

Travel to South Coast Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors ('000)	9,092	9,146	8,952	9,729	10,578	9,678	10,873	11,868	10,595	10,481	-1.1%
Nights ('000)	10,727	11,127	11,236	11,395	11,218	11,449	12,369	13,903	12,554	14,876	18.5%
Expenditure (\$ million)	\$1,816	\$1,952	\$1,873	\$2,204	\$2,030	\$2,376	\$2,423	\$2,740	\$2,377	\$3,063	28.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors (000)	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	4,500	22.1%
Nights (000)	10,727	11,127	11,236	11,395	11,218	11,449	12,369	13,903	12,554	14,876	18.5%
Average Length of Stay	3.5	3.7	3.4	3.4	3.2	3.1	3.1	3.1	3.4	3.3	-3.0%
Expenditure (\$ million)	1,312	1,422	1,409	1,531	1,423	1,780	1,784	2,079	1,692	2,501	47.8%
Spend per visitor per night (\$)	122	128	125	134	127	155	144	150	135	168	24.8%
Intrastate visitors (000)	2,344	2,166	2,355	2,420	2,544	2,758	2,928	3,371	2,828	3,567	26.1%
Interstate visitors (000)	745	864	968	894	968	988	1,026	1,079	857	932	8.8%
Intrastate nights (000)	7,680	7,008	7,207	7,728	7,265	7,873	8,332	9,607	8,568	11,328	32.2%
Interstate nights (000)	3,046	4,118	4,029	3,667	3,953	3,575	4,037	4,296	3,986	3,548	-11.0%
Intrastate expenditure (\$ million)	\$960	\$980	\$972	\$1,049	\$1,000	\$1,267	\$1,255	\$1,457	\$1,202	\$1,966	63.5%
Interstate expenditure (\$ million)	\$353	\$442	\$437	\$482	\$423	\$512	\$529	\$622	\$490	\$535	9.4%

Purpose of Visit

	Visitors (000)											% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021		
Holiday	1,728	1,953	1,955	2,033	2,053	2,138	2,205	2,367	1,802	2,788	54.7%	
Visiting Friends & Relatives	1,016	896	1,027	1,022	1,107	1,227	1,306	1,557	1,267	1,291	1.9%	
Business	297	146	227	160	186	228	305	380	451	274	-39.2%	
Other	82	50	133	128	175	181	153	183	205	179	-12.6%	
Total	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	4,500	22.1%	

	Nights (000)											% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021		
Holiday	7,033	8,136	7,282	7,824	7,499	7,237	7,716	8,150	6,771	10,187	50.4%	
Visiting Friends & Relatives	2,738	2,559	2,874	2,728	2,876	3,278	3,429	4,131	3,586	3,537	-1.4%	
Business	790	289	575	461	513	595	771	1,089	1,445	674	-53.3%	
Other	165	143	504	382	330	339	453	533	753	478	-36.5%	
Total	10,727	11,127	11,236	11,395	11,218	11,449	12,369	13,903	12,554	14,876	18.5%	

Origin

	Visitors (000)											% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021		
Regional NSW	925	863	989	997	1,090	1,083	1,169	1,226	1,098	1,245	13.4%	
Sydney	1,419	1,303	1,366	1,423	1,454	1,675	1,759	2,144	1,730	2,323	34.2%	
Total Intrastate	2,344	2,166	2,355	2,420	2,544	2,758	2,928	3,371	2,828	3,567	26.1%	
Victoria	250	275	368	278	302	345	325	345	305	266	-12.8%	
Queensland	n/p	74	111	109	137	106	82	131	116	74	-36.0%	
ACT	364	466	426	439	461	446	553	531	384	573	49.3%	
Other Interstate	63	49	63	69	68	91	65	73	n/p	n/p	-	
Total Interstate	745	864	968	894	968	988	1,026	1,079	857	932	8.8%	
Grand Total	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	4,500	22.1%	

Age

	Visitors (000)											% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021		
15-29	658	630	770	670	779	840	958	951	816	1,042	27.7%	
30-39	591	523	601	476	590	636	680	737	676	771	14.1%	
40-49	602	571	605	646	644	689	608	810	555	711	28.0%	
50-59	546	588	632	624	659	706	707	752	605	757	25.2%	
60-69	455	502	497	595	583	563	562	764	651	800	22.9%	
70+	238	216	219	303	258	311	438	436	382	419	9.6%	
Total	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	4,500	22.1%	

Travel Party

	Visitors (000)											% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021		
Travelling alone	561	428	526	519	639	673	789	928	983	828	-15.7%	
Adult couple	862	925	999	985	966	1,270	1,184	1,347	1,122	1,454	29.5%	
Family group - parents and children	921	945	866	909	873	770	799	855	680	887	30.4%	
Friends or relatives travelling together with(out) children	603	665	828	819	951	925	1,036	1,118	742	1,222	64.8%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	121	147	129	n/p	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	3,089	3,030	3,323	3,314	3,512	3,747	3,954	4,450	3,686	4,500	22.1%	

Travel to South Coast Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Eat out / dine at a restaurant and/or cafe	1,637	1,617	1,804	1,934	1,996	2,297	2,455	2,859	2,239	2,618	16.9%
Go to the beach	1,347	1,600	1,679	1,706	1,827	1,994	2,017	2,344	1,843	2,571	39.5%
Visit friends & relatives	1,427	1,303	1,478	1,498	1,411	1,662	1,700	1,969	1,545	1,331	-13.9%
Sightseeing/looking around	852	896	985	961	871	1,066	1,153	1,530	1,007	1,129	12.1%
Bushwalking / rainforest walks	459	477	526	590	547	705	701	787	595	1,091	83.4%

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

	Nights (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Friends or relatives property	3,273	3,805	3,528	3,759	3,549	3,768	4,400	4,434	4,258	4,684	10.0%
Caravan park or commercial camping ground	2,325	2,802	2,799	2,785	2,485	2,299	2,154	2,545	1,969	2,952	49.9%
Rented house/apartment/flat or unit	1,787	1,439	1,300	1,670	1,545	1,873	1,915	1,583	1,413	2,233	58.0%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Private vehicle or company car	2,840	2,821	3,000	2,986	3,200	3,418	3,630	4,042	3,321	4,267	28.5%
Railway	57	n/p	89	107	89	96	104	100	115	n/p	-
Aircraft	63	48	124	104	146	138	102	134	124	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors (000)	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	5,981	-13.4%
Expenditure (\$ million)	\$504	\$530	\$464	\$674	\$607	\$597	\$639	\$661	\$685	\$562	-18.0%
Spend per visitor (\$)	\$84	\$87	\$83	\$105	\$86	\$101	\$92	\$89	\$99	\$94	-5.3%

Main Purpose of Trip

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	2,958	3,204	2,988	3,835	4,032	3,507	3,960	4,124	3,721	3,219	-13.5%
Visiting Friends & Relatives	1,903	1,717	1,810	1,621	1,794	1,566	2,046	1,901	1,844	1,543	-16.3%
Business	559	549	318	474	517	352	428	759	637	505	-20.7%
Other	583	646	512	485	724	507	485	634	707	714	1.0%
Total	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	5,981	-13.4%

Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Sydney	2,949	3,313	3,302	3,840	3,903	3,298	3,816	4,090	3,944	3,138	-20.4%
Regional NSW	2,843	2,643	2,095	2,374	2,865	2,493	2,809	2,980	2,704	2,549	-5.7%
Total Intrastate	5,792	5,956	5,397	6,215	6,769	5,792	6,626	7,070	6,647	5,687	-14.5%
Total Interstate	n/p	n/p	n/p	n/p	297	n/p	294	348	262	295	12.6%
Total	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	5,981	-13.4%

Age

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
15-29	1,154	1,275	1,317	1,431	1,754	1,667	1,459	1,843	1,538	1,504	-2.2%
30-39	1,035	990	954	1,391	1,289	702	1,075	1,216	1,361	841	-38.2%
40-49	1,038	1,125	950	986	1,064	807	1,183	1,176	1,058	895	-15.4%
50-59	1,107	1,187	1,007	991	1,338	1,131	1,066	1,114	852	883	3.6%
60-69	1,022	935	829	993	1,061	987	1,233	1,348	1,183	965	-18.4%
70+	646	604	571	624	559	636	904	721	917	894	-2.6%
Total	6,003	6,116	5,628	6,415	7,066	5,932	6,919	7,418	6,909	5,981	-13.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Eat out / dine at a restaurant and/or cafe	2,627	2,783	2,702	3,157	3,711	3,158	3,677	3,940	3,193	2,757	-13.6%
Go to the beach	1,035	1,250	1,461	1,845	2,001	1,701	1,938	2,250	2,060	1,942	-5.8%
Visit friends & relatives	2,175	1,925	2,233	2,029	2,019	1,785	2,286	2,265	2,044	1,431	-30.0%
Sightseeing/looking around	828	990	1,106	1,334	1,486	1,280	1,123	1,605	1,503	1,066	-29.1%
Go shopping for pleasure	1,156	981	857	1,250	1,081	1,187	1,031	987	850	785	-7.7%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Private vehicle or company car	5,631	5,756	5,371	6,169	6,703	5,535	6,690	7,006	6,565	5,758	-12.3%
Railway	n/p	n/p	n/p	n/p	244	n/p	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; n/a = not available

South Coast includes: Wollongong, Shellharbour, Kiama, Jervis Bay, Ulladulla, Batemans Bay, Moruya, Narooma, Bega, Merimbula and Eden