

# South Coast Visitor Profile

Year ended June 2021

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



Icons sourced from www.easilly

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

## TOTAL DOMESTIC & INTERNATIONAL



Visitors  
10.5m  
-2.2% YoY

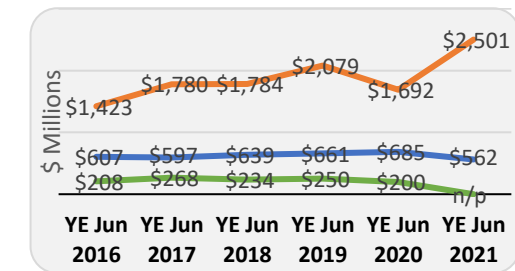
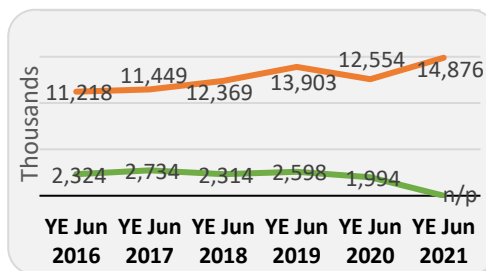
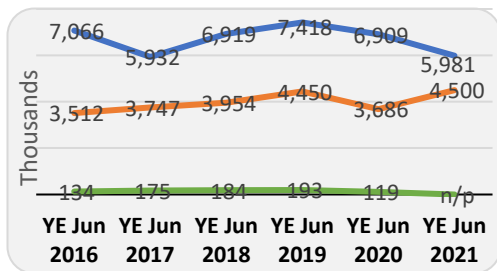
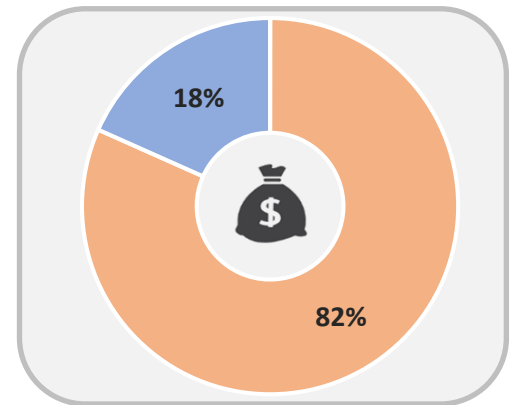
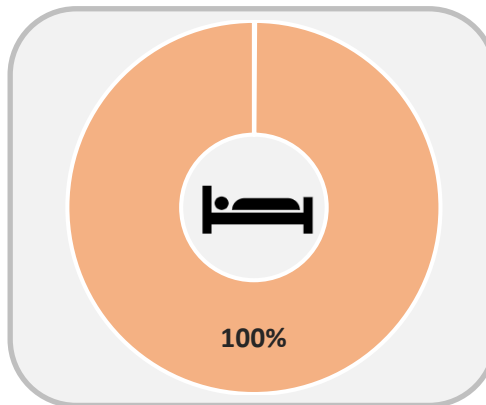
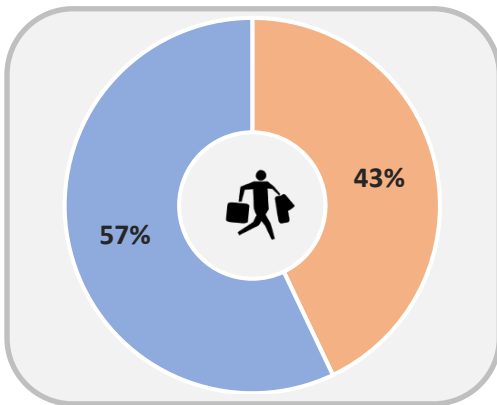


Nights  
14.9m  
+2.4% YoY



Expenditure  
\$3.1bn  
+18.9% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 4.5m (+22.1% YoY)  
Nights: 14.9m (+18.5% YoY)  
Expenditure: \$2.5bn (+47.8% YoY)



Average spend  
\$168 per night  
\$556 per visitor



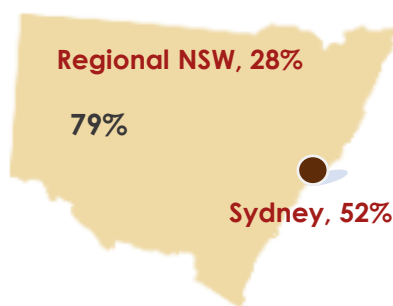
Average length of stay:  
3.3 nights



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

### Origin

79% of the visitors came from within New South Wales



### Travel party

32% of the visitors were an adult couple



Unaccompanied  
18%



Adult couple  
32%



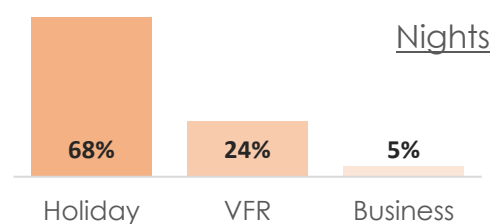
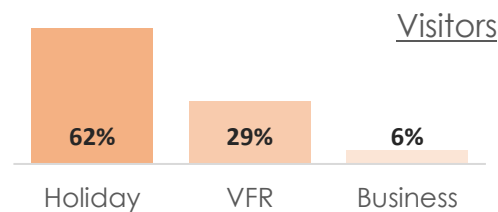
Family group  
20%



Friends and/or relatives  
27%

### Purpose of visit

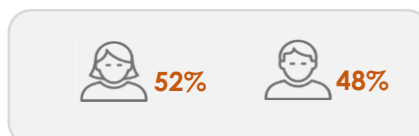
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



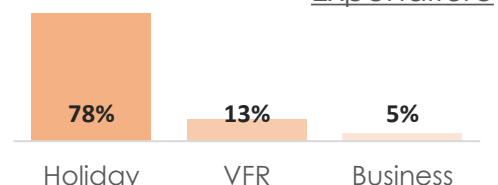
### Transport

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

### Gender



### Expenditure



# South Coast Visitor Profile

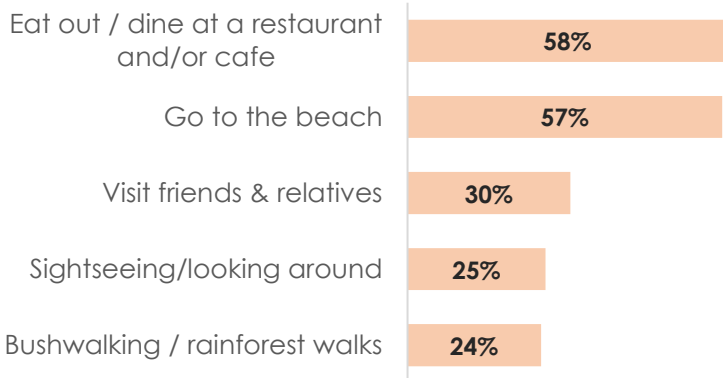
Year ended June 2021

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



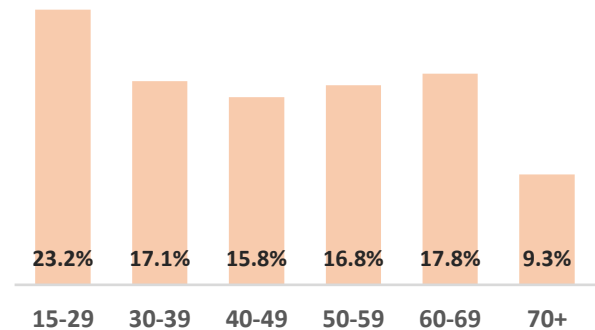
Icons sourced from www.easilly

## Top 5 activities

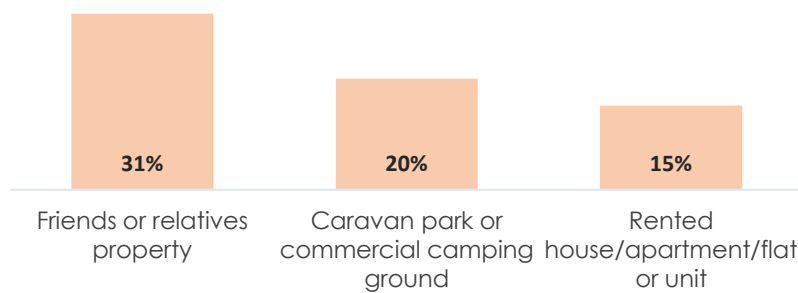


## Age

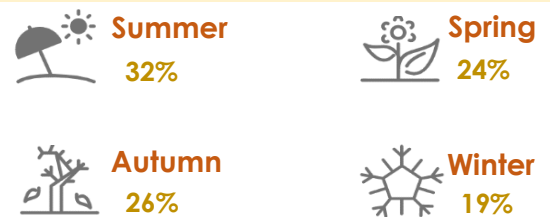
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 6.0m (-13.4% YoY)  
Expenditure: \$561.7m (-18.0% YoY)



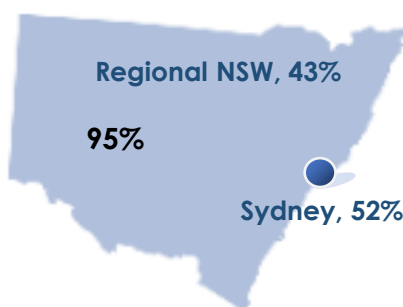
Average spend \$94 per visitor



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

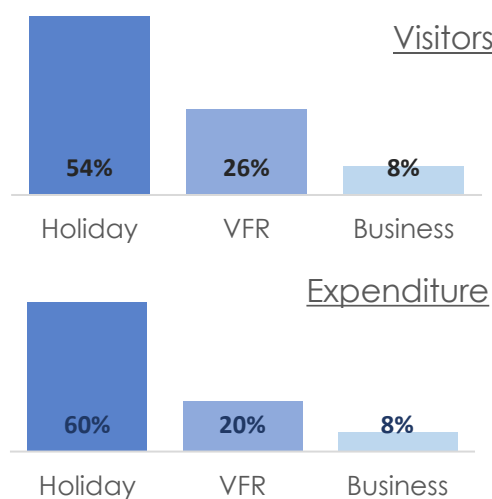
## Origin

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



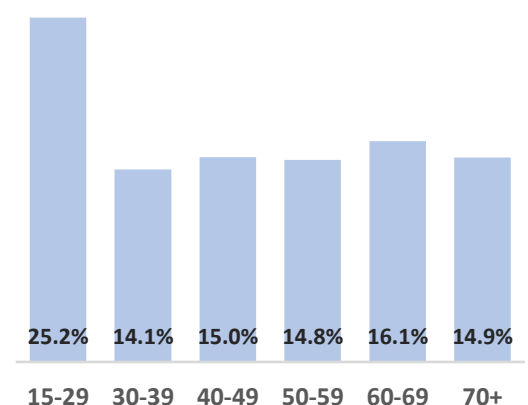
## Purpose of visit

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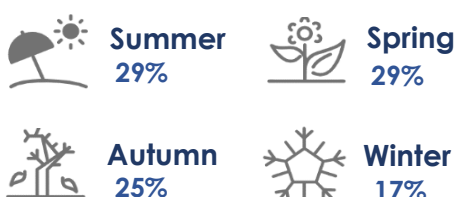


## Age

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



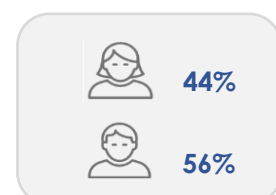
## Travel season\*



## Transport

Private vehicle or company car 96%  
Railway n/p

## Gender



\*by month returned from the trip

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