

# Travel to South Coast Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



## OVERVIEW

Domestic - overnight & daytrip	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors ('000)	8,910	9,112	9,551	10,126	10,514	9,945	10,886	12,609	9,776	7,922	-19.0%
Nights ('000)	10,531	12,157	10,741	11,382	11,292	11,950	12,901	15,274	11,952	12,465	4.3%
Expenditure (\$ million)	\$1,778	\$2,033	\$1,997	\$2,072	\$2,273	\$2,375	\$2,469	\$2,993	\$2,348	\$2,519	7.3%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	-5.3%
Nights (000)	10,531	12,157	10,741	11,382	11,292	11,950	12,901	15,274	11,952	12,465	4.3%
Average Length of Stay	3.4	3.7	3.3	3.4	3.1	3.1	3.1	3.3	3.2	3.5	10.1%
Expenditure (\$ million)	1,285	1,530	1,404	1,447	1,577	1,838	1,862	2,192	1,799	2,062	14.6%
Spend per visitor per night (\$)	122	126	131	127	140	154	144	144	151	165	9.9%
Intrastate visitors (000)	912	917	995	1,006	1,016	1,027	1,121	1,309	1,243	1,151	-7.4%
Interstate visitors (000)	346	375	415	415	471	436	451	540	399	391	-2.0%
Intrastate nights (000)	7,263	7,700	7,132	7,505	7,300	8,220	8,830	10,101	9,214	9,221	0.1%
Interstate nights (000)	3,268	4,456	3,609	3,877	3,993	3,730	4,071	5,174	2,738	3,244	18.5%
Intrastate expenditure (\$ million)	\$895	\$1,066	\$971	\$997	\$1,093	\$1,312	\$1,302	\$1,556	\$1,377	\$1,592	15.6%
Interstate expenditure (\$ million)	\$389	\$464	\$433	\$450	\$485	\$527	\$560	\$637	\$423	\$471	11.4%

### Purpose of Visit

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	1,794	2,058	1,917	1,993	2,106	2,198	2,205	2,507	2,063	2,065	0.1%
Visiting Friends & Relatives	1,003	942	1,019	1,072	1,152	1,270	1,490	1,414	1,195	1,071	-10.4%
Business	227	201	181	196	186	255	326	458	346	246	-28.9%
Other	59	89	147	151	175	156	147	225	152	178	17.3%
Total	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	-5.3%

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	6,960	8,535	7,308	7,542	7,561	7,338	7,838	9,328	7,142	7,834	9.7%
Visiting Friends & Relatives	2,839	2,674	2,644	2,946	2,935	3,489	3,755	4,088	3,013	3,429	13.8%
Business	593	475	485	537	490	713	883	1,162	1,208	702	-41.9%
Other	140	473	305	357	306	410	426	696	589	499	-15.2%
Total	10,531	12,157	10,741	11,382	11,292	11,950	12,901	15,274	11,952	12,465	4.3%

### Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Regional NSW	382	398	389	410	420	449	497	493	443	422	-4.7%
Sydney	530	519	606	596	596	578	624	816	800	729	-8.9%
<b>Total Intrastate</b>	912	917	995	1,006	1,016	1,027	1,121	1,309	1,243	1,151	-7.4%
Victoria	114	137	133	141	141	140	134	179	76	87	14.5%
Queensland	32	41	33	48	46	32	44	56	n/p	n/p	-
ACT	140	137	201	175	225	212	222	267	287	265	-7.7%
Other Interstate	60	60	48	51	59	52	51	38	n/p	n/p	-
<b>Total Interstate</b>	346	375	415	415	471	436	451	540	399	391	-2.0%
<b>Grand Total</b>	1,258	1,292	1,410	1,421	1,487	1,463	1,572	1,849	1,642	1,542	-6.1%

### Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
15-29	742	665	771	687	801	909	886	975	881	823	-6.7%
30-39	490	627	500	543	590	645	767	756	714	575	-19.5%
40-49	559	606	610	624	688	687	705	731	592	538	-9.2%
50-59	574	581	663	665	631	713	748	779	562	664	18.2%
60-69	458	548	493	567	590	552	631	827	621	639	2.9%
70+	235	238	213	305	299	355	406	494	357	293	-17.9%
Total	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	-5.3%

### Travel Party

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Travelling alone	550	389	549	653	584	805	747	1,042	834	794	-4.8%
Adult couple	914	960	933	995	1,160	1,145	1,306	1,365	1,116	1,188	6.4%
Family group - parents and children	873	1,002	914	838	814	800	856	854	759	610	-19.7%
Friends or relatives travelling together with(out) children	626	828	769	812	954	978	1,049	1,114	915	834	-8.9%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	92	142	144	91	82	-9.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,059	3,264	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	-5.3%

# Travel to South Coast Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



## Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Eat out / dine at a restaurant and/or cafe	1,576	1,800	1,795	1,908	2,175	2,406	2,603	2,959	2,037	2,100	3.1%
Go to the beach	1,501	1,633	1,702	1,711	1,901	2,000	2,095	2,488	1,980	1,973	-0.3%
Visit friends & relatives	1,366	1,436	1,495	1,441	1,534	1,678	1,877	1,852	1,344	1,027	-23.6%
Bushwalking / rainforest walks	443	485	592	542	596	739	727	861	713	872	22.3%
Sightseeing/looking around	842	968	949	876	940	1,107	1,399	1,404	1,003	829	-17.3%

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

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Friends or relatives property	3,655	3,764	3,311	4,068	3,435	4,098	4,607	4,469	3,825	4,358	13.9%
Caravan park or commercial camping ground	2,163	3,270	2,720	2,491	2,677	2,095	2,252	2,719	2,108	2,180	3.4%
Rented house/apartment/flat or unit	1,531	1,702	1,305	1,553	1,584	2,026	1,843	1,585	1,948	1,602	-17.8%

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	2,834	3,003	2,952	3,037	3,304	3,525	3,786	4,123	3,462	3,356	-3.1%
Aircraft	49	98	80	146	120	141	101	165	n/p	n/p	-
Railway	n/p	55	96	114	85	100	93	121	n/p	n/p	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	5,852	5,848	6,301	6,735	6,915	6,085	6,743	8,046	6,049	4,392	-27.4%
Expenditure (\$ million)	\$493	\$502	\$593	\$626	\$696	\$537	\$608	\$800	\$549	\$456	-16.9%
Spend per visitor (\$)	\$84	\$86	\$94	\$93	\$101	\$88	\$90	\$99	\$91	\$104	14.5%

### Main Purpose of Trip

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	2,735	3,040	3,710	3,945	4,083	3,505	3,789	4,487	3,147	2,346	-25.4%
Visiting Friends & Relatives	1,928	1,820	1,589	1,768	1,747	1,682	1,919	2,119	1,492	1,261	-15.5%
Business	525	439	437	466	493	352	498	779	578	333	-42.4%
Other	663	549	565	557	593	547	537	661	833	451	-45.8%
Total	5,852	5,848	6,301	6,735	6,915	6,085	6,743	8,046	6,049	4,392	-27.4%

### Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Sydney	2,853	3,133	3,851	4,085	3,658	3,473	3,604	4,406	3,116	2,219	-28.8%
Regional NSW	2,771	2,585	2,179	2,389	3,026	2,413	2,828	3,111	2,634	1,938	-26.4%
<b>Total Intrastate</b>	5,624	5,718	6,030	6,474	6,684	5,886	6,432	7,517	5,750	4,156	-27.7%
<b>Total Interstate</b>	n/p	n/p	259	237	n/p	n/p	299	256	285	n/p	-
Total	5,838	5,844	6,289	6,711	6,915	6,026	6,732	7,773	6,035	4,326	-28.3%

### Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
15-29	1,188	1,204	1,386	1,782	1,758	1,536	1,332	1,827	1,517	970	-36.1%
30-39	903	1,056	1,120	1,323	1,132	730	1,133	1,411	978	572	-41.5%
40-49	993	1,134	999	1,032	952	954	1,180	1,090	853	709	-16.8%
50-59	1,022	981	1,219	1,131	1,284	1,112	997	1,156	874	704	-19.4%
60-69	1,094	849	900	906	1,167	1,066	1,249	1,484	1,008	667	-33.8%
70+	652	623	677	562	624	688	852	858	820	769	-6.2%
Total	5,852	5,848	6,301	6,735	6,915	6,085	6,743	7,825	6,049	4,392	-27.4%

## Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Eat out / dine at a restaurant and/or cafe	2,532	2,779	2,892	3,600	3,627	3,332	3,480	4,175	2,537	2,063	-18.7%
Go to the beach	981	1,210	1,780	2,046	1,928	1,657	1,833	2,733	1,822	1,207	-33.7%
Visit friends & relatives	2,175	2,099	2,131	2,021	2,037	1,827	2,228	2,426	1,617	1,022	-36.8%
Sightseeing/looking around	698	1,010	1,264	1,466	1,518	1,111	1,267	1,747	1,232	639	-48.1%
Go shopping for pleasure	935	1,059	1,113	1,080	1,263	1,076	892	948	806	609	-24.4%

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	5,568	5,501	6,012	6,441	6,558	5,736	6,427	7,569	5,909	4,209	-28.8%
Railway	n/p	n/p	n/p	n/p	258	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