

# Travel to Southern NSW Destination Network

## Year ended September 2022

Source: National and International Visitor Surveys, TRA.



### OVERVIEW

n/p = not publishable

GRAND TOTAL - overnight & daytrip	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	5,426	5,145	5,491	5,608	5,848	6,548	7,374	5,413	5,433	6,133	12.9%
Nights (000)	10,021	9,793	9,702	9,697	10,825	10,975	11,484	8,923	9,212	11,357	23.3%
Expenditure (\$M)	\$1,815	\$1,585	\$1,683	\$1,652	\$2,004	\$2,056	\$2,208	\$1,673	\$1,774	\$3,061	72.6%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors (000)	2,585	2,554	2,558	2,744	2,999	3,240	3,334	2,500	2,654	3,413	28.6%
Nights (000)	10,021	9,793	9,702	9,697	10,825	10,975	11,484	8,923	9,212	11,357	23.3%
Expenditure (\$M)	\$1,455	\$1,360	\$1,386	\$1,360	\$1,703	\$1,691	\$1,824	\$1,289	\$1,464	\$2,727	86.3%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors (000)	5,359	5,077	5,419	5,530	5,753	6,446	7,272	5,365	5,432	6,118	12.6%
Nights (000)	9,373	8,800	8,717	8,846	9,740	10,030	10,432	8,413	9,198	11,152	21.2%
Expenditure (\$M)	\$1,784	\$1,540	\$1,635	\$1,604	\$1,932	\$1,998	\$2,152	\$1,645	\$1,773	\$3,047	71.8%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	2,519	2,487	2,486	2,667	2,905	3,138	3,231	2,452	2,654	3,397	28.0%
Nights (000)	9,373	8,800	8,717	8,846	9,740	10,030	10,432	8,413	9,198	11,152	21.2%
Average Length of Stay (nights)	3.7	3.5	3.5	3.3	3.4	3.2	3.2	3.4	3.5	3.3	-5.3%
Expenditure (\$M)	\$1,423	\$1,316	\$1,338	\$1,312	\$1,632	\$1,633	\$1,769	\$1,262	\$1,463	\$2,713	85.4%
Spend per visitor per night (\$)	\$152	\$149	\$153	\$148	\$168	\$163	\$170	\$150	\$159	\$243	52.9%
Interstate visitors (000)	1,009	912	1,004	1,011	1,015	1,105	1,149	806	940	1,132	20.5%
Intrastate visitors (000)	1,510	1,575	1,483	1,656	1,890	2,033	2,083	1,647	1,714	2,265	32.1%
Interstate nights (000)	4,379	3,423	3,693	3,803	3,740	3,988	4,649	3,132	3,131	4,267	36.3%
Intrastate nights (000)	4,995	5,378	5,023	5,043	5,999	6,042	5,783	5,282	6,067	6,885	13.5%
Interstate expenditure (\$M)	\$583	\$421	\$538	\$451	\$520	\$541	\$629	\$415	\$474	\$860	81.5%
Intrastate expenditure (\$M)	\$840	\$894	\$800	\$861	\$1,112	\$1,092	\$1,140	\$847	\$990	\$1,853	87.2%

#### Main Purpose of Visit

	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	YE Sep 2022	% change 2022 vs. 2021
Holiday	1,577	1,420	1,540	1,606	1,670	1,877	1,828	1,181	1,564	2,064	31.9%
Visiting Friends & Relatives	578	711	542	664	801	761	861	640	607	757	24.7%
Business	243	235	248	254	291	368	431	459	315	449	42.7%
Other	129	130	178	172	171	158	150	198	189	172	-9.3%
Total	2,519	2,487	2,486	2,667	2,905	3,138	3,231	2,452	2,654	3,397	28.0%

#### Origin

	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	YE Sep 2022	% change 2022 vs. 2021
Sydney	707	652	675	757	929	985	991	775	728	1,048	44.0%
Regional NSW	803	923	807	899	960	1,048	1,092	872	986	1,217	23.4%
ACT	442	430	468	520	441	582	513	383	531	528	-0.6%
Victoria	397	328	382	316	419	363	426	310	345	420	21.8%
Queensland	98	106	94	125	88	104	138	n/p	n/p	n/p	-
Other Interstate	72	48	59	50	67	55	72	n/p	n/p	n/p	-
Total	2,519	2,487	2,486	2,667	2,905	3,138	3,231	2,452	2,654	3,397	28.0%

#### Age

	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	YE Sep 2022	% change 2022 vs. 2021
15-29	540	585	517	568	628	659	701	571	582	872	49.8%
30-39	439	360	373	417	486	534	505	415	396	526	32.8%
40-49	438	484	448	542	529	495	541	353	502	552	9.9%
50-59	457	473	451	505	515	601	551	420	454	500	10.0%
60-69	447	388	449	464	497	515	534	434	460	593	28.9%
70+	199	197	249	170	250	334	399	259	260	355	36.6%
Total	2,519	2,487	2,486	2,667	2,905	3,138	3,231	2,452	2,654	3,397	28.0%

#### Travel Party

	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	YE Sep 2022	% change 2022 vs. 2021
Travelling alone	356	480	460	485	532	627	863	685	614	830	35.2%
Adult couple	748	636	730	683	872	936	850	599	796	915	15.0%
Family group - parents and children	667	635	593	605	674	577	570	395	499	633	27.0%
Friends or relatives travelling together	620	631	578	773	705	863	779	638	647	888	37.2%
Other travel party	128	105	125	121	121	134	169	136	99	131	32.4%
Total	2,519	2,487	2,486	2,667	2,905	3,138	3,231	2,452	2,654	3,397	28.0%

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

	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	YE Sep 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	1,276	1,277	1,441	1,542	1,664	1,877	1,833	1,224	1,524	1,811	18.8%
Pubs, clubs, discos etc	684	564	592	589	635	719	720	496	659	963	46.2%
Visit friends & relatives	919	961	921	936	1,083	999	1,092	815	652	839	28.7%
Go to the beach	626	604	667	684	716	725	776	558	769	839	9.1%
Sightseeing/looking around	762	689	659	671	728	875	925	605	607	792	30.6%



# Travel to Southern NSW Destination Network

## Year ended September 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 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	YE Sep 2022		
Friends or relatives property	697	783	760	782	913	987	981	819	766	853	11.3%	
Standard hotel/motor inn (below 4 star)	540	534	499	563	603	658	686	487	610	842	38.1%	
Caravan park or commercial camping ground	471	355	415	393	399	390	368	263	392	382	-2.6%	

### INTERNATIONAL OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
Visitors (000)	66	67	71	77	94	102	103	48	n/p	15	-	
Nights (000)	648	993	986	851	1,085	945	1,052	510	n/p	205	-	
Average Length of Stay (nights)	9.8	14.8	13.8	11.0	11.5	9.3	10.3	10.5	-	13.4	-	
Expenditure (\$M)	\$32	\$45	\$48	\$48	\$72	\$57	\$55	\$27	n/p	\$14	-	
Spend per visitor per night (\$)	\$49	\$45	\$49	\$56	\$66	\$61	\$53	\$53	-	\$67	-	

#### Purpose of Visit

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
Holiday	51	51	49	57	71	73	78	36	n/p	8	-	
Visiting Friends & Relatives	10	12	15	15	17	20	20	10	n/p	5	-	
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	1.6	-	
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-	
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	0.5	-	
Total	66	67	71	77	94	102	103	48	n/p	15	-	

### Top 3 Int'l source markets to Southern NSW DN (sorted by the latest year)

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
United Kingdom	10	14	13	11	17	13	12	12	-	3	-	
Germany	7	8	7	8	11	11	8	n/p	-	2	-	
New Zealand	8	7	n/p	n/p	8	12	8	n/p	n/p	2	-	

#### Age

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
15-29	23	21	23	25	31	28	33	13	n/p	5	-	
30-39	10	8	10	13	11	16	17	6	n/p	3	-	
40-49	10	11	10	8	12	17	10	n/p	n/p	2	-	
50-59	10	9	13	10	18	15	17	n/p	n/p	2	-	
60-69	10	10	13	14	16	20	18	10	n/p	2	-	
70+	n/p	n/p	n/p	n/p	n/p	7	8	7	n/p	2	-	
Total	66	67	71	77	94	102	103	48	n/p	15	-	

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
Visitors (000)	2,840	2,591	2,933	2,864	2,848	3,308	4,040	2,913	2,778	2,721	-2.1%	
Expenditure (\$M)	\$361	\$225	\$297	\$292	\$301	\$365	\$384	\$383	\$310	\$334	7.9%	
Spend per visitor (\$)	\$127	\$87	\$101	\$102	\$106	\$110	\$95	\$132	\$112	\$123	10.1%	

#### Main Purpose of Trip

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
Holiday	1,451	1,300	1,668	1,751	1,426	1,882	2,176	1,366	1,431	1,366	-4.5%	
Visiting Friends & Relatives	786	727	627	520	690	863	918	739	464	492	6.0%	
Business	n/p	281	232	n/p	352	n/p	510	377	419	n/p	-	
Other	337	284	407	351	380	312	436	430	465	481	3.6%	
Total	2,840	2,591	2,933	2,864	2,848	3,308	4,040	2,913	2,778	2,721	-2.1%	

#### Origin

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
Regional NSW	1,566	1,564	1,612	1,536	1,814	1,666	2,258	1,719	1,811	1,398	-22.8%	
Sydney	319	278	361	327	n/p	437	502	300	n/p	n/p	-	
Total Intrastate	1,885	1,843	1,972	1,863	2,099	2,103	2,759	2,019	2,025	1,694	-16.4%	
Total Interstate	956	748	960	1,001	749	1,205	1,281	894	753	1,027	36.3%	
Total	2,840	2,591	2,933	2,864	2,848	3,308	4,040	2,913	2,778	2,721	-2.1%	

#### Age

	Visitors (000)											% change 2022 vs. 2021
	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	YE Sep 2022		
15-29	n/p	666	623	706	530	618	828	469	598	563	-5.8%	
30-39	606	n/p	293	n/p	n/p	567	748	309	366	390	6.6%	
40-49	528	330	666	556	458	511	497	506	347	362	4.5%	
50-59	445	456	510	536	550	557	592	553	473	429	-9.2%	
60-69	481	428	529	475	534	570	859	676	552	632	14.5%	
70+	355	277	312	330	460	485	517	399	443	344	-22.3%	
Total	2,840	2,591	2,933	2,864	2,848	3,308	4,040	2,913	2,778	2,721	-2.1%	