

Travel to South Coast Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors ('000)	8,771	9,319	8,868	10,293	10,395	10,180	10,712	12,341	9,815	8,795	-10.4%
Nights ('000)	10,218	11,691	10,789	11,556	11,127	11,899	12,402	14,857	11,914	13,116	10.1%
Expenditure (\$ million)	\$1,727	\$2,049	\$1,839	\$2,240	\$2,092	\$2,432	\$2,396	\$2,905	\$2,248	\$2,708	20.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	2.2%
Nights (000)	10,218	11,691	10,789	11,556	11,127	11,899	12,402	14,857	11,914	13,116	10.1%
Average Length of Stay	3.5	3.7	3.3	3.4	3.1	3.1	3.1	3.3	3.2	3.5	7.7%
Expenditure (\$ million)	1,262	1,498	1,363	1,539	1,461	1,834	1,780	2,130	1,714	2,212	29.0%
Spend per visitor per night (\$)	123	128	126	133	131	154	144	143	144	169	17.2%
Intrastate visitors (000)	2,239	2,241	2,336	2,446	2,553	2,870	2,936	3,407	2,900	2,988	3.0%
Interstate visitors (000)	699	949	887	918	991	998	1,041	1,109	808	802	-0.7%
Intrastate nights (000)	7,316	7,232	7,172	7,725	7,176	8,279	8,401	9,606	8,870	9,978	12.5%
Interstate nights (000)	2,903	4,459	3,617	3,831	3,951	3,621	4,002	5,251	3,044	3,138	3.1%
Intrastate expenditure (\$ million)	\$920	\$1,017	\$952	\$1,061	\$1,021	\$1,315	\$1,244	\$1,479	\$1,261	\$1,728	37.1%
Interstate expenditure (\$ million)	\$342	\$480	\$411	\$478	\$440	\$520	\$535	\$651	\$454	\$484	6.6%

Purpose of Visit

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	1,691	2,045	1,898	2,009	2,093	2,188	2,212	2,409	1,886	2,318	22.9%
Visiting Friends & Relatives	982	902	1,023	1,060	1,099	1,286	1,329	1,552	1,238	1,077	-13.1%
Business	220	199	174	199	190	230	307	414	419	259	-38.1%
Other	67	72	136	126	175	186	149	181	204	162	-20.2%
Total	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	2.2%

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	6,746	8,420	7,115	7,840	7,502	7,402	7,739	9,002	6,327	8,825	39.5%
Visiting Friends & Relatives	2,742	2,508	2,824	2,805	2,858	3,428	3,493	4,217	3,320	3,212	-3.2%
Business	593	438	442	587	451	662	753	1,121	1,461	644	-55.9%
Other	137	326	408	324	316	408	418	518	805	435	-45.9%
Total	10,218	11,691	10,789	11,556	11,127	11,899	12,402	14,857	11,914	13,116	10.1%

Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Regional NSW	865	935	990	996	1,076	1,095	1,216	1,206	1,097	1,071	-2.4%
Sydney	1,373	1,306	1,346	1,449	1,478	1,775	1,720	2,201	1,803	1,917	6.3%
Total Intrastate	2,239	2,241	2,336	2,446	2,553	2,870	2,936	3,407	2,900	2,988	3.0%
Victoria	248	321	320	295	314	341	308	387	263	237	-9.8%
Queensland	n/p	99	85	125	127	104	81	138	102	n/p	-
ACT	341	482	417	429	484	469	572	514	409	481	17.7%
Other Interstate	57	47	64	70	66	85	79	71	n/p	n/p	-
Total Interstate	699	949	887	918	991	998	1,041	1,109	808	802	-0.7%
Grand Total	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	2.2%

Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	644	686	719	749	747	897	841	1,011	830	899	8.3%
30-39	535	541	544	507	606	663	705	739	718	636	-11.4%
40-49	569	589	611	629	673	696	669	743	557	622	11.8%
50-59	528	615	636	608	680	682	767	734	608	630	3.5%
60-69	436	523	486	595	563	577	582	820	633	652	3.0%
70+	224	236	227	275	275	352	412	468	363	351	-3.2%
Total	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	2.2%

Travel Party

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Travelling alone	517	418	531	579	595	776	724	1,012	941	708	-24.8%
Adult couple	836	1,005	920	981	1,015	1,273	1,227	1,367	1,075	1,266	17.7%
Family group - parents and children	885	950	899	889	860	780	787	877	712	733	2.9%
Friends or relatives travelling together with(out) children	592	719	796	820	986	934	1,074	1,070	840	980	16.6%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	78	130	137	119	85	-28.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,937	3,190	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	2.2%

Travel to South Coast Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	1,502	1,777	1,711	1,976	2,049	2,380	2,464	2,934	2,078	2,267	9.1%
Go to the beach	1,349	1,657	1,610	1,740	1,863	2,036	1,991	2,420	1,867	2,247	20.3%
Visit friends & relatives	1,335	1,399	1,419	1,530	1,412	1,724	1,716	1,956	1,482	1,070	-27.8%
Bushwalking / rainforest walks	419	508	540	569	567	732	717	812	630	917	45.6%
Sightseeing/looking around	781	971	969	877	908	1,089	1,262	1,486	1,029	891	-13.4%

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

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Friends or relatives property	3,397	3,674	3,461	3,931	3,355	4,130	4,317	4,524	4,123	4,176	1.3%
Caravan park or commercial camping ground	2,143	3,111	2,602	2,788	2,573	2,184	2,315	2,438	1,923	2,766	43.8%
Rented house/apartment/flat or unit	1,589	1,607	1,224	1,647	1,623	1,921	1,794	1,661	1,599	1,829	14.4%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	2,703	2,933	2,921	3,043	3,242	3,534	3,624	4,094	3,408	3,589	5.3%
Railway	66	67	83	101	96	95	96	131	83	n/p	-
Aircraft	54	77	98	121	131	141	107	138	100	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	-18.0%
Expenditure (\$ million)	\$465	\$551	\$475	\$701	\$631	\$597	\$616	\$775	\$534	\$497	-6.9%
Spend per visitor (\$)	\$80	\$90	\$84	\$101	\$92	\$95	\$91	\$99	\$87	\$99	13.6%

Main Purpose of Trip

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	2,855	3,209	3,053	4,046	4,047	3,731	3,813	4,320	3,277	2,682	-18.1%
Visiting Friends & Relatives	1,914	1,751	1,752	1,755	1,660	1,717	2,003	2,014	1,578	1,283	-18.7%
Business	444	532	343	540	515	316	480	717	627	431	-31.3%
Other	621	637	497	588	627	548	439	773	625	609	-2.6%
Total	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	-18.0%

Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Sydney	2,893	3,267	3,388	4,111	3,788	3,598	3,600	4,406	3,489	2,478	-29.0%
Regional NSW	2,739	2,700	2,041	2,556	2,793	2,538	2,823	3,111	2,371	2,247	-5.2%
Total Intrastate	5,632	5,968	5,429	6,667	6,581	6,136	6,423	7,517	5,860	4,725	-19.4%
Total Interstate	n/p	n/p	n/p	263	269	n/p	312	309	247	281	13.4%
Total	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	-18.0%

Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	1,329	1,140	1,280	1,655	1,748	1,697	1,415	1,827	1,550	1,182	-23.8%
30-39	954	1,100	1,008	1,417	1,194	748	1,050	1,411	1,086	726	-33.1%
40-49	920	1,159	894	1,133	1,028	874	1,255	1,090	943	776	-17.7%
50-59	1,066	1,158	1,009	1,082	1,302	1,170	1,014	1,156	765	731	-4.3%
60-69	975	945	902	973	1,029	1,104	1,162	1,484	1,026	743	-27.6%
70+	590	627	551	670	550	718	839	858	738	847	14.8%
Total	5,834	6,129	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	-18.0%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	2,539	2,831	2,667	3,473	3,617	3,404	3,562	4,066	2,624	2,314	-11.8%
Go to the beach	1,030	1,288	1,434	2,030	1,960	1,683	1,960	2,437	1,861	1,659	-10.8%
Visit friends & relatives	2,230	2,005	2,109	2,142	1,972	1,932	2,241	2,330	1,751	1,145	-34.6%
Sightseeing/looking around	800	1,062	1,139	1,430	1,388	1,344	1,175	1,589	1,413	823	-41.8%
Go shopping for pleasure	1,078	1,057	855	1,210	1,254	1,154	921	1,013	754	655	-13.1%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	5,462	5,782	5,401	6,633	6,507	5,907	6,498	7,330	5,887	4,818	-18.2%
Railway	n/p	n/p	n/p	n/p	258	n/p	n/p	353	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