

Travel to Southern NSW Destination Network

Year ended March 2022

Source: National and International Visitor Surveys, TRA.



OVERVIEW

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
GRAND TOTAL - overnight & daytrip											
Visitors (000)	4,887	5,052	5,033	5,238	5,064	5,806	6,417	6,657	5,083	4,754	-6.5%
Nights (000)	9,261	9,524	8,802	9,874	8,962	10,538	9,808	11,221	8,408	8,058	-4.2%
Expenditure (\$ million)	\$1,513	\$1,654	\$1,644	\$1,493	\$1,627	\$2,106	\$1,979	\$2,035	\$1,764	\$1,685	-4.5%
Overnight - Int'l & domestic											
Visitors (000)	2,457	2,499	2,371	2,616	2,577	3,019	2,962	3,094	2,434	2,384	-2.1%
Nights (000)	9,261	9,524	8,802	9,874	8,962	10,538	9,808	11,221	8,408	8,058	-4.2%
Expenditure (\$ million)	\$1,288	\$1,350	\$1,365	\$1,250	\$1,377	\$1,735	\$1,653	\$1,644	\$1,434	\$1,423	-0.8%
Domestic - overnight & daytrip											
Visitors (000)	4,828	4,985	4,971	5,160	4,979	5,712	6,319	6,571	5,083	4,750	-6.5%
Nights (000)	8,616	8,863	7,842	8,934	8,103	9,612	8,871	10,351	8,408	7,998	-4.9%
Expenditure (\$ million)	\$1,485	\$1,616	\$1,600	\$1,451	\$1,581	\$2,035	\$1,928	\$1,988	\$1,764	\$1,682	-4.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	2,380	-2.2%
Nights (000)	8,616	8,863	7,842	8,934	8,103	9,612	8,871	10,351	8,408	7,998	-4.9%
Average Length of Stay (nights)	3.6	3.6	3.4	3.5	3.3	3.3	3.1	3.4	3.5	3.4	-2.7%
Expenditure (\$ million)	\$1,260	\$1,312	\$1,320	\$1,207	\$1,331	\$1,665	\$1,602	\$1,597	\$1,434	\$1,420	-1.0%
Spend per visitor per night (\$)	\$146	\$148	\$168	\$135	\$164	\$173	\$181	\$154	\$171	\$178	4.1%
Interstate visitors (000)	990	935	847	1,038	931	1,038	1,010	1,087	760	849	11.7%
Intrastate visitors (000)	1,408	1,497	1,463	1,501	1,561	1,887	1,854	1,922	1,674	1,531	-8.5%
Interstate nights (000)	3,902	3,884	3,094	3,936	3,165	4,084	3,465	4,753	2,610	3,015	15.5%
Intrastate nights (000)	4,714	4,980	4,749	4,998	4,938	5,528	5,407	5,598	5,798	4,983	-14.1%
Interstate expenditure (\$ million)	\$497	\$478	\$473	\$450	\$464	\$537	\$574	\$569	\$385	\$476	23.6%
Intrastate expenditure (\$ million)	\$763	\$833	\$847	\$757	\$867	\$1,128	\$1,027	\$1,028	\$1,050	\$944	-10.0%

Main Purpose of Visit

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)											
Holiday	1,463	1,406	1,436	1,578	1,435	1,774	1,709	1,540	1,419	1,444	1.8%
Visiting Friends & Relatives	615	665	503	592	683	735	741	770	581	534	-8.1%
Business	249	232	219	215	234	313	303	518	290	271	-6.5%
Other	75	137	157	177	160	137	132	212	160	157	-2.2%
Total	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	2,380	-2.2%

Origin

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)											
Sydney	676	726	579	695	776	965	891	927	851	653	-23.3%
Regional NSW	732	771	884	806	785	922	962	995	823	878	6.7%
ACT	461	385	427	556	426	538	448	483	470	461	-1.9%
Victoria	359	386	298	334	326	360	392	400	242	307	26.6%
Queensland	104	103	n/p	97	113	84	117	117	n/p	n/p	-
Other Interstate	66	62	38	51	67	56	54	85	n/p	n/p	-
Total	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	2,380	-2.2%

Age

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)											
15-29	637	534	463	530	554	637	661	645	559	583	4.4%
30-39	348	405	338	441	370	500	437	476	384	393	2.5%
40-49	430	452	417	487	483	531	442	478	401	367	-8.5%
50-59	420	436	457	451	459	516	509	510	407	425	4.5%
60-69	374	438	393	459	412	485	482	500	438	401	-8.3%
70+	189	167	242	171	214	256	332	400	245	210	-14.5%
Total	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	2,380	-2.2%

Travel Party

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)											
Travelling alone	356	407	387	481	447	508	687	829	526	558	6.0%
Adult couple	622	682	693	678	722	862	828	773	652	715	9.8%
Family group - parents and children	677	657	584	584	575	634	497	499	460	415	-9.7%
Friends or relatives travelling together	604	579	551	678	636	800	725	732	697	604	-13.4%
Other travel party	139	106	93	118	113	122	128	175	99	88	-10.9%
Total	2,398	2,432	2,309	2,539	2,492	2,925	2,864	3,008	2,434	2,380	-2.2%

Top 5 Activities (sorted by the latest year)

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	1,206	1,199	1,315	1,468	1,429	1,761	1,718	1,658	1,302	1,320	1.4%
Go to the beach	617	634	652	707	640	742	708	689	709	718	1.3%
Pubs, clubs, discos etc	589	579	532	578	552	650	640	700	521	612	17.5%
Bushwalking / rainforest walks	410	399	398	423	442	534	462	463	537	607	13.1%
Visit friends & relatives	888	947	779	919	929	972	981	959	711	588	-17.3%

Travel to Southern NSW Destination Network

Year ended March 2022

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Friends or relatives property	760	734	657	749	797	918	888	925	750	669	-10.8%
Standard hotel/motor inn (below 4 star)	552	490	525	456	563	627	613	655	466	572	22.8%
Caravan park or commercial camping ground	379	429	360	345	365	369	352	325	325	284	-12.7%

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

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Private vehicle or company car	2,162	2,210	2,110	2,342	2,263	2,717	2,653	2,739	2,310	2,270	-1.7%
Aircraft	68	61	67	n/p	79	82	68	99	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL*

Visitors, Nights and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	59	67	62	77	85	94	98	86	n/p	3.4	-
Nights (000)	645	661	959	940	859	926	937	869	n/p	60	-
Average Length of Stay (nights)	11.0	9.8	15.5	12.2	10.1	9.8	9.6	10.1	-	18	-
Expenditure (\$ million)	\$28	\$38	\$45	\$42	\$46	\$71	\$51	\$47	n/p	\$3	-
Spend per visitor per night (\$)	\$43	\$57	\$47	\$45	\$54	\$76	\$54	\$54	-	\$51	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change 2022 vs. 2021
Visitors (000)	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	2,370	-10.5%
Expenditure (\$ million)	\$225	\$305	\$280	\$244	\$250	\$370	\$326	\$391	\$330	\$262	-20.4%
Spend per visitor (\$)	\$93	\$119	\$105	\$93	\$100	\$133	\$94	\$110	\$124	\$111	-11.0%

Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Holiday	1,084	1,279	1,478	1,447	1,459	1,432	1,799	1,865	1,339	1,190	-11.1%
Visiting Friends & Relatives	749	701	572	682	477	718	992	844	490	483	-1.4%
Business	n/p	n/p	261	n/p	n/p	n/p	305	472	375	267	-28.7%
Other	357	273	350	363	306	402	360	382	446	429	-3.7%
Total	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	2,370	-10.5%

Origin

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Regional NSW	1,410	1,449	1,507	1,393	1,386	1,555	1,762	1,913	1,657	1,436	-13.3%
Sydney	n/p	n/p	352	295	n/p	379	419	506	n/p	n/p	-
Total Intrastate	1,689	1,720	1,859	1,688	1,689	1,935	2,181	2,418	1,873	1,640	-12.5%
Total Interstate	741	833	802	934	798	852	1,274	1,144	776	730	-5.9%
Total	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	2,370	-10.5%

Age

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
15-29	n/p	n/p	773	542	454	n/p	671	675	512	505	-1.3%
30-39	n/p	635	n/p	n/p	n/p	n/p	649	444	363	337	-7.3%
40-49	341	422	394	564	467	513	450	587	361	268	-25.8%
50-59	401	392	568	471	504	530	528	586	435	344	-21.1%
60-69	481	410	487	423	519	513	659	802	528	599	13.3%
70+	371	256	239	347	334	468	497	470	449	318	-29.3%
Total	2,430	2,553	2,661	2,622	2,487	2,787	3,455	3,563	2,649	2,370	-10.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Eat out / dine at a restaurant and/or cafe	934	1,080	1,011	1,260	1,218	1,436	1,517	1,853	1,098	1,048	-4.5%
Visit friends & relatives	862	773	729	743	618	847	1,167	927	524	488	-7.0%
Go shopping for pleasure	375	547	708	452	392	630	652	484	462	252	-45.5%
Sightseeing/looking around	335	479	255	423	395	355	637	609	530	243	-54.2%
Go to the beach	n/p	n/p	n/p	293	n/p	n/p	313	236	338	n/p	-

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

	Visitors (000)										% change 2022 vs. 2021
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Private vehicle or company car	2,361	2,524	2,557	2,564	2,390	2,749	3,402	3,484	2,597	2,359	-9.2%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
n/a	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

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