

Travel to South Coast Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

| | 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 | YE Dec 2020 | % change YE Dec20 vs. YE Dec19 |
|----------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| GRAND TOTAL - overnight & daytrip | | | | | | | | | | | |
| Visitors ('000) | 8,662 | 9,013 | 9,226 | 9,667 | 10,256 | 10,661 | 10,125 | 11,080 | 12,793 | 9,812 | -23.3% |
| Nights ('000) | 12,682 | 12,207 | 14,111 | 12,514 | 14,153 | 13,513 | 14,432 | 15,548 | 17,856 | 12,606 | -29.4% |
| Expenditure (\$ million)* | \$1,986 | \$1,898 | \$2,182 | \$2,117 | \$2,307 | \$2,485 | \$2,617 | \$2,738 | \$3,258 | \$2,401 | -26.3% |

Overnight - Int'l & domestic

| | | | | | | | | | | | |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Visitors ('000) | 3,182 | 3,161 | 3,378 | 3,366 | 3,521 | 3,745 | 4,040 | 4,337 | 4,747 | 3,763 | -20.7% |
| Nights ('000) | 12,682 | 12,207 | 14,111 | 12,514 | 14,153 | 13,513 | 14,432 | 15,548 | 17,856 | 12,606 | -29.4% |
| Expenditure (\$ million)* | \$1,512 | \$1,404 | \$1,680 | \$1,524 | \$1,682 | \$1,789 | \$2,080 | \$2,130 | \$2,457 | \$1,853 | -24.6% |

Domestic - overnight & daytrip

| | | | | | | | | | | | |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Visitors ('000) | 8,547 | 8,910 | 9,112 | 9,551 | 10,126 | 10,514 | 9,945 | 10,886 | 12,609 | 9,776 | -22.5% |
| Nights ('000) | 10,727 | 10,531 | 12,157 | 10,741 | 11,382 | 11,292 | 11,950 | 12,901 | 15,274 | 11,952 | -21.7% |
| Expenditure (\$ million)* | \$1,833 | \$1,778 | \$2,033 | \$1,996 | \$2,073 | \$2,273 | \$2,375 | \$2,469 | \$2,993 | \$2,348 | -21.5% |

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | 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 | YE Dec 2020 | % change YE Dec20 vs. YE Dec19 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors (000) | 3,066 | 3,059 | 3,264 | 3,251 | 3,390 | 3,599 | 3,859 | 4,143 | 4,563 | 3,727 | -18.3% |
| Nights (000) | 10,727 | 10,531 | 12,157 | 10,741 | 11,382 | 11,292 | 11,950 | 12,901 | 15,274 | 11,952 | -21.7% |
| Average Length of Stay | 3.5 | 3.4 | 3.7 | 3.3 | 3.4 | 3.1 | 3.1 | 3.1 | 3.3 | 3.2 | -4.2% |
| Expenditure (\$ million)* | 1,359 | 1,285 | 1,530 | 1,403 | 1,447 | 1,577 | 1,838 | 1,862 | 2,192 | 1,799 | -17.9% |
| Spend per visitor per night (\$) | 127 | 122 | 126 | 131 | 127 | 140 | 154 | 144 | 144 | 151 | 4.9% |
| Intrastate visitors (000) | 2,342 | 2,249 | 2,338 | 2,336 | 2,461 | 2,588 | 2,867 | 3,110 | 3,423 | 2,986 | -12.8% |
| Interstate visitors (000) | 724 | 809 | 927 | 915 | 929 | 1,010 | 993 | 1,032 | 1,140 | 741 | -35.0% |
| Intrastate nights (000) | 7,659 | 7,263 | 7,700 | 7,132 | 7,505 | 7,300 | 8,220 | 8,830 | 10,101 | 9,214 | -8.8% |
| Interstate nights (000) | 3,068 | 3,268 | 4,456 | 3,609 | 3,877 | 3,993 | 3,730 | 4,071 | 5,174 | 2,738 | -47.1% |
| Intrastate expenditure (\$million) | \$983 | \$895 | \$1,066 | \$970 | \$997 | \$1,093 | \$1,312 | \$1,302 | \$1,555 | \$1,377 | -11.5% |
| Interstate expenditure (\$ million) | \$376 | \$389 | \$464 | \$433 | \$450 | \$485 | \$527 | \$560 | \$637 | \$423 | -33.6% |

Purpose of Visit

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| Holiday | 1,848 | 1,794 | 2,058 | 1,917 | 1,993 | 2,106 | 2,198 | 2,205 | 2,507 | 2,063 | -17.7% |
| Visiting Friends & Relatives | 897 | 1,003 | 942 | 1,019 | 1,072 | 1,152 | 1,270 | 1,490 | 1,414 | 1,195 | -15.5% |
| Business | 253 | 227 | 201 | 181 | 196 | 186 | 255 | 326 | 458 | 346 | -24.4% |
| Other | 92 | 59 | 89 | 147 | 151 | 175 | 156 | 147 | 225 | 152 | -32.5% |
| Total | 3,066 | 3,059 | 3,264 | 3,251 | 3,390 | 3,599 | 3,859 | 4,143 | 4,563 | 3,727 | -18.3% |

| | Nights (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| Holiday | 7,614 | 6,960 | 8,535 | 7,308 | 7,542 | 7,561 | 7,338 | 7,838 | 9,328 | 7,142 | -23.4% |
| Visiting Friends & Relatives | 2,311 | 2,839 | 2,674 | 2,644 | 2,946 | 2,935 | 3,489 | 3,755 | 4,088 | 3,013 | -26.3% |
| Business | 592 | 593 | 475 | 485 | 537 | 490 | 713 | 883 | 1,162 | 1,208 | 4.0% |
| Other | 209 | 140 | 473 | 305 | 357 | 306 | 410 | 426 | 696 | 589 | -15.4% |
| Total | 10,727 | 10,531 | 12,157 | 10,741 | 11,382 | 11,292 | 11,950 | 12,901 | 15,274 | 11,952 | -21.7% |

Origin

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|-------------------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| Regional NSW | 943 | 881 | 988 | 979 | 1,044 | 1,017 | 1,144 | 1,257 | 1,210 | 1,062 | -12.2% |
| Sydney | 1,399 | 1,368 | 1,350 | 1,357 | 1,417 | 1,572 | 1,723 | 1,854 | 2,213 | 1,923 | -13.1% |
| Total Intrastate | 2,342 | 2,249 | 2,338 | 2,336 | 2,461 | 2,588 | 2,867 | 3,110 | 3,423 | 2,986 | -12.8% |
| Victoria | 272 | 257 | 351 | 296 | 322 | 308 | 325 | 295 | 450 | 197 | -56.1% |
| Queensland | n/p | 66 | 95 | 88 | 133 | 126 | 88 | 116 | 132 | n/p | - |
| ACT | 326 | 433 | 428 | 468 | 407 | 480 | 509 | 555 | 481 | 458 | -4.9% |
| Other Interstate | 55 | 53 | 53 | 62 | 67 | 96 | 70 | 67 | 77 | n/p | - |
| Total Interstate | 724 | 809 | 927 | 915 | 929 | 1,010 | 993 | 1,032 | 1,140 | 741 | -35.0% |
| Grand Total | 3,066 | 3,059 | 3,264 | 3,251 | 3,390 | 3,599 | 3,859 | 4,143 | 4,563 | 3,727 | -18.3% |

Travel to South Coast Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Age

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|-------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | 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 | YE Dec 2020 | |
| 15-29 | 599 | 742 | 665 | 771 | 687 | 801 | 909 | 886 | 975 | 881 | -9.7% |
| 30-39 | 595 | 490 | 627 | 500 | 543 | 590 | 645 | 767 | 756 | 714 | -5.6% |
| 40-49 | 596 | 559 | 606 | 610 | 624 | 688 | 687 | 705 | 731 | 592 | -19.0% |
| 50-59 | 564 | 574 | 581 | 663 | 665 | 631 | 713 | 748 | 779 | 562 | -27.9% |
| 60-69 | 482 | 458 | 548 | 493 | 567 | 590 | 552 | 631 | 827 | 621 | -24.9% |
| 70+ | 230 | 235 | 238 | 213 | 305 | 299 | 355 | 406 | 494 | 357 | -27.8% |
| Total | 3,066 | 3,059 | 3,264 | 3,251 | 3,390 | 3,599 | 3,859 | 4,143 | 4,563 | 3,727 | -18.3% |

Travel Party

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|-------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | 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 | YE Dec 2020 | |
| Travelling alone | 494 | 550 | 389 | 549 | 653 | 584 | 805 | 747 | 1,042 | 834 | -20.0% |
| Adult couple | 886 | 914 | 960 | 933 | 995 | 1,160 | 1,145 | 1,306 | 1,365 | 1,116 | -18.2% |
| Family group - parents and children | 943 | 873 | 1,002 | 914 | 838 | 814 | 800 | 856 | 854 | 759 | -11.1% |
| Friends or relatives travelling together with(out) children | 625 | 626 | 828 | 769 | 812 | 954 | 978 | 1,049 | 1,114 | 915 | -17.9% |
| Business associates travelling together with(out) spouse | n/p | n/p | n/p | n/p | n/p | n/p | 92 | 142 | 144 | 91 | -36.8% |
| Other | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Total | 3,066 | 3,059 | 3,264 | 3,251 | 3,390 | 3,599 | 3,859 | 4,143 | 4,563 | 3,727 | -18.3% |

Top 5 Activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|--------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | 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 | YE Dec 2020 | |
| Eat out / dine at a restaurant and/or cafe | 1,641 | 1,576 | 1,800 | 1,795 | 1,908 | 2,175 | 2,406 | 2,603 | 2,959 | 2,037 | -31.2% |
| Go to the beach | 1,375 | 1,501 | 1,633 | 1,702 | 1,711 | 1,901 | 2,000 | 2,095 | 2,488 | 1,980 | -20.4% |
| Visit friends & relatives | 1,317 | 1,366 | 1,436 | 1,495 | 1,441 | 1,534 | 1,678 | 1,877 | 1,852 | 1,344 | -27.4% |
| Sightseeing/looking around | 976 | 842 | 968 | 949 | 876 | 940 | 1,107 | 1,399 | 1,404 | 1,003 | -28.6% |
| Bushwalking / rainforest walks | 486 | 443 | 485 | 592 | 542 | 596 | 739 | 727 | 861 | 713 | -17.1% |

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

| | Nights (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|-------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | 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 | YE Dec 2020 | |
| Friends or relatives property | 3,265 | 3,655 | 3,764 | 3,311 | 4,068 | 3,435 | 4,098 | 4,607 | 4,469 | 3,825 | -14.4% |
| Caravan park or commercial camping ground | 2,233 | 2,163 | 3,270 | 2,720 | 2,491 | 2,677 | 2,095 | 2,252 | 2,719 | 2,108 | -22.5% |
| Rented house/apartment/flat or unit | 1,864 | 1,531 | 1,702 | 1,305 | 1,553 | 1,584 | 2,026 | 1,843 | 1,585 | 1,948 | 23.0% |

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

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | 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 | YE Dec 2020 | |
| Private vehicle or company car | 2,807 | 2,834 | 3,003 | 2,952 | 3,037 | 3,304 | 3,525 | 3,786 | 4,123 | 3,462 | -16.0% |
| Railway | 67 | n/p | 55 | 96 | 114 | 85 | 100 | 93 | 121 | n/p | - |
| Aircraft | 81 | 49 | 98 | 80 | 146 | 120 | 141 | 101 | 165 | n/p | - |

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | 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 | YE Dec 2020 | |
| Visitors (000) | 116 | 102 | 113 | 116 | 130 | 147 | 180 | 194 | 185 | 36 | -80.4% |
| Nights (000) | 1,955 | 1,676 | 1,955 | 1,773 | 2,771 | 2,220 | 2,482 | 2,647 | 2,582 | 654 | -74.7% |
| Average Length of Stay | 16.9 | 16.4 | 17.2 | 15.3 | 21.3 | 15.2 | 13.8 | 13.7 | 14.0 | 18.0 | 29.0% |
| Expenditure (\$ million)* | 153 | 120 | 149 | 120 | 235 | 212 | 242 | 269 | 265 | 53 | -79.9% |
| Spend per visitor per night (\$) | 78 | 71 | 76 | 68 | 85 | 96 | 98 | 102 | 103 | 82 | -20.5% |

Purpose of Visit

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| | 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 | YE Dec 2020 | |
| Holiday | 67 | 60 | 71 | 70 | 77 | 89 | 118 | 125 | 119 | 21 | -81.9% |
| Visiting Friends & Relatives | 35 | 27 | 30 | 35 | 41 | 39 | 45 | 56 | 48 | 11 | -77.4% |
| Business | 6 | 9 | 7 | n/p | n/p | 7 | 9 | n/p | 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 | 8 | 5 | 5 | 5 | 8 | 9 | 8 | 7 | 9 | n/p | - |
| Other^ | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Total | 116 | 102 | 113 | 116 | 130 | 147 | 180 | 194 | 185 | 36 | -80.4% |

Travel to South Coast Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

| | 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 | YE Dec 2020 | % change YE Dec20 vs. YE Dec19 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors (000) | 5,480 | 5,852 | 5,848 | 6,301 | 6,735 | 6,915 | 6,085 | 6,743 | 8,046 | 6,049 | -24.8% |
| Expenditure (\$ million)* | \$474 | \$493 | \$502 | \$593 | \$626 | \$696 | \$537 | \$608 | \$800 | \$549 | -31.5% |
| Spend per visitor (\$) | \$87 | \$84 | \$86 | \$94 | \$93 | \$101 | \$88 | \$90 | \$99 | \$91 | -8.8% |

Main Purpose of Trip

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| Holiday | 2,953 | 2,735 | 3,040 | 3,710 | 3,945 | 4,083 | 3,505 | 3,789 | 4,487 | 3,147 | -29.9% |
| Visiting Friends & Relatives | 1,607 | 1,928 | 1,820 | 1,589 | 1,768 | 1,747 | 1,682 | 1,919 | 2,119 | 1,492 | -29.6% |
| Business | 383 | 525 | 439 | 437 | 466 | 493 | 352 | 498 | 779 | 578 | -25.8% |
| Other | 537 | 663 | 549 | 565 | 557 | 593 | 547 | 537 | 661 | 833 | 26.0% |
| Total | 5,480 | 5,852 | 5,848 | 6,301 | 6,735 | 6,915 | 6,085 | 6,743 | 8,046 | 6,049 | -24.8% |

Origin

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|-------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| Sydney | 2,884 | 2,853 | 3,133 | 3,851 | 4,085 | 3,658 | 3,473 | 3,604 | 4,779 | 3,116 | -34.8% |
| Regional NSW | 2,420 | 2,771 | 2,585 | 2,179 | 2,389 | 3,026 | 2,413 | 2,828 | 2,945 | 2,634 | -10.6% |
| Total Intrastate | 5,304 | 5,624 | 5,718 | 6,030 | 6,474 | 6,684 | 5,886 | 6,432 | 7,723 | 5,750 | -25.6% |
| Total Interstate | n/p | n/p | n/p | 271 | 262 | n/p | n/p | 311 | 323 | 299 | -7.3% |
| Total | 5,480 | 5,852 | 5,848 | 6,301 | 6,735 | 6,915 | 6,085 | 6,743 | 8,046 | 6,049 | -24.8% |

Age

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|-------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| 15-29 | 1,114 | 1,188 | 1,204 | 1,386 | 1,782 | 1,758 | 1,536 | 1,332 | 1,985 | 1,517 | -23.6% |
| 30-39 | 876 | 903 | 1,056 | 1,120 | 1,323 | 1,132 | 730 | 1,133 | 1,548 | 978 | -36.8% |
| 40-49 | 1,001 | 993 | 1,134 | 999 | 1,032 | 952 | 954 | 1,180 | 1,175 | 853 | -27.4% |
| 50-59 | 1,049 | 1,022 | 981 | 1,219 | 1,131 | 1,284 | 1,112 | 997 | 1,045 | 874 | -16.4% |
| 60-69 | 853 | 1,094 | 849 | 900 | 906 | 1,167 | 1,066 | 1,249 | 1,435 | 1,008 | -29.8% |
| 70+ | 587 | 652 | 623 | 677 | 562 | 624 | 688 | 852 | 858 | 820 | -4.4% |
| Total | 5,480 | 5,852 | 5,848 | 6,301 | 6,735 | 6,915 | 6,085 | 6,743 | 8,046 | 6,049 | -24.8% |

Top 5 activities (sorted by the latest year)

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|--------------------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| Eat out / dine at a restaurant and/or cafe | 2,523 | 2,532 | 2,779 | 2,892 | 3,600 | 3,627 | 3,332 | 3,480 | 4,175 | 2,537 | -39.2% |
| Go to the beach | 1,325 | 981 | 1,210 | 1,780 | 2,046 | 1,928 | 1,657 | 1,833 | 2,733 | 1,822 | -33.3% |
| Visit friends & relatives | 1,836 | 2,175 | 2,099 | 2,131 | 2,021 | 2,037 | 1,827 | 2,228 | 2,426 | 1,617 | -33.4% |
| Sightseeing/looking around | 1,117 | 698 | 1,010 | 1,264 | 1,466 | 1,518 | 1,111 | 1,267 | 1,747 | 1,232 | -29.5% |
| Go shopping for pleasure | 1,049 | 935 | 1,059 | 1,113 | 1,080 | 1,263 | 1,076 | 892 | 948 | 806 | -15.0% |

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

| | Visitors (000) | | | | | | | | | | % change YE Dec20 vs. YE Dec19 |
|--------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| | 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 | YE Dec 2020 | |
| Private vehicle or company car | 5,209 | 5,568 | 5,501 | 6,012 | 6,441 | 6,558 | 5,736 | 6,427 | 7,569 | 5,909 | -21.9% |
| Railway | n/p | n/p | n/p | n/p | n/p | 258 | 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.