

# Travel to Southern NSW Destination Network

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
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	4,984	5,004	5,137	4,895	5,010	5,393	5,559	6,181	7,027	4,927	-29.9%
Nights ('000)	8,973	8,224	10,182	8,924	9,520	8,991	10,212	10,460	11,348	7,945	-30.0%
Expenditure (\$ million)	\$1,380	\$1,464	\$1,736	\$1,606	\$1,491	\$1,627	\$1,993	\$1,962	\$2,138	\$1,681	-21.4%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	2,256	2,296	2,555	2,347	2,567	2,561	2,877	3,097	3,271	2,218	-32.2%
Nights ('000)	8,973	8,224	10,182	8,924	9,520	8,991	10,212	10,460	11,348	7,945	-30.0%
Expenditure (\$ million)	\$1,092	\$1,205	\$1,425	\$1,327	\$1,270	\$1,348	\$1,638	\$1,665	\$1,758	\$1,299	-26.1%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	4,914	4,945	5,071	4,834	4,940	5,312	5,468	6,084	6,923	4,908	-29.1%
Nights ('000)	8,324	7,560	9,486	8,011	8,576	8,188	9,229	9,617	10,370	7,740	-25.4%
Expenditure (\$ million)	\$1,339	\$1,435	\$1,700	\$1,563	\$1,451	\$1,583	\$1,924	\$1,913	\$2,086	\$1,668	-20.0%

## 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)	2,186	2,236	2,489	2,285	2,497	2,480	2,786	3,000	3,167	2,199	-30.6%
Nights (000)	8,324	7,560	9,486	8,011	8,576	8,188	9,229	9,617	10,370	7,740	-25.4%
Average Length of Stay	3.8	3.4	3.8	3.5	3.4	3.3	3.3	3.2	3.3	3.5	7.5%
Expenditure (\$ million)	\$1,051	\$1,177	\$1,389	\$1,284	\$1,230	\$1,304	\$1,570	\$1,616	\$1,706	\$1,287	-24.6%
Spend per visitor per night (\$)	\$126	\$156	\$146	\$160	\$143	\$159	\$170	\$168	\$164	\$166	1.1%
Interstate visitors (000)	743	894	936	908	983	968	963	1,056	1,180	663	-43.8%
Intrastate visitors (000)	1,443	1,342	1,553	1,377	1,514	1,512	1,823	1,944	1,987	1,536	-22.7%
Interstate nights (000)	2,970	3,314	3,991	3,472	3,608	3,585	3,550	3,853	4,865	2,475	-49.1%
Intrastate nights (000)	5,353	4,247	5,495	4,539	4,968	4,603	5,679	5,764	5,505	5,265	-4.4%
Interstate expenditure (\$ million)	\$390	\$435	\$525	\$459	\$462	\$470	\$484	\$549	\$639	\$340	-46.8%
Intrastate expenditure (\$ million)	\$661	\$742	\$864	\$826	\$768	\$835	\$1,086	\$1,067	\$1,067	\$947	-11.2%

### Purpose of Visit

	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
<b>Visitors (000)</b>											
Holiday	1,404	1,385	1,478	1,385	1,509	1,500	1,656	1,798	1,724	1,180	-31.6%
Visiting Friends & Relatives	563	584	632	548	601	614	747	773	804	528	-34.3%
Business	162	211	244	223	244	216	264	313	487	360	-26.0%
<b>Total</b>	<b>2,186</b>	<b>2,236</b>	<b>2,489</b>	<b>2,285</b>	<b>2,497</b>	<b>2,480</b>	<b>2,786</b>	<b>3,000</b>	<b>3,167</b>	<b>2,199</b>	<b>-30.6%</b>

### Origin

	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
<b>Visitors (000)</b>											
Regional NSW	744	684	801	799	825	779	895	1,018	1,001	794	-20.6%
Sydney	699	659	752	579	690	733	928	926	987	742	-24.8%
<b>Total Intrastate</b>	<b>1,443</b>	<b>1,342</b>	<b>1,553</b>	<b>1,377</b>	<b>1,514</b>	<b>1,512</b>	<b>1,823</b>	<b>1,944</b>	<b>1,987</b>	<b>1,536</b>	<b>-22.7%</b>
Victoria	283	357	379	307	338	315	372	345	467	210	-55.0%
Queensland	n/p	93	78	116	n/p	130	74	112	132	n/p	-
ACT	338	394	410	445	510	460	465	537	494	397	-19.6%
Other Interstate	48	50	68	40	57	63	52	62	87	n/p	-
<b>Total Interstate</b>	<b>743</b>	<b>894</b>	<b>936</b>	<b>908</b>	<b>983</b>	<b>968</b>	<b>963</b>	<b>1,056</b>	<b>1,180</b>	<b>663</b>	<b>-43.8%</b>
<b>Grand Total</b>	<b>2,186</b>	<b>2,236</b>	<b>2,489</b>	<b>2,285</b>	<b>2,497</b>	<b>2,480</b>	<b>2,786</b>	<b>3,000</b>	<b>3,167</b>	<b>2,199</b>	<b>-30.6%</b>

### Age

	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
<b>Visitors (000)</b>											
15-29	470	603	552	480	526	534	641	678	660	498	-24.6%
30-39	359	334	443	299	414	378	451	513	473	368	-22.2%
40-49	383	401	421	459	460	525	468	485	527	349	-33.8%
50-59	396	393	437	486	449	412	522	527	536	386	-27.9%
60-69	398	327	449	378	427	416	478	483	547	369	-32.6%
70+	180	179	186	183	222	215	225	314	424	230	-45.8%
<b>Total</b>	<b>2,186</b>	<b>2,236</b>	<b>2,489</b>	<b>2,285</b>	<b>2,497</b>	<b>2,480</b>	<b>2,786</b>	<b>3,000</b>	<b>3,167</b>	<b>2,199</b>	<b>-30.6%</b>

### Travel Party

	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
<b>Visitors (000)</b>											
Travelling alone	321	334	353	437	481	442	446	663	854	511	-40.1%
Adult couple	648	601	732	600	717	698	831	886	804	590	-26.5%
Family group - parent(s) and children	617	664	639	600	583	579	630	555	537	416	-22.5%
Friends and/or relatives travelling together	518	510	649	552	597	657	747	789	805	566	-29.6%
Business associates travelling together	n/p	n/p	n/p	58	n/p	n/p	n/p	n/p	139	101	-27.3%
<b>Total</b>	<b>2,186</b>	<b>2,236</b>	<b>2,489</b>	<b>2,285</b>	<b>2,497</b>	<b>2,480</b>	<b>2,786</b>	<b>3,000</b>	<b>3,167</b>	<b>2,199</b>	<b>-30.6%</b>

# Travel to Southern NSW Destination Network

## Year ended December 2020



Source: National and International Visitor Surveys, TRA.

### 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	1,059	1,133	1,247	1,237	1,449	1,441	1,639	1,795	1,820	1,115	-38.7%
Visit friends & relatives	806	780	956	840	905	875	975	1,026	1,016	677	-33.4%
Go to the beach	520	563	622	650	660	680	680	785	786	602	-23.4%
Sightseeing/looking around	609	573	706	640	644	618	712	919	814	547	-32.8%
Pubs, clubs, discos etc	427	499	631	543	594	531	583	699	719	456	-36.6%

### 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	2,084	2,164	2,410	2,130	2,551	2,138	2,609	2,776	2,568	2,083	-18.9%
Standard hotel/motor inn (below 4 star)	948	1,072	1,032	1,051	1,043	1,010	1,419	1,330	1,432	1,330	-7.1%
Rented house/apartment/flat or unit (not serviced daily)	1,368	1,195	1,288	731	1,047	871	1,265	1,229	815	1,148	40.9%

### 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	2,007	2,005	2,290	2,070	2,292	2,269	2,558	2,796	2,910	2,057	-29.3%
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	n/p	64	63	72	n/p	n/p	97	68	90	n/p	-

## INTERNATIONAL 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)	70	59	67	62	70	80	91	97	104	18	-82.3%
Nights (000)	649	664	696	912	944	803	983	844	979	205	-79.1%
Average Length of Stay	9.3	11.2	10.5	14.8	13.5	10.0	10.8	8.7	9.4	11.1	17.9%
Expenditure (\$ million)	\$41	\$29	\$36	\$42	\$40	\$44	\$69	\$49	\$52	\$12	-76.2%
Spend per visitor per night (\$)	\$63	\$43	\$52	\$47	\$43	\$55	\$70	\$59	\$53	\$61	13.7%

### 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	55	44	53	46	48	61	68	70	81	13	-83.4%
Visiting Friends & Relatives	12	11	11	11	16	14	17	19	20	n/p	-
Business	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	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	70	59	67	62	70	80	91	97	104	18	-82.3%

### Top 3 Int'l source markets to Southern NSW DN

	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	
United Kingdom	15	13	13	10	12	12	17	11	16	n/p	-
United States of America	8	7	7	6	7	12	12	10	14	n/p	-
Germany	9	5	8	7	8	9	10	9	8	n/p	-

### 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	28	23	21	20	22	26	29	27	33	6	-81.6%
30-39	11	11	7	9	9	11	12	16	17	n/p	-
40-49	8	8	9	9	9	8	15	13	10	n/p	-
50-59	11	7	12	9	12	14	14	14	18	n/p	-
60-69	10	9	12	10	13	15	17	18	17	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	9	8	n/p	-
Total	70	59	67	62	70	80	91	97	104	18	-82.3%

### 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	32	28	32	30	38	38	46	46	44	9	-80.0%
Adult couple	23	20	22	20	21	25	28	27	34	7	-80.8%
Family group - parent(s) and children	6	n/p	6	n/p	5	8	9	7	15	n/p	-
Friends and/or relatives travelling together	7	7	6	7	6	9	8	15	10	n/p	-
Business associates travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	70	59	67	62	70	80	91	97	104	18	-82.3%

### Top 5 activities on the trip to Australia (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	63	56	62	57	65	76	85	92	98	18	-81.8%
Sightseeing/looking around	60	51	58	51	58	68	78	80	93	15	-83.7%
Go to the beach	59	48	52	51	53	64	75	76	82	15	-81.9%
Go shopping for pleasure	51	45	49	49	54	61	67	74	79	14	-82.6%
Visit national parks / state parks	47	42	49	43	49	55	70	67	78	12	-84.0%

# Travel to Southern NSW Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

## First or Return Visitor to Australia

	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	
First visit	37	29	31	30	33	37	37	40	47	7	-84.2%
Return visit	33	31	35	31	37	43	54	57	56	11	-80.6%
Total	70	59	67	62	70	80	91	97	104	18	-82.3%

## Top 3 types of Accommodation (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	164	209	253	263	359	263	251	215	277	67	-75.6%
Rented house/apartment/flat or unit (not serviced daily)	192	n/p	n/p	n/p	238	n/p	381	154	269	n/p	-
Backpacker or hostel	21	36	n/p	n/p	12	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 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	20	22	22	23	27	27	28	32	31	6	-79.6%
Rental car	23	17	22	21	26	27	27	31	39	6	-84.2%
Ship, boat or ferry	n/p	-	-	-	n/p	n/p	n/p	n/p	n/p	n/p	-

## 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)	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	-27.9%
Expenditure (\$ million)	\$288	\$259	\$311	\$279	\$221	\$279	\$354	\$297	\$380	\$381	0.4%
Spend per visitor (\$)	\$106	\$95	\$121	\$110	\$91	\$98	\$132	\$96	\$101	\$141	39.2%

### 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	1,669	1,204	1,250	1,440	1,302	1,692	1,377	1,672	1,969	1,285	-34.7%
Visiting Friends & Relatives	567	770	715	600	603	526	684	897	926	560	-39.5%
Business	269	294	n/p	187	n/p	n/p	n/p	n/p	506	357	-29.5%
Total	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	-27.9%

### 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	n/p	n/p	n/p	317	358	301	370	n/p	533	264	-50.5%
Regional NSW	1,431	1,511	1,505	1,488	1,177	1,630	1,535	1,488	2,048	1,682	-17.9%
Total Intrastate	1,665	1,796	1,753	1,804	1,535	1,931	1,906	1,853	2,582	1,946	-24.6%
Total Interstate	1,063	913	829	744	908	901	776	1,231	1,174	763	-35.0%
Total	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	-27.9%

### 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	603	n/p	n/p	655	508	613	n/p	600	773	376	-51.3%
30-39	367	515	596	n/p	273	n/p	n/p	529	593	294	-50.5%
40-49	548	403	407	401	539	522	488	437	496	480	-3.2%
50-59	559	399	378	568	418	540	546	418	624	519	-16.9%
60-69	429	548	474	399	418	538	507	602	791	631	-20.2%
70+	222	305	309	249	287	346	461	499	479	409	-14.6%
Total	2,728	2,709	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	-27.9%

## 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	1,130	1,028	1,119	989	1,063	1,427	1,388	1,396	1,846	1,166	-36.8%
Visit friends & relatives	822	936	768	772	678	676	774	1,070	1,041	580	-44.3%
Sightseeing/looking around	352	371	448	354	338	458	350	471	720	485	-32.6%
Go shopping for pleasure	490	426	570	678	473	467	563	590	524	448	-14.5%
Go to the beach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	318	n/p	-

## 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	2,670	2,631	2,574	2,431	2,400	2,716	2,641	3,066	3,643	2,695	-26.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	-	n/p	-	-	n/p	n/p	-	-	-	n/p	-

n/p = not publishable