	96	104	100	115	14.6%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

											% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Visitors (000)	122	105	106	112	126	134	175	184	193	119	-38.3%
Nights (000)	2,005	1,838	1,535	2,125	2,099	2,324	2,734	2,314	2,598	1,994	-23.2%
Average Length of Stay	16.4	17.6	14.5	18.9	16.7	17.3	15.6	12.6	13.5	16.7	24.3%
Expenditure (\$ million)*	156	132	116	143	175	208	268	234	250	200	-20.1%
Spend per visitor per night (\$)	78	72	75	67	83	89	98	101	96	100	4.1%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	73	60	65	67	76	83	114	117	127	69	-45.2%
Visiting Friends & Relatives	34	33	26	32	38	40	42	54	50	36	-27.8%
Business	6	7	9	6	5	n/p	8	8	8	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	8	6	4	6	6	9	9	6	7	7	-0.6%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	122	105	106	112	126	134	175	184	193	119	-38.3%

Travel to South Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	367	374	330	527	416	468	454	573	644	390	-39.4%
Visiting Friends & Relatives	471	531	424	604	569	565	663	772	799	594	-25.7%
Business	58	117	87	72	68	n/p	191	43	53	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	987	675	558	696	834	879	1,238	682	913	830	-9.0%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,005	1,838	1,535	2,125	2,099	2,324	2,734	2,314	2,598	1,994	-23.2%

Top 3 Int'l source markets to South Coast

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
United Kingdom	29	22	20	16	22	23	28	30	29	20	-31.8%
United States of America	12	13	11	14	12	18	18	23	24	13	-47.8%
New Zealand	12	13	11	14	12	10	16	13	18	11	-37.3%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	41	37	35	40	42	46	55	57	59	40	-33.2%
30-39	19	14	18	14	16	20	26	22	31	15	-49.4%
40-49	17	16	17	19	17	13	22	23	23	14	-37.0%
50-59	20	16	13	14	21	21	32	30	38	23	-39.2%
60-69	21	17	17	18	23	23	30	34	28	18	-35.1%
70+	n/p	5	6	8	7	11	10	17	14	n/p	-
Total	122	105	106	112	126	134	175	184	193	119	-38.3%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	65	56	50	59	63	70	89	99	89	62	-29.5%
Adult couple	32	30	33	29	40	38	40	52	50	30	-39.2%
Family group - parent(s) and children	11	9	11	12	10	15	22	13	26	15	-40.4%
Friends and/ or relatives travelling together	12	9	9	11	12	10	20	19	26	7	-74.3%
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	122	105	106	112	126	134	175	184	193	119	-38.3%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	108	93	95	100	117	127	165	172	183	110	-40.0%
Go to the beach	102	87	87	94	106	117	149	161	169	98	-41.9%
Sightseeing/looking around	98	82	84	89	104	110	143	147	162	91	-43.6%
Go shopping for pleasure	90	79	78	85	101	109	137	135	150	89	-40.8%
Visit national parks / state parks	70	62	68	72	82	92	119	125	128	78	-39.5%

First or Return Visitor to Australia

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
First visit	51	48	46	52	60	61	78	75	86	48	-43.5%
Return visit	71	57	59	60	66	73	97	109	107	71	-34.0%
Total	122	105	106	112	126	134	175	184	193	119	-38.3%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Rented house/apartment/flat or unit	911	715	657	765	642	1,032	1,125	908	910	790	-13.1%
Friends or relatives property	577	712	491	659	806	720	709	832	746	615	-17.5%
Education institution (University/school dormitory or college)	n/p	n/p	n/p	169	179	175	239	n/p	n/p	n/p	-

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	51	50	44	47	55	56	63	76	68	46	-33.3%
Rental car	34	24	25	29	35	31	42	44	56	34	-38.3%
Local public transport	4	5	3	5	6	11	8	15	14	10	-30.1%

Travel to South Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	5,193	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	-6.9%
Expenditure (\$ million)*	\$443	\$504	\$530	\$464	\$674	\$607	\$597	\$639	\$661	\$685	3.6%
Spend per visitor (\$)	\$85	\$84	\$87	\$83	\$105	\$86	\$101	\$92	\$89	\$99	11.3%

Main Purpose of Trip

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	2,903	2,958	3,204	2,988	3,835	4,032	3,507	3,960	4,124	3,721	-9.8%
Visiting Friends & Relatives	1,482	1,903	1,717	1,810	1,621	1,794	1,566	2,046	1,901	1,844	-3.0%
Business	255	559	549	318	474	517	352	428	759	637	-16.0%
Other	553	583	646	512	485	724	507	485	634	707	11.5%
Total	5,193	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	-6.9%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Sydney	2,896	2,949	3,313	3,302	3,840	3,903	3,298	3,816	4,090	3,944	-3.6%
Regional NSW	2,107	2,843	2,643	2,095	2,374	2,865	2,493	2,809	2,980	2,704	-9.3%
Total Intrastate	5,004	5,792	5,956	5,397	6,215	6,769	5,792	6,626	7,070	6,647	-6.0%
Total Interstate	n/p	n/p	n/p	n/p	n/p	297	n/p	294	348	262	-24.9%
Total	5,193	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	-6.9%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	1,161	1,154	1,275	1,317	1,431	1,754	1,667	1,459	1,843	1,538	-16.5%
30-39	766	1,035	990	954	1,391	1,289	702	1,075	1,216	1,361	12.0%
40-49	932	1,038	1,125	950	986	1,064	807	1,183	1,176	1,058	-10.0%
50-59	963	1,107	1,187	1,007	991	1,338	1,131	1,066	1,114	852	-23.6%
60-69	755	1,022	935	829	993	1,061	987	1,233	1,348	1,183	-12.3%
70+	615	646	604	571	624	559	636	904	721	917	27.1%
Total	5,193	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	-6.9%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	2,303	2,627	2,783	2,702	3,157	3,711	3,158	3,677	3,940	3,193	-19.0%
Go to the beach	1,378	1,035	1,250	1,461	1,845	2,001	1,701	1,938	2,250	2,060	-8.4%
Visit friends & relatives	1,737	2,175	1,925	2,233	2,029	2,019	1,785	2,286	2,265	2,044	-9.7%
Sightseeing/looking around	1,130	828	990	1,106	1,334	1,486	1,280	1,123	1,605	1,503	-6.3%
Go shopping for pleasure	766	1,156	981	857	1,250	1,081	1,187	1,031	987	850	-13.8%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	5,010	5,631	5,756	5,371	6,169	6,703	5,535	6,690	7,006	6,565	-6.3%
Railway	n/p	n/p	n/p	n/p	n/p	244	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.