

# South Coast Visitor Profile

Year ended March 2021

Source: National and International Visitor Surveys, Tourism Research Australia.



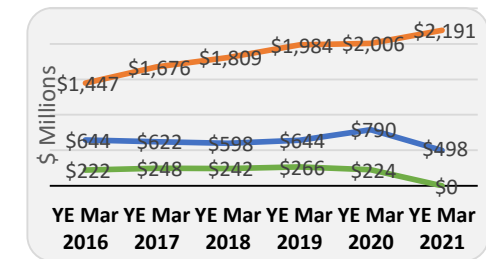
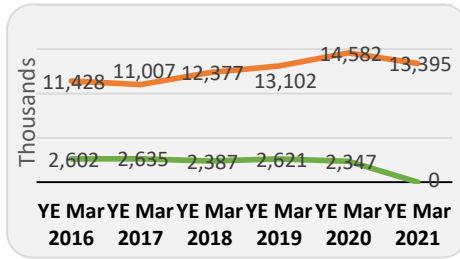
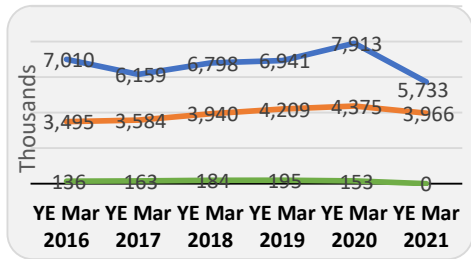
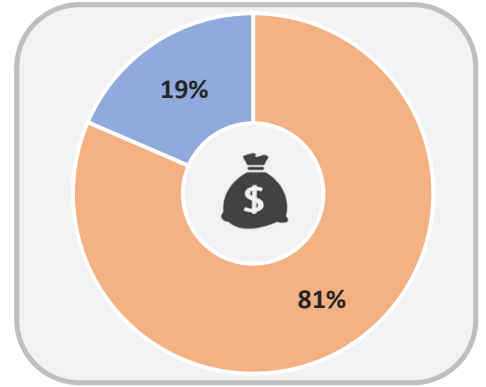
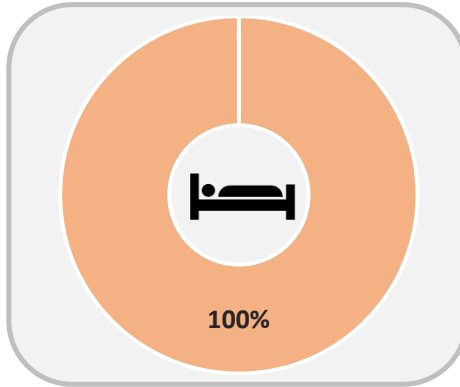
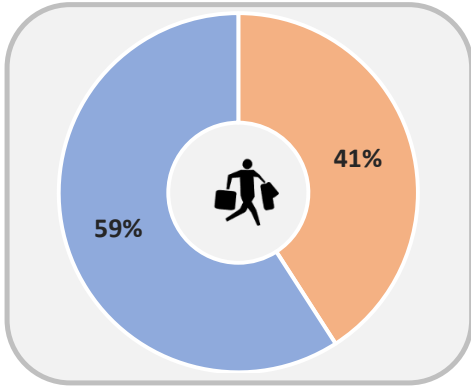
Icons sourced from www.easil.ly

Note: International data for YE March 2021 is not available for this tourism region.

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 4.0m (-9.3% YoY)  
Nights: 13.4m (-8.1% YoY)  
Expenditure: \$2.2bn (+9.2% YoY)

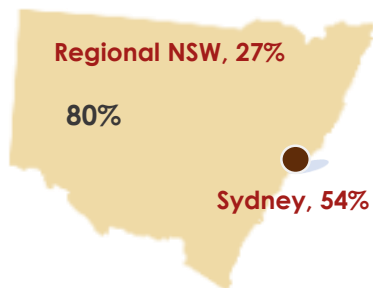
Average spend  
\$164 per night  
\$552 per visitor

Average length of stay:  
3.4 nights

#2 for visitors  
#2 for nights  
#2 for expenditure  
**In Regional NSW**

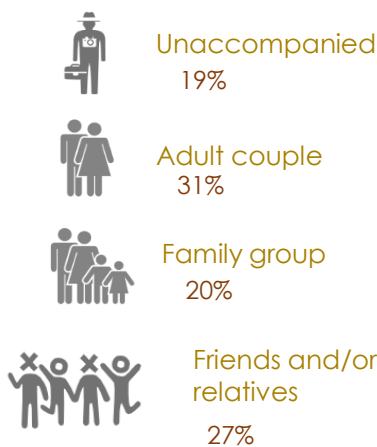
### Origin

80% of the visitors came from within New South Wales



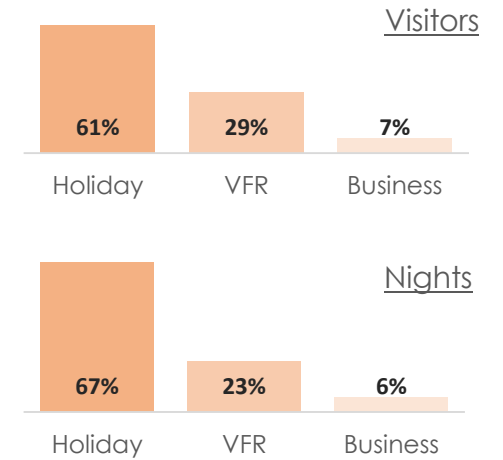
### Travel party

31% of the visitors were adult couple



### Purpose of visit

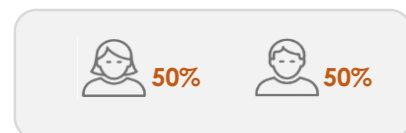
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



### Transport

Private vehicle or company car, 95%  
Railway, n/p

### Gender



# South Coast Visitor Profile

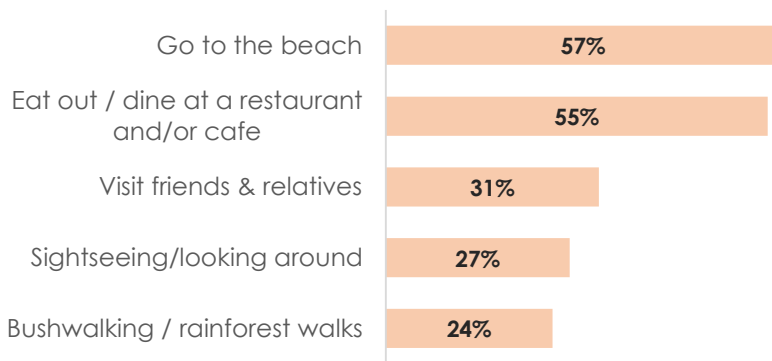
Year ended March 2021

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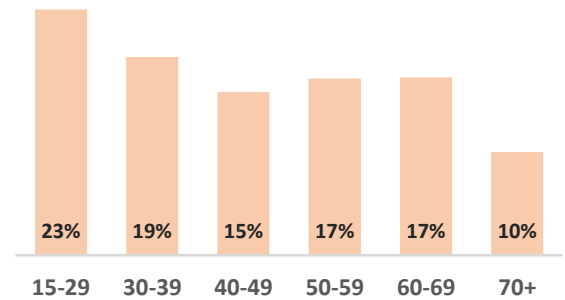
Icons sourced from www.easil.ly

## Top 5 activities

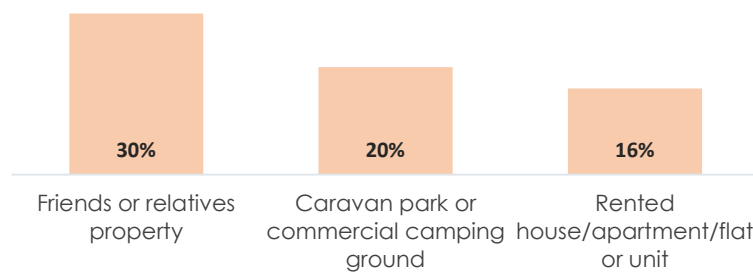


## Age

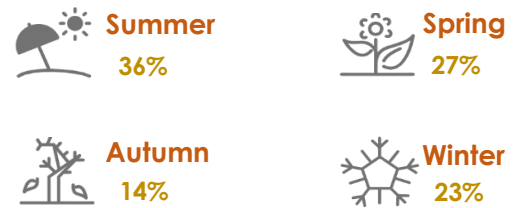
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 5.7m (-27.6% YoY)  
Expenditure: \$497.8m (-37.0% YoY)



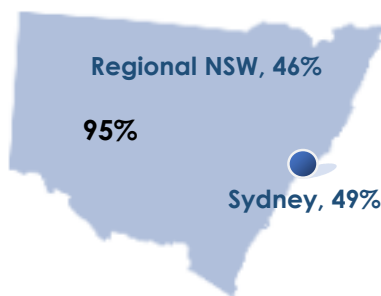
Average spend \$87 per visitor



#1 for visitors  
#3 for expenditure  
**In Regional NSW**

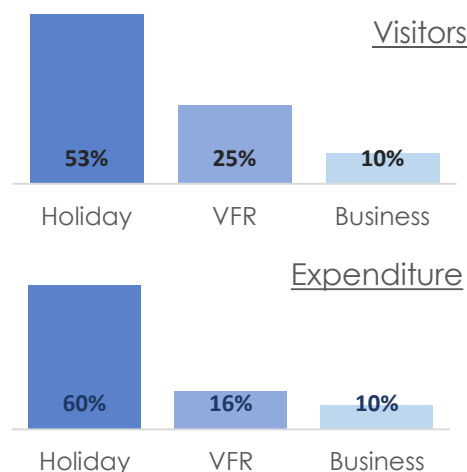
## Origin

95% of the visitors to the region came from New South Wales



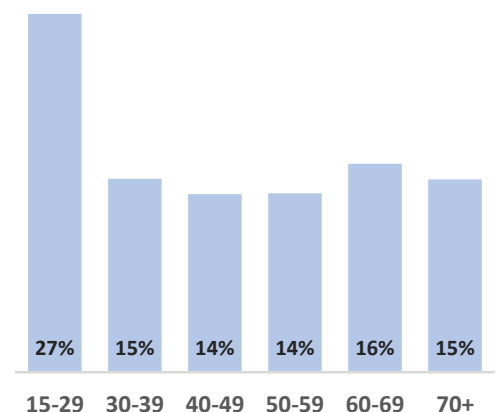
## Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

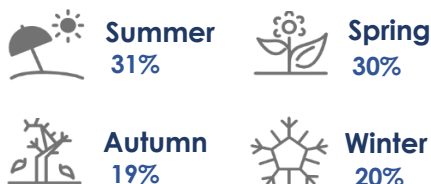


## Age

'15-29 years' was the largest age group of the visitors to the region

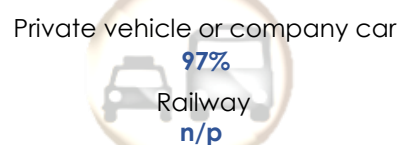


## Travel season\*

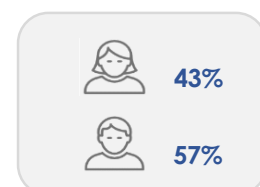


\*by month returned from the trip

## Transport



## Gender



**INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE**