

Travel to Sydney Surrounds South 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
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	8,630	8,931	8,811	9,565	10,442	10,571	10,547	11,273	13,206	9,895	-25.1%
Nights ('000)	9,229	9,385	9,596	9,233	10,647	10,555	11,116	12,137	13,978	9,714	-30.5%
Expenditure (\$ million)	\$1,583	\$1,493	\$1,696	\$1,649	\$1,882	\$2,068	\$2,111	\$2,336	\$2,868	\$2,053	-28.4%
Overnight - Int'l & domestic											
Visitors ('000)	2,618	2,591	2,624	2,831	2,887	3,169	3,463	3,679	4,193	3,306	-21.2%
Nights ('000)	9,229	9,385	9,596	9,233	10,647	10,555	11,116	12,137	13,978	9,714	-30.5%
Expenditure (\$ million)	\$1,098	\$964	\$1,173	\$1,065	\$1,221	\$1,370	\$1,545	\$1,653	\$2,038	\$1,493	-26.7%
Domestic - overnight & daytrip											
Visitors ('000)	8,536	8,842	8,709	9,466	10,330	10,442	10,393	11,106	13,053	9,866	-24.4%
Nights ('000)	7,387	7,753	7,705	7,518	7,940	8,380	8,804	9,567	11,380	9,093	-20.1%
Expenditure (\$ million)	\$1,440	\$1,379	\$1,546	\$1,537	\$1,648	\$1,865	\$1,887	\$2,076	\$2,611	\$1,998	-23.5%

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)	2,523	2,502	2,522	2,731	2,775	3,040	3,308	3,513	4,040	3,277	-18.9%
Nights (000)	7,387	7,753	7,705	7,518	7,940	8,380	8,804	9,567	11,380	9,093	-20.1%
Average Length of Stay	2.9	3.1	3.1	2.8	2.9	2.8	2.7	2.7	2.8	2.8	-1.5%
Expenditure (\$ million)	\$956	\$850	\$1,023	\$952	\$986	\$1,168	\$1,321	\$1,393	\$1,781	\$1,438	-19.3%
Spend per visitor per night (\$)	\$129	\$110	\$133	\$127	\$124	\$139	\$150	\$146	\$157	\$158	1.0%
Interstate visitors (000)	399	396	460	506	481	592	550	586	659	403	-38.9%
Intrastate visitors (000)	2,124	2,106	2,062	2,225	2,294	2,448	2,758	2,927	3,381	2,874	-15.0%
Interstate nights (000)	1,219	1,392	1,870	1,576	1,781	2,030	1,884	1,937	2,297	1,177	-48.8%
Intrastate nights (000)	6,168	6,361	5,835	5,942	6,159	6,350	6,920	7,629	9,083	7,916	-12.8%
Interstate expenditure (\$ million)	\$162	\$149	\$151	\$199	\$191	\$237	\$261	\$278	\$305	\$196	-35.7%
Intrastate expenditure (\$ million)	\$794	\$701	\$872	\$753	\$795	\$931	\$1,060	\$1,115	\$1,476	\$1,242	-15.9%

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
Visitors (000)											
Holiday	1,345	1,338	1,461	1,426	1,415	1,608	1,667	1,633	2,067	1,685	-18.5%
Visiting Friends & Relatives	834	931	848	1,030	1,065	1,128	1,227	1,471	1,420	1,207	-15.0%
Business	266	177	158	150	180	178	265	294	385	264	-31.3%
Total	2,523	2,502	2,522	2,731	2,775	3,040	3,308	3,513	4,040	3,277	-18.9%

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
Visitors (000)											
Regional NSW	743	741	783	848	834	798	994	1,024	1,015	842	-17.0%
Sydney	1,381	1,365	1,279	1,377	1,460	1,650	1,765	1,904	2,366	2,032	-14.1%
Total Intrastate	2,124	2,106	2,062	2,225	2,294	2,448	2,758	2,927	3,381	2,874	-15.0%
Victoria	139	88	113	139	172	143	136	125	188	106	-43.9%
Queensland	n/p	74	100	95	117	139	125	127	127	n/p	-
ACT	147	187	206	211	122	216	217	271	269	216	-19.5%
Other Interstate	47	47	42	60	69	94	72	62	75	n/p	-
Total Interstate	399	396	460	506	481	592	550	586	659	403	-38.9%
Grand Total	2,523	2,502	2,522	2,731	2,775	3,040	3,308	3,513	4,040	3,277	-18.9%

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
Visitors (000)											
15-29	539	594	491	671	589	698	823	764	874	727	-16.8%
30-39	500	388	453	472	437	507	555	615	656	668	1.9%
40-49	449	442	514	498	472	507	580	601	620	527	-15.0%
50-59	470	476	454	504	572	556	587	623	734	512	-30.2%
60-69	380	401	418	378	459	511	440	567	709	522	-26.3%
70+	184	202	193	207	246	261	323	343	448	320	-28.5%
Total	2,523	2,502	2,522	2,731	2,775	3,040	3,308	3,513	4,040	3,277	-18.9%

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
Visitors (000)											
Travelling alone	455	499	342	519	580	563	825	737	950	823	-13.4%
Adult couple	688	816	707	786	762	991	882	1,058	1,239	983	-20.7%
Family group - parent(s) and children	774	639	801	684	634	617	679	737	683	628	-8.0%
Friends and/or relatives travelling together	477	467	590	654	703	772	803	806	1,000	752	-24.8%
Business associates travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	128	122	n/p	-
Total	2,523	2,502	2,522	2,731	2,775	3,040	3,308	3,513	4,040	3,277	-18.9%

Travel to Sydney Surrounds South Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Top 10 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	1,254	1,216	1,379	1,447	1,494	1,804	2,032	2,154	2,565	1,720	-33.0%
Go to the beach	917	981	1,068	1,098	1,118	1,302	1,394	1,396	1,753	1,413	-19.4%
Visit friends & relatives	1,187	1,210	1,197	1,360	1,280	1,429	1,553	1,783	1,756	1,260	-28.2%
Sightseeing/looking around	743	642	675	709	640	729	866	1,071	1,184	830	-29.9%
Bushwalking / rainforest walks	402	351	357	448	452	478	581	597	765	623	-18.6%

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	2,507	3,277	2,947	2,806	3,400	2,991	3,596	4,090	3,718	3,345	-10.0%
Rented house/apartment/flat or unit (not serviced daily)	1,042	809	955	1,010	1,058	1,136	1,212	1,256	1,369	1,438	5.1%
Caravan park or commercial camping ground	1,415	1,445	1,576	1,373	1,177	1,640	1,231	1,216	1,456	1,202	-17.4%

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	2,249	2,286	2,255	2,408	2,421	2,709	2,935	3,150	3,627	3,025	-16.6%
Railway	71	78	67	116	137	102	142	109	147	109	-25.8%
Aircraft	109	62	98	102	137	140	164	115	153	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)	95	89	102	100	112	129	155	166	153	29	-81.2%
Nights (000)	1,842	1,632	1,892	1,715	2,707	2,175	2,312	2,571	2,598	620	-76.1%
Average Length of Stay	19.5	18.4	18.5	17.2	24.2	16.8	15.0	15.5	17.0	21.7	27.2%
Expenditure (\$ million)	\$142	\$114	\$150	\$113	\$235	\$202	\$225	\$260	\$257	\$55	-78.7%
Spend per visitor per night (\$)	\$77	\$70	\$79	\$66	\$87	\$93	\$97	\$101	\$99	\$88	-11.0%

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
Holiday	224	258	425	458	393	339	409	520	510	98	-80.7%
Visiting Friends & Relatives	559	446	559	444	670	534	595	892	620	253	-59.2%
Business	65	74	101	n/p	n/p	218	55	n/p	69	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Education	921	662	669	570	1,094	894	1,072	875	1,087	n/p	-
Total	1,842	1,632	1,892	1,715	2,707	2,175	2,312	2,571	2,598	620	-76.1%

Top 3 Int'l source markets to Sydney Surrounds South DN

	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
United Kingdom	21	16	19	14	19	23	22	30	20	7	-68.1%
United States of America	12	10	14	11	14	13	16	16	15	n/p	-
China	6	6	7	7	10	12	15	19	13	n/p	-

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
15-29	36	28	35	37	39	45	49	53	54	9	-83.0%
30-39	13	15	16	11	17	19	20	23	23	5	-78.1%
40-49	15	15	13	16	12	11	25	21	17	n/p	-
50-59	13	11	14	15	16	22	30	29	29	n/p	-
60-69	13	15	18	17	21	23	23	26	20	n/p	-
70+	n/p	n/p	n/p	n/p	7	8	n/p	14	10	n/p	-
Total	95	89	102	100	112	129	155	166	153	29	-81.2%

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
Travelling alone	55	48	55	55	60	68	84	87	78	19	-75.2%
Adult couple	22	23	28	24	30	31	35	40	36	5	-86.1%
Family group - parent(s) and children	8	8	9	11	10	15	17	16	21	n/p	-
Friends and/or relatives travelling together	8	6	8	9	10	13	15	21	12	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	95	89	102	100	112	129	155	166	153	29	-81.2%

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

	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
Eat out / dine at a restaurant and/or cafe	83	79	90	90	103	121	142	156	140	27	-80.6%
Go to the beach	75	67	80	80	93	102	132	142	127	24	-81.3%
Sightseeing/looking around	70	67	77	76	90	100	118	133	117	22	-81.5%
Go shopping for pleasure	68	65	74	78	88	104	118	125	120	20	-83.1%
Visit national parks / state parks	48	52	62	61	69	82	103	106	97	15	-84.3%

Travel to Sydney Surrounds South 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	40	39	43	47	50	54	66	71	62	8	-87.1%
Return visit	55	50	59	53	61	75	89	95	90	21	-77.2%
Total	95	89	102	100	112	129	155	166	153	29	-81.2%

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	
Rented house/apartment/flat or unit (not serviced daily)	791	707	744	566	1,147	879	951	997	1,067	n/p	-
Friends or relatives property	680	552	682	559	910	633	685	896	685	193	-71.9%
Private accommodation (not a friend or relative)	-	-	-	n/p	n/p	n/p	50	68	100	43	-56.9%

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	45	42	46	46	49	53	66	68	61	14	-77.6%
Rental car	20	18	23	22	25	27	29	39	38	6	-84.7%
Local public transport	4	6	4	7	10	11	10	19	14	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)	6,013	6,340	6,187	6,735	7,555	7,402	7,084	7,593	9,013	6,589	-26.9%
Expenditure (\$ million)	\$485	\$529	\$523	\$584	\$662	\$697	\$566	\$683	\$830	\$560	-32.5%
Spend per visitor (\$)	\$81	\$83	\$84	\$87	\$88	\$94	\$80	\$90	\$92	\$85	-7.7%

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	2,998	2,891	3,241	3,801	4,276	4,132	3,938	4,172	4,736	3,456	-27.0%
Visiting Friends & Relatives	2,070	2,375	2,099	1,941	2,201	2,184	2,142	2,284	2,693	1,737	-35.5%
Business	430	537	414	516	559	561	427	564	955	656	-31.3%
Total	6,013	6,340	6,187	6,735	7,555	7,402	7,084	7,593	9,013	6,589	-26.9%

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	3,815	3,944	4,032	4,679	5,045	4,676	4,692	4,830	6,182	4,074	-34.1%
Regional NSW	2,127	2,293	2,023	1,814	2,362	2,618	2,203	2,603	2,663	2,393	-10.1%
Total Intrastate	5,942	6,237	6,055	6,493	7,407	7,294	6,895	7,433	8,845	6,467	-26.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	6,013	6,340	6,187	6,735	7,555	7,402	7,084	7,593	9,013	6,589	-26.9%

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	1,081	1,346	1,386	1,486	1,906	1,847	1,714	1,536	1,984	1,751	-11.7%
30-39	1,087	924	907	1,211	1,480	1,180	983	1,174	1,733	1,127	-35.0%
40-49	1,226	1,158	1,216	1,037	1,060	984	1,072	1,470	1,403	881	-37.2%
50-59	1,058	1,070	1,093	1,242	1,205	1,367	1,372	1,188	1,276	947	-25.8%
60-69	927	1,172	878	1,058	1,170	1,316	1,134	1,300	1,496	987	-34.0%
70+	634	671	707	702	735	707	810	926	1,120	896	-20.0%
Total	6,013	6,340	6,187	6,735	7,555	7,402	7,084	7,593	9,013	6,589	-26.9%

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	2,881	2,773	2,909	3,103	4,104	3,965	3,700	3,979	4,810	2,867	-40.4%
Visit friends & relatives	2,336	2,560	2,344	2,527	2,422	2,516	2,397	2,737	2,953	1,939	-34.3%
Go to the beach	1,096	718	1,144	1,600	1,881	1,727	1,471	1,651	2,444	1,600	-34.6%
Sightseeing/looking around	1,367	970	1,185	1,469	1,740	1,726	1,506	1,517	1,956	1,311	-33.0%
Go shopping for pleasure	1,067	952	1,049	1,120	1,196	1,332	1,195	948	1,101	782	-28.9%

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	5,716	6,033	5,782	6,391	7,183	6,969	6,649	7,220	8,408	6,435	-23.5%
Railway	n/p	n/p	n/p	224	n/p	311	n/p	n/p	406	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