

# Travel to Southern NSW Destination Network Year ended March 2021

Source: National and International Visitor Surveys, TRA.



## OVERVIEW

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	5,131	4,887	5,052	5,033	5,238	5,064	5,806	6,417	6,657	5,083	-23.6%
Nights ('000)	8,736	9,261	9,524	8,802	9,874	8,962	10,538	9,808	11,221	8,408	-25.1%
Expenditure (\$ million)	\$1,457	\$1,513	\$1,654	\$1,644	\$1,493	\$1,627	\$2,106	\$1,979	\$2,035	\$1,764	-13.3%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	2,176	2,457	2,499	2,371	2,616	2,577	3,019	2,962	3,094	2,434	-21.3%
Nights ('000)	8,736	9,261	9,524	8,802	9,874	8,962	10,538	9,808	11,221	8,408	-25.1%
Expenditure (\$ million)	\$1,128	\$1,288	\$1,350	\$1,365	\$1,250	\$1,377	\$1,735	\$1,653	\$1,644	\$1,434	-12.7%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	5,069	4,828	4,985	4,971	5,160	4,979	5,712	6,319	6,571	5,083	-22.6%
Nights ('000)	7,996	8,616	8,863	7,842	8,934	8,103	9,612	8,871	10,351	8,408	-18.8%
Expenditure (\$ million)	\$1,416	\$1,485	\$1,616	\$1,600	\$1,451	\$1,581	\$2,035	\$1,928	\$1,988	\$1,764	-11.3%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	-19.1%
Nights (000)	7,996	8,616	8,863	7,842	8,934	8,103	9,612	8,871	10,351	8,408	-18.8%
Average Length of Stay (nights)	3.8	3.6	3.6	3.4	3.5	3.3	3.3	3.1	3.4	3.5	0.4%
Expenditure (\$ million)	\$1,088	\$1,260	\$1,312	\$1,320	\$1,207	\$1,331	\$1,665	\$1,602	\$1,597	\$1,434	-10.2%
Spend per visitor per night (\$)	\$136	\$146	\$148	\$168	\$135	\$164	\$173	\$181	\$154	\$171	10.6%
Interstate visitors (000)	721	990	935	847	1,038	931	1,038	1,010	1,087	760	-30.1%
Intrastate visitors (000)	1,393	1,408	1,497	1,463	1,501	1,561	1,887	1,854	1,922	1,674	-12.9%
Interstate nights (000)	2,840	3,902	3,884	3,094	3,936	3,165	4,084	3,465	4,753	2,610	-45.1%
Intrastate nights (000)	5,156	4,714	4,980	4,749	4,998	4,938	5,528	5,407	5,598	5,798	3.6%
Interstate expenditure (\$ million)	\$386	\$497	\$478	\$473	\$450	\$464	\$537	\$574	\$569	\$385	-32.4%
Intrastate expenditure (\$ million)	\$702	\$763	\$833	\$847	\$757	\$867	\$1,128	\$1,027	\$1,028	\$1,050	2.2%

### Main Purpose of Visit

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
<b>Visitors (000)</b>											
Holiday	1,296	1,463	1,406	1,436	1,578	1,435	1,774	1,709	1,540	1,419	-7.9%
Visiting Friends & Relatives	575	615	665	503	592	683	735	741	770	581	-24.5%
Business	180	249	232	219	215	234	313	303	518	290	-44.0%
Other	85	75	137	157	177	160	137	132	212	160	-24.4%
<b>Total</b>	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	-19.1%

### Origin

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
<b>Visitors (000)</b>											
Regional NSW	679	732	771	884	806	785	922	962	995	823	-17.3%
Sydney	714	676	726	579	695	776	965	891	927	851	-8.2%
<b>Total Intrastate</b>	1,393	1,408	1,497	1,463	1,501	1,561	1,887	1,854	1,922	1,674	-12.9%
Victoria	306	359	386	298	334	326	360	392	400	242	-39.5%
Queensland	n/p	104	103	n/p	97	113	84	117	117	n/p	-
ACT	304	461	385	427	556	426	538	448	483	470	-2.7%
Other Interstate	46	66	62	38	51	67	56	54	85	n/p	-
<b>Total Interstate</b>	721	990	935	847	1,038	931	1,038	1,010	1,087	760	-30.1%
<b>Grand Total</b>	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	-19.1%

### Age

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
<b>Visitors (000)</b>											
15-29	446	637	534	463	530	554	637	661	645	559	-13.3%
30-39	366	348	405	338	441	370	500	437	476	384	-19.4%
40-49	380	430	452	417	487	483	531	442	478	401	-16.0%
50-59	377	420	436	457	451	459	516	509	510	407	-20.2%
60-69	354	374	438	393	459	412	485	482	500	438	-12.5%
70+	191	189	167	242	171	214	256	332	400	245	-38.6%
<b>Total</b>	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	-19.1%

### Travel Party

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
<b>Visitors (000)</b>											
Travelling alone	319	356	407	387	481	447	508	687	829	526	-36.5%
Adult couple	662	622	682	693	678	722	862	828	773	652	-15.8%
Family group - parent(s) and children	584	677	657	584	584	575	634	497	499	460	-7.7%
Friends and/or relatives travelling together	462	604	579	551	678	636	800	725	732	697	-4.8%
Other	86	139	106	93	118	113	122	128	175	99	-43.5%
<b>Total</b>	2,114	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	-19.1%

### Top 5 Activities (sorted by the latest year)

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
<b>Visitors (000)</b>											
Eat out / dine at a restaurant and/or cafe	1,066	1,206	1,199	1,315	1,468	1,429	1,761	1,718	1,658	1,302	-21.5%
Visit friends & relatives	799	888	947	779	919	929	972	981	959	711	-25.8%
Go to the beach	482	617	634	652	707	640	742	708	689	709	2.8%
Sightseeing/looking around	540	611	688	664	660	626	723	902	735	608	-17.2%
Bushwalking / rainforest walks	306	410	399	398	423	442	534	462	463	537	16.0%



# Travel to Southern NSW Destination Network Year ended March 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Friends or relatives property	642	760	734	657	749	797	918	888	925	750	-18.9%
Standard hotel/motor inn (below 4 star)	466	552	490	525	456	563	627	613	655	466	-28.8%
Caravan park or commercial camping ground	254	379	429	360	345	365	369	352	325	325	0.1%

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

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	1,939	2,162	2,210	2,110	2,342	2,263	2,717	2,653	2,739	2,310	-15.7%
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	81	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL\*

### Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	62	59	67	62	77	85	94	98	86	0	-100.0%
Nights (000)	740	645	661	959	940	859	926	937	869	0	-100.0%
Average Length of Stay (nights)	11.9	11.0	9.8	15.5	12.2	10.1	9.8	9.6	10.1	-	-
Expenditure (\$ million)	\$40	\$28	\$38	\$45	\$42	\$46	\$71	\$51	\$47	0	-100.0%
Spend per visitor per night (\$)	\$54	\$43	\$57	\$47	\$45	\$54	\$76	\$54	\$54	-	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	-25.6%
Expenditure (\$ million)	\$329	\$225	\$305	\$280	\$244	\$250	\$370	\$326	\$391	\$330	-15.7%
Spend per visitor (\$)	\$111	\$93	\$119	\$105	\$93	\$100	\$133	\$94	\$110	\$124	13.3%

### Main Purpose of Trip

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	1,703	1,084	1,279	1,478	1,447	1,459	1,432	1,799	1,865	1,339	-28.2%
Visiting Friends & Relatives	575	749	701	572	682	477	718	992	844	490	-41.9%
Business	293	n/p	n/p	261	n/p	n/p	n/p	305	472	375	-20.6%
Other	384	357	273	350	363	306	402	360	382	446	16.8%
Total	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	-25.6%

### Origin

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Sydney	n/p	n/p	n/p	352	295	n/p	379	419	506	n/p	-
Regional NSW	1,638	1,410	1,449	1,507	1,393	1,386	1,555	1,762	1,913	1,657	-13.4%
<b>Total Intrastate</b>	1,882	1,689	1,720	1,859	1,688	1,689	1,935	2,181	2,418	1,873	-22.5%
<b>Total Interstate</b>	1,073	741	833	802	934	798	852	1,274	1,144	776	-32.2%
Total	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	-25.6%

### Age

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	691	n/p	n/p	773	542	454	n/p	671	675	512	-24.1%
30-39	422	n/p	635	n/p	n/p	n/p	n/p	649	444	363	-18.1%
40-49	581	341	422	394	564	467	513	450	587	361	-38.5%
50-59	490	401	392	568	471	504	530	528	586	435	-25.6%
60-69	527	481	410	487	423	519	513	659	802	528	-34.1%
70+	245	371	256	239	347	334	468	497	470	449	-4.3%
Total	2,955	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	-25.6%

### Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	1,271	934	1,080	1,011	1,260	1,218	1,436	1,517	1,853	1,098	-40.8%
Sightseeing/looking around	418	335	479	255	423	395	355	637	609	530	-13.0%
Visit friends & relatives	866	862	773	729	743	618	847	1,167	927	524	-43.4%
Go shopping for pleasure	582	375	547	708	452	392	630	652	484	462	-4.6%
Go to the beach	n/p	n/p	n/p	n/p	293	n/p	n/p	313	236	338	43.0%

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

	Visitors (000)										YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	2,896	2,361	2,524	2,557	2,564	2,390	2,749	3,402	3,484	2,597	-25.5%
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

\*Further breakdown of International visitor data YE March 2021 is not available for destination networks