

Travel to Southern NSW Destination Network

Year ended September 2021

Source: National and International Visitor Surveys, TRA.



OVERVIEW

GRAND TOTAL - 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 Sep 21 vs. YE Sep 20
Visitors (000)	5,010	5,096	4,871	5,120	5,269	5,419	6,126	6,915	5,121	5,005	-2.3%
Nights (000)	8,015	9,740	9,327	9,248	9,223	10,050	10,175	10,996	8,482	8,609	1.5%
Expenditure (\$ million)	\$1,454	\$1,755	\$1,520	\$1,605	\$1,579	\$1,923	\$1,947	\$2,113	\$1,600	\$1,693	5.8%
Overnight - Int'l & domestic											
Visitors (000)	2,247	2,490	2,428	2,452	2,616	2,837	3,054	3,152	2,340	2,497	6.7%
Nights (000)	8,015	9,740	9,327	9,248	9,223	10,050	10,175	10,996	8,482	8,609	1.5%
Expenditure (\$ million)	\$1,179	\$1,417	\$1,308	\$1,329	\$1,302	\$1,643	\$1,594	\$1,756	\$1,227	\$1,402	14.2%
Domestic - overnight & daytrip											
Visitors (000)	4,946	5,032	4,807	5,052	5,196	5,328	6,027	6,816	5,073	5,005	-1.4%
Nights (000)	7,244	9,116	8,392	8,334	8,531	9,066	9,313	9,995	7,989	8,596	7.6%
Expenditure (\$ million)	\$1,411	\$1,725	\$1,478	\$1,560	\$1,541	\$1,856	\$1,894	\$2,059	\$1,574	\$1,692	7.5%

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 Sep 21 vs. YE Sep 20
Visitors (000)	2,183	2,426	2,364	2,384	2,543	2,745	2,955	3,053	2,292	2,496	8.9%
Nights (000)	7,244	9,116	8,392	8,334	8,531	9,066	9,313	9,995	7,989	8,596	7.6%
Average Length of Stay (nights)	3.3	3.8	3.6	3.5	3.4	3.3	3.2	3.3	3.5	3.4	-1.2%
Expenditure (\$ million)	\$1,136	\$1,387	\$1,266	\$1,285	\$1,264	\$1,575	\$1,542	\$1,702	\$1,200	\$1,401	16.7%
Spend per visitor per night (\$)	\$157	\$152	\$151	\$154	\$148	\$174	\$166	\$170	\$150	\$163	8.5%
Interstate visitors (000)	810	980	879	961	980	963	1,068	1,091	770	897	16.5%
Intrastate visitors (000)	1,373	1,446	1,485	1,423	1,562	1,782	1,887	1,961	1,522	1,599	5.1%
Interstate nights (000)	2,813	4,294	3,322	3,533	3,725	3,442	3,887	4,494	3,023	3,018	-0.2%
Intrastate nights (000)	4,431	4,822	5,070	4,802	4,806	5,623	5,427	5,502	4,966	5,578	12.3%
Interstate expenditure (\$ million)	\$366	\$575	\$408	\$518	\$439	\$496	\$529	\$610	\$391	\$463	18.3%
Intrastate expenditure (\$ million)	\$770	\$812	\$859	\$767	\$825	\$1,080	\$1,013	\$1,092	\$809	\$938	15.9%

Main Purpose of Visit

	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 Sep 21 vs. YE Sep 20
Holiday	1,301	1,520	1,348	1,485	1,538	1,598	1,781	1,740	1,128	1,500	33.0%
Visiting Friends & Relatives	624	553	668	518	635	754	728	790	580	569	-1.8%
Business	202	240	225	225	238	256	322	415	414	262	-36.8%
Other	66	120	130	171	156	163	143	140	197	177	-10.1%
Total	2,183	2,426	2,364	2,384	2,543	2,745	2,955	3,053	2,292	2,496	8.9%

Origin

	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 Sep 21 vs. YE Sep 20
Sydney	690	687	624	657	718	908	941	955	751	710	-5.5%
Regional NSW	683	759	861	766	845	874	946	1,006	771	889	15.4%
ACT	353	437	415	465	509	428	573	491	372	520	39.8%
Victoria	325	378	313	345	303	391	338	399	293	316	7.7%
Queensland	n/p	93	104	n/p	120	n/p	104	134	n/p	n/p	-
Other Interstate	45	71	47	59	48	63	53	68	n/p	n/p	-
Total	2,183	2,426	2,364	2,384	2,543	2,745	2,955	3,053	2,292	2,496	8.9%

Age

	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 Sep 21 vs. YE Sep 20
15-29	521	535	547	498	554	600	641	667	533	558	4.6%
30-39	335	425	342	355	397	461	504	477	362	375	3.8%
40-49	418	416	472	423	525	516	461	502	327	448	37.0%
50-59	399	440	455	431	457	469	548	513	408	435	6.6%
60-69	327	425	374	433	442	463	479	511	409	432	5.5%
70+	183	184	174	244	168	236	322	382	252	247	-1.8%
Total	2,183	2,426	2,364	2,384	2,543	2,745	2,955	3,053	2,292	2,496	8.9%

Travel Party

	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 Sep 21 vs. YE Sep 20
Travelling alone	336	339	452	428	463	471	572	811	624	548	-12.3%
Adult couple	594	712	603	711	653	836	900	819	581	757	30.2%
Family group - parent(s) and children	640	652	607	573	593	650	546	516	360	489	35.8%
Friends and/or relatives travelling together	507	596	601	551	718	678	822	747	602	616	2.4%
Other	107	127	100	120	116	109	115	160	125	87	-30.2%
Total	2,183	2,426	2,364	2,384	2,543	2,745	2,955	3,053	2,292	2,496	8.9%

Top 5 Activities (sorted by the latest year)

	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 Sep 21 vs. YE Sep 20
Eat out / dine at a restaurant and/or cafe	1,119	1,233	1,217	1,380	1,485	1,592	1,779	1,750	1,151	1,451	26.1%
Go to the beach	518	624	604	665	684	714	719	776	553	769	39.0%
Visit friends & relatives	834	883	897	869	892	1,018	949	1,007	743	623	-16.2%
Pubs, clubs, discos etc	475	660	532	563	556	602	671	688	454	612	34.7%
Bushwalking / rainforest walks	324	433	391	369	403	558	469	546	334	610	82.4%

Travel to Southern NSW Destination Network

Year ended September 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	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	682	675	745	721	745	861	933	911	758	738	-2.6%
Standard hotel/motor inn (below 4 star)	537	510	497	480	533	580	627	650	459	570	24.1%
Caravan park or commercial camping ground	271	455	338	400	363	386	364	350	235	378	61.0%

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	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	1,969	2,206	2,169	2,142	2,368	2,492	2,774	2,795	2,136	2,365	10.8%
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	63	65	n/p	84	n/p	102	58	99	n/p	n/p	-

INTERNATIONAL 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 Sep 21 vs. YE Sep 20
Visitors (000)	63	64	64	68	74	91	99	99	48	n/p	-
Nights (000)	771	623	934	914	692	984	861	1,001	493	n/p	-
Average Length of Stay (nights)	12.2	9.8	14.5	13.4	9.4	10.8	8.7	10.1	10.3	-	-
Expenditure (\$ million)	\$43	\$30	\$41	\$45	\$37	\$68	\$53	\$53	\$27	n/p	-
Spend per visitor per night (\$)	\$56	\$48	\$44	\$49	\$54	\$69	\$61	\$53	\$54	-	-

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 Sep 21 vs. YE Sep 20
Visitors (000)	2,763	2,607	2,443	2,668	2,653	2,583	3,072	3,763	2,781	2,509	-9.8%
Expenditure (\$ million)	\$275	\$339	\$212	\$275	\$277	\$280	\$352	\$357	\$373	\$291	-21.9%
Spend per visitor (\$)	\$100	\$130	\$87	\$103	\$104	\$109	\$115	\$95	\$134	\$116	-13.4%

Main Purpose of Trip

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	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	1,366	1,296	1,218	1,479	1,586	1,292	1,752	1,992	1,280	1,306	2.1%
Visiting Friends & Relatives	700	750	688	597	512	666	838	892	711	399	-43.9%
Business	272	n/p	281	194	n/p	n/p	n/p	466	367	364	-0.9%
Other	425	325	256	397	340	357	291	413	423	440	3.9%
Total	2,763	2,607	2,443	2,668	2,653	2,583	3,072	3,763	2,781	2,509	-9.8%

Origin

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	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	1,564	1,443	1,429	1,399	1,412	1,572	1,500	2,047	1,644	1,594	-3.0%
Sydney	n/p	304	278	358	327	n/p	417	492	300	n/p	-
Total Intrastate	1,795	1,747	1,707	1,757	1,739	1,858	1,916	2,539	1,944	1,802	-7.3%
Total Interstate	968	860	735	911	915	725	1,155	1,224	837	706	-15.7%
Total	2,763	2,607	2,443	2,668	2,653	2,583	3,072	3,763	2,781	2,509	-9.8%

Age

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	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	n/p	n/p	650	571	603	n/p	587	762	431	542	25.9%
30-39	518	578	n/p	n/p	n/p	n/p	490	653	291	346	19.0%
40-49	451	452	330	551	529	458	493	462	496	303	-38.9%
50-59	452	422	429	493	529	520	465	576	521	423	-18.7%
60-69	493	466	401	515	457	508	559	798	670	487	-27.2%
70+	293	334	244	279	317	418	477	511	374	407	8.9%
Total	2,763	2,607	2,443	2,668	2,653	2,583	3,072	3,763	2,781	2,509	-9.8%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	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	1,091	1,178	909	1,035	1,433	1,227	1,434	1,909	1,174	1,192	1.5%
Visit friends & relatives	926	817	838	700	663	695	1,016	1,060	713	461	-35.4%
Sightseeing/looking around	412	406	365	393	392	331	449	694	506	393	-22.2%
Go shopping for pleasure	542	580	562	530	479	495	551	645	422	393	-7.0%
Go to the beach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	286	n/p	338	-

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

	Visitors (000)										% change YE Sep 21 vs. YE Sep 20
	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	2,665	2,599	2,329	2,629	2,548	2,562	3,021	3,646	2,764	2,459	-11.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable

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