

Travel to South Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	8,498	8,877	9,428	8,976	10,423	10,535	10,352	10,905	12,531	9,903	-21.0%
Nights ('000)	13,080	12,001	13,395	12,654	14,078	13,271	14,628	14,922	17,433	13,222	-24.2%
Expenditure (\$ million)*	\$2,047	\$1,849	\$2,180	\$1,961	\$2,454	\$2,284	\$2,708	\$2,659	\$3,183	\$2,340	-26.5%

Overnight - Int'l & domestic

Visitors ('000)	3,224	3,043	3,299	3,331	3,493	3,685	4,040	4,170	4,706	3,796	-19.3%
Nights ('000)	13,080	12,001	13,395	12,654	14,078	13,271	14,628	14,922	17,433	13,222	-24.2%
Expenditure (\$ million)*	\$1,581	\$1,384	\$1,628	\$1,485	\$1,753	\$1,653	\$2,110	\$2,043	\$2,407	\$1,806	-25.0%

Domestic - overnight & daytrip

Visitors ('000)	8,377	8,771	9,319	8,868	10,293	10,395	10,180	10,712	12,341	9,815	-20.5%
Nights ('000)	11,024	10,218	11,691	10,789	11,556	11,127	11,899	12,402	14,857	11,914	-19.8%
Expenditure (\$ million)*	\$1,880	\$1,727	\$2,049	\$1,838	\$2,240	\$2,092	\$2,431	\$2,396	\$2,905	\$2,248	-22.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	3,104	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	-17.9%
Nights (000)	11,024	10,218	11,691	10,789	11,556	11,127	11,899	12,402	14,857	11,914	-19.8%
Average Length of Stay	3.6	3.5	3.7	3.3	3.4	3.1	3.1	3.1	3.3	3.2	-2.3%
Expenditure (\$ million)*	1,414	1,262	1,497	1,363	1,539	1,461	1,834	1,780	2,130	1,714	-19.5%
Spend per visitor per night (\$)	128	123	128	126	133	131	154	143	143	144	0.4%
Intrastate visitors (000)	2,346	2,239	2,241	2,336	2,446	2,553	2,870	2,936	3,407	2,900	-14.9%
Interstate visitors (000)	757	699	949	887	918	991	998	1,041	1,109	808	-27.2%
Intrastate nights (000)	7,861	7,316	7,232	7,172	7,725	7,176	8,279	8,401	9,606	8,870	-7.7%
Interstate nights (000)	3,163	2,903	4,459	3,617	3,831	3,951	3,621	4,002	5,251	3,044	-42.0%
Intrastate expenditure (\$million)	\$993	\$920	\$1,017	\$952	\$1,061	\$1,021	\$1,315	\$1,244	\$1,479	\$1,261	-14.7%
Interstate expenditure (\$ million)	\$421	\$342	\$480	\$411	\$478	\$440	\$520	\$535	\$651	\$454	-30.3%

Purpose of Visit

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)											
Holiday	1,840	1,691	2,045	1,898	2,009	2,093	2,188	2,212	2,409	1,886	-21.7%
Visiting Friends & Relatives	869	982	902	1,023	1,060	1,099	1,286	1,329	1,552	1,238	-20.2%
Business	326	220	199	174	199	190	230	307	414	419	1.2%
Other	91	67	72	136	126	175	186	149	181	204	12.4%
Total	3,104	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	-17.9%

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Nights (000)											
Holiday	7,696	6,746	8,420	7,115	7,840	7,502	7,402	7,739	9,002	6,327	-29.7%
Visiting Friends & Relatives	2,252	2,742	2,508	2,824	2,805	2,858	3,428	3,493	4,217	3,320	-21.3%
Business	854	593	438	442	587	451	662	753	1,121	1,461	30.4%
Other	222	137	326	408	324	316	408	418	518	805	55.6%
Total	11,024	10,218	11,691	10,789	11,556	11,127	11,899	12,402	14,857	11,914	-19.8%

Origin

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)											
Regional NSW	945	865	935	990	996	1,076	1,095	1,216	1,206	1,097	-9.0%
Sydney	1,402	1,373	1,306	1,346	1,449	1,478	1,775	1,720	2,201	1,803	-18.1%
Total Intrastate	2,346	2,239	2,241	2,336	2,446	2,553	2,870	2,936	3,407	2,900	-14.9%
Victoria	268	248	321	320	295	314	341	308	387	263	-32.1%
Queensland	n/p	n/p	99	85	125	127	104	81	138	102	-25.7%
ACT	342	341	482	417	429	484	469	572	514	409	-20.4%
Other Interstate	58	57	47	64	70	66	85	79	71	n/p	-
Total Interstate	757	699	949	887	918	991	998	1,041	1,109	808	-27.2%
Grand Total	3,104	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	-17.9%

Travel to South Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	679	644	686	719	749	747	897	841	1,011	830	-17.9%
30-39	581	535	541	544	507	606	663	705	739	718	-2.9%
40-49	569	569	589	611	629	673	696	669	743	557	-25.1%
50-59	577	528	615	636	608	680	682	767	734	608	-17.1%
60-69	468	436	523	486	595	563	577	582	820	633	-22.8%
70+	229	224	236	227	275	275	352	412	468	363	-22.5%
Total	3,104	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	-17.9%

Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	527	517	418	531	579	595	776	724	1,012	941	-7.1%
Adult couple	892	836	1,005	920	981	1,015	1,273	1,227	1,367	1,075	-21.3%
Family group - parents and children	963	885	950	899	889	860	780	787	877	712	-18.8%
Friends or relatives travelling together with(out) children	604	592	719	796	820	986	934	1,074	1,070	840	-21.5%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	78	130	137	119	-13.7%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,104	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	-17.9%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	1,691	1,502	1,777	1,711	1,976	2,049	2,380	2,464	2,934	2,078	-29.2%
Go to the beach	1,424	1,349	1,657	1,610	1,740	1,863	2,036	1,991	2,420	1,867	-22.8%
Visit friends & relatives	1,316	1,335	1,399	1,419	1,530	1,412	1,724	1,716	1,956	1,482	-24.2%
Sightseeing/looking around	974	781	971	969	877	908	1,089	1,262	1,486	1,029	-30.8%
Pubs, clubs, discos etc	573	680	724	691	857	721	818	813	1,124	770	-31.5%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	3,319	3,397	3,674	3,461	3,931	3,355	4,130	4,317	4,524	4,123	-8.9%
Caravan park or commercial camping ground	2,232	2,143	3,111	2,602	2,788	2,573	2,184	2,315	2,438	1,923	-21.1%
Rented house/apartment/flat or unit	1,929	1,589	1,607	1,224	1,647	1,623	1,921	1,794	1,661	1,599	-3.7%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	2,827	2,703	2,933	2,921	3,043	3,242	3,534	3,624	4,094	3,408	-16.8%
Aircraft	82	54	77	98	121	131	141	107	138	100	-27.9%
Railway	76	66	67	83	101	96	95	96	131	83	-36.6%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	121	105	110	108	129	141	172	193	190	88	-53.7%
Nights (000)	2,056	1,783	1,704	1,865	2,522	2,144	2,729	2,520	2,576	1,308	-49.2%
Average Length of Stay	17.0	16.9	15.5	17.2	19.5	15.2	15.9	13.1	13.6	14.9	9.6%
Expenditure (\$ million)*	167	122	131	122	215	192	276	263	278	92	-66.9%
Spend per visitor per night (\$)	81	68	77	66	85	90	101	104	108	70	-34.9%

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	73	59	69	66	78	86	111	124	124	53	-57.4%
Visiting Friends & Relatives	34	33	29	32	38	42	43	55	47	28	-40.0%
Business	7	8	8	5	n/p	n/p	8	7	10	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	9	5	5	5	8	8	9	7	9	3	-65.9%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	121	105	110	108	129	141	172	193	190	88	-53.7%

Travel to South Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	344	366	362	541	418	461	455	643	628	265	-57.8%
Visiting Friends & Relatives	472	544	486	519	626	607	658	789	738	470	-36.3%
Business	62	114	73	65	n/p	n/p	193	42	81	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	1,042	580	616	583	959	860	1,191	800	1,052	438	-58.4%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,056	1,783	1,704	1,865	2,522	2,144	2,729	2,520	2,576	1,308	-49.2%

Top 3 Int'l source markets to South Coast

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
United Kingdom	29	21	19	18	22	22	28	31	27	17	-36.7%
New Zealand	12	13	13	11	11	13	14	12	18	10	-45.2%
United States of America	12	13	12	14	11	19	17	24	25	8	-67.2%

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	42	35	39	38	43	49	55	59	59	26	-55.2%
30-39	18	16	16	13	17	21	25	24	29	12	-59.4%
40-49	17	16	17	16	19	13	24	24	21	11	-47.6%
50-59	18	16	13	15	20	23	31	31	40	16	-59.4%
60-69	20	18	18	18	24	23	27	37	27	15	-45.2%
70+	n/p	5	7	8	6	12	9	18	14	n/p	-
Total	121	105	110	108	129	141	172	193	190	88	-53.7%

Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	63	56	50	59	65	73	91	95	91	46	-49.6%
Adult couple	34	27	36	27	42	36	40	57	47	25	-46.0%
Family group - parent(s) and children	10	11	11	10	10	17	19	16	26	11	-59.0%
Friends and/ or relatives travelling together	12	9	10	11	11	12	19	23	23	n/p	-
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	121	105	110	108	129	141	172	193	190	88	-53.7%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	107	93	98	97	120	133	163	181	178	81	-54.4%
Go to the beach	101	86	92	90	109	120	148	171	165	73	-55.4%
Sightseeing/looking around	96	82	86	88	106	114	142	155	157	67	-57.5%
Go shopping for pleasure	88	79	83	82	103	115	133	145	147	62	-58.0%
Visit national parks / state parks	69	63	72	69	83	98	117	133	126	55	-56.3%

First or Return Visitor to Australia

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
First visit	51	47	48	51	61	66	75	82	84	33	-60.5%
Return visit	70	58	62	57	68	75	97	111	106	55	-48.3%
Total	121	105	110	108	129	141	172	193	190	88	-53.7%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	583	678	563	610	826	747	741	839	687	471	-31.4%
Rented house/apartment/flat or unit	931	680	706	592	1,056	679	1,249	942	1,027	419	-59.2%
Commercial boat/houseboat/cabin cruiser or cruise ship	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 Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	50	50	47	45	56	57	64	79	65	35	-46.9%
Rental car	32	23	27	29	33	34	41	48	56	25	-54.6%
Local public transport	4	5	3	5	7	11	9	16	13	7	-45.8%

Travel to South Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	5,274	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	-22.0%
Expenditure (\$ million)*	\$466	\$465	\$551	\$475	\$701	\$631	\$597	\$616	\$775	\$534	-31.2%
Spend per visitor (\$)	\$88	\$80	\$90	\$84	\$101	\$92	\$95	\$91	\$99	\$87	-11.8%

Main Purpose of Trip

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	2,917	2,855	3,209	3,053	4,046	4,047	3,731	3,813	4,320	3,277	-24.1%
Visiting Friends & Relatives	1,471	1,914	1,751	1,752	1,755	1,660	1,717	2,003	2,014	1,578	-21.7%
Business	355	444	532	343	540	515	316	480	717	627	-12.6%
Other	531	621	637	497	588	627	548	439	773	625	-19.2%
Total	5,274	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	-22.0%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Sydney	2,818	2,893	3,267	3,388	4,111	3,788	3,598	3,600	4,406	3,489	-20.8%
Regional NSW	2,255	2,739	2,700	2,041	2,556	2,793	2,538	2,823	3,111	2,371	-23.8%
Total Intrastate	5,073	5,632	5,968	5,429	6,667	6,581	6,136	6,423	7,517	5,860	-22.0%
Total Interstate	n/p	n/p	n/p	n/p	263	269	n/p	312	309	247	-19.8%
Total	5,274	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	-22.0%

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	1,009	1,329	1,140	1,280	1,655	1,748	1,697	1,415	1,827	1,550	-15.1%
30-39	756	954	1,100	1,008	1,417	1,194	748	1,050	1,411	1,086	-23.0%
40-49	1,010	920	1,159	894	1,133	1,028	874	1,255	1,090	943	-13.5%
50-59	962	1,066	1,158	1,009	1,082	1,302	1,170	1,014	1,156	765	-33.8%
60-69	861	975	945	902	973	1,029	1,104	1,162	1,484	1,026	-30.9%
70+	676	590	627	551	670	550	718	839	858	738	-14.0%
Total	5,274	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	-22.0%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	2,404	2,539	2,831	2,667	3,473	3,617	3,404	3,562	4,066	2,624	-35.5%
Go to the beach	1,274	1,030	1,288	1,434	2,030	1,960	1,683	1,960	2,437	1,861	-23.6%
Visit friends & relatives	1,705	2,230	2,005	2,109	2,142	1,972	1,932	2,241	2,330	1,751	-24.9%
Sightseeing/looking around	1,068	800	1,062	1,139	1,430	1,388	1,344	1,175	1,589	1,413	-11.1%
Go shopping for pleasure	893	1,078	1,057	855	1,210	1,254	1,154	921	1,013	754	-25.6%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	5,075	5,462	5,782	5,401	6,633	6,507	5,907	6,498	7,330	5,887	-19.7%
Railway	n/p	n/p	n/p	n/p	n/p	258	n/p	n/p	353	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.