

# South Coast Visitor Profile

## Year ended September 2021



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

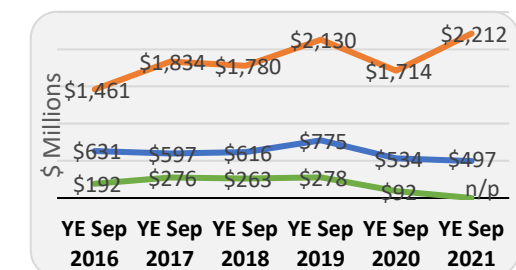
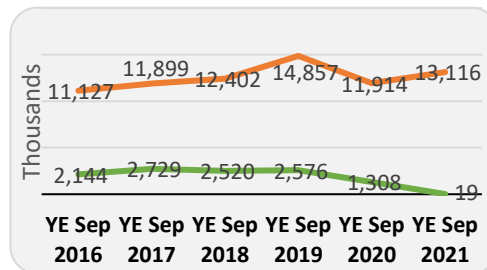
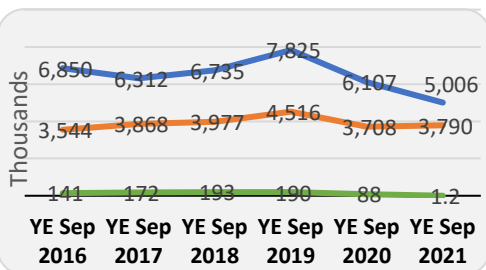
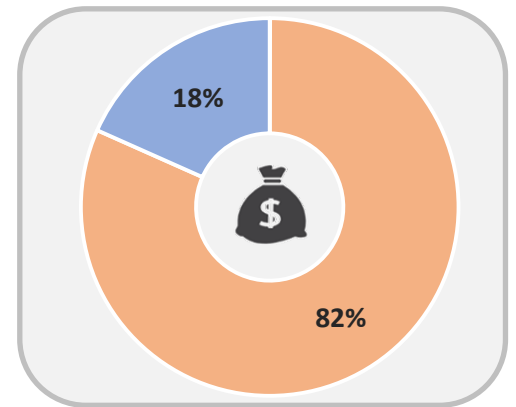
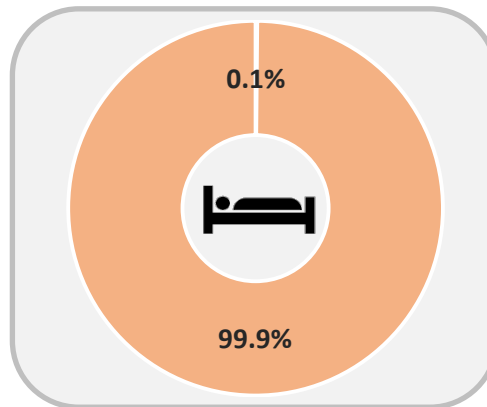
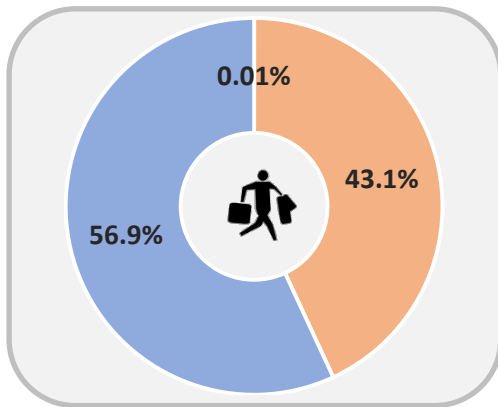
Icons sourced from www.easil.ly

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

### TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 3.8m (+2.2% YoY)  
Nights: 13.1m (+10.1% YoY)  
Expenditure: \$2.2bn (+29.0% YoY)



Average spend  
\$169 per night  
\$584 per visitor



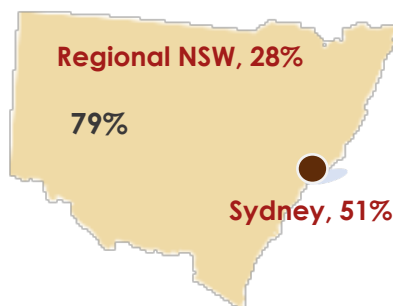
Average length of stay:  
3.5 nights



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

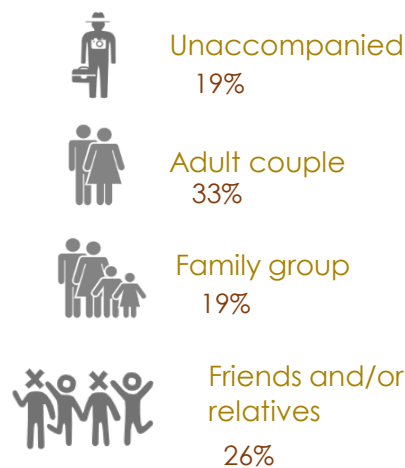
### Origin

79% of the visitors came from within New South Wales



### Travel party

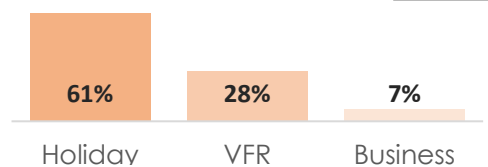
33% of the visitors were adult couple



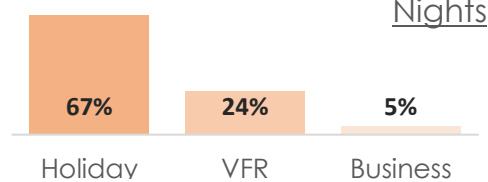
### Purpose of visit

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

#### Visitors



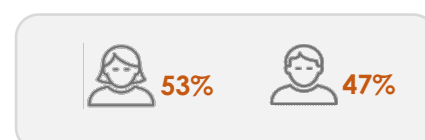
#### Nights



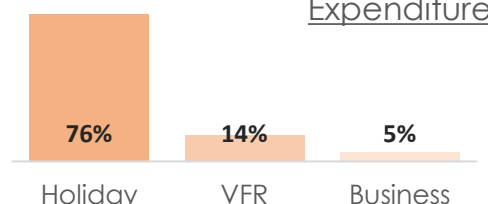
### Transport

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

### Gender



### Expenditure



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

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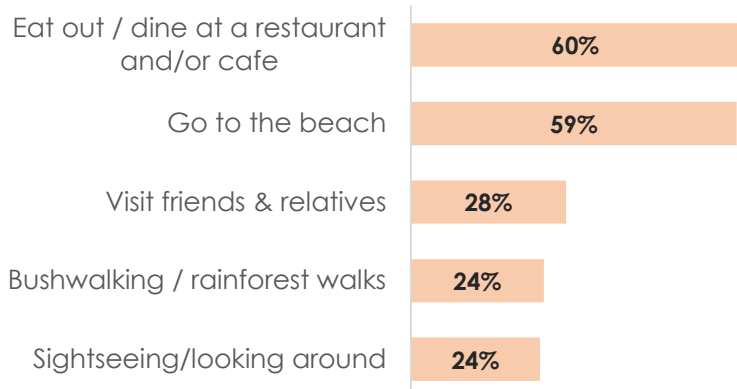
## Year ended September 2021



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

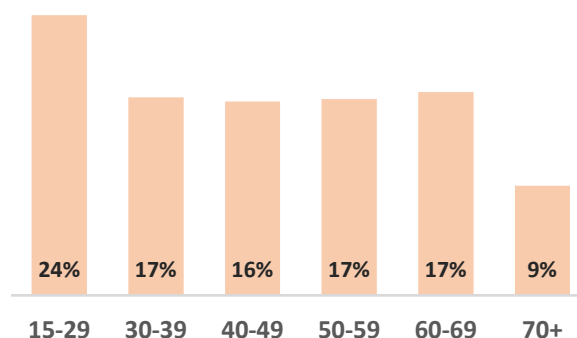
Icons sourced from www.easilly

### Top 5 activities

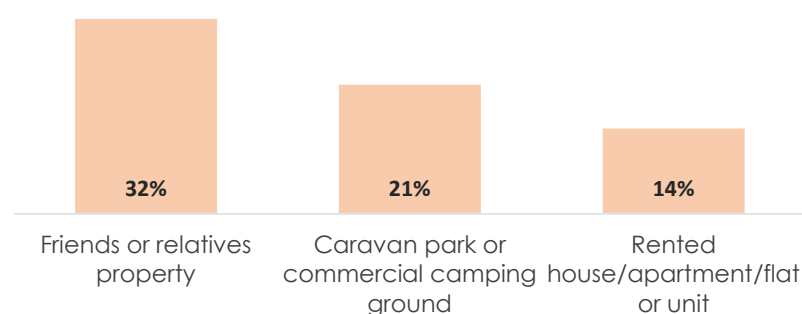


### Age

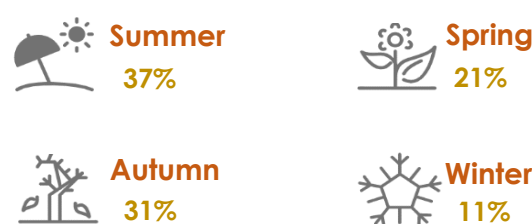
'15-29 years' was the largest age group of the visitors to the region



### Top 3 accommodation types (nights)



### Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 5.0m (-18.0% YoY)  
Expenditure: \$496.9m (-6.9% YoY)



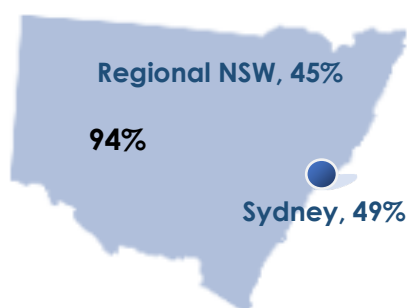
Average spend \$99 per visitor



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

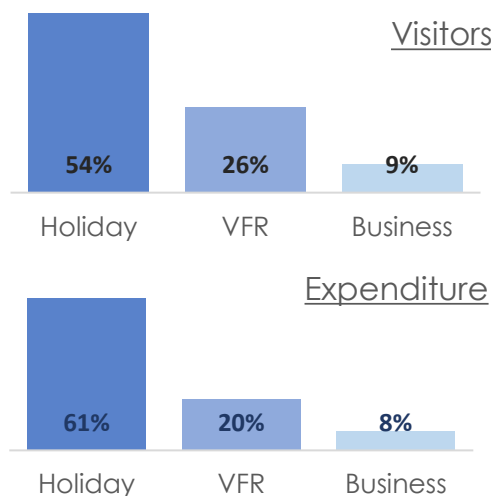
### Origin

94% of the visitors to the region came from New South Wales



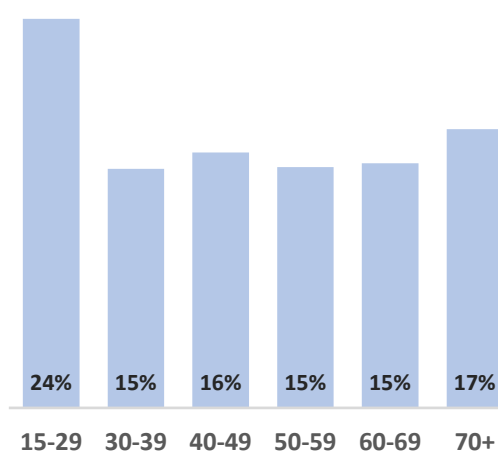
### Purpose of visit

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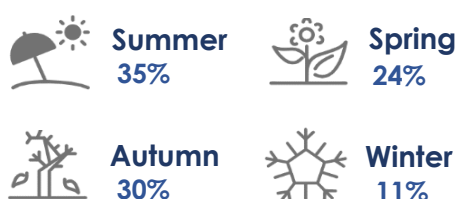


### Age

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



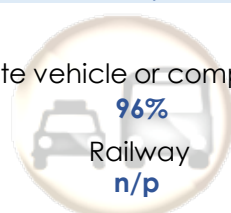
### Travel season\*



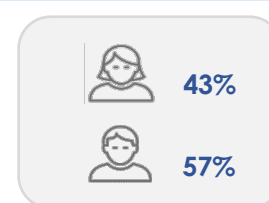
\*by month returned from the trip

### Transport

Private vehicle or company car



### Gender



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

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