

Travel to Southern NSW Destination Network

Year ended December 2022

Source: National Visitor Surveys, TRA.



OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	5,071	4,834	4,940	5,312	5,468	6,084	6,923	4,908	4,791	6,094	27.2%
Nights (000)	9,486	8,011	8,576	8,188	9,229	9,617	10,370	7,740	8,098	10,794	33.3%
Expenditure (\$M)	\$1,700	\$1,564	\$1,451	\$1,583	\$1,924	\$1,913	\$2,086	\$1,667	\$1,560	\$3,126	100.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	2,489	2,285	2,497	2,480	2,786	3,000	3,167	2,199	2,392	3,359	40.4%
Nights (000)	9,486	8,011	8,576	8,188	9,229	9,617	10,370	7,740	8,098	10,794	33.3%
Average Length of Stay (nights)	3.8	3.5	3.4	3.3	3.3	3.2	3.3	3.5	3.4	3.2	-5.1%
Expenditure (\$M)	\$1,389	\$1,284	\$1,230	\$1,304	\$1,570	\$1,616	\$1,706	\$1,286	\$1,310	\$2,710	106.9%
Spend per visitor per night (\$)	\$146	\$160	\$143	\$159	\$170	\$168	\$165	\$166	\$162	\$251	55.2%
Interstate visitors (000)	936	908	983	968	963	1,056	1,180	663	867	1,154	33.1%
Intrastate visitors (000)	1,553	1,377	1,514	1,512	1,823	1,944	1,987	1,536	1,525	2,205	44.6%
Interstate nights (000)	3,991	3,472	3,608	3,585	3,550	3,853	4,865	2,475	2,985	4,118	37.9%
Intrastate nights (000)	5,495	4,539	4,968	4,603	5,679	5,764	5,505	5,265	5,113	6,676	30.6%
Interstate expenditure (\$M)	\$525	\$459	\$462	\$470	\$484	\$549	\$639	\$340	\$450	\$861	91.3%
Intrastate expenditure (\$M)	\$864	\$826	\$768	\$835	\$1,086	\$1,067	\$1,067	\$946	\$860	\$1,849	115.1%

Main Purpose of Visit

	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	YE Dec 2022	% change 2022 vs. 2021
Holiday	1,478	1,385	1,509	1,500	1,656	1,798	1,724	1,180	1,369	2,070	51.2%
Visiting Friends & Relatives	632	548	601	614	747	773	804	528	562	740	31.8%
Business	244	223	244	216	264	313	487	360	297	403	35.7%
Other	143	134	163	172	147	139	175	160	175	185	5.7%
Total	2,489	2,285	2,497	2,480	2,786	3,000	3,167	2,199	2,392	3,359	40.4%

Origin

	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	YE Dec 2022	% change 2022 vs. 2021
Sydney	752	579	690	733	928	926	987	742	674	1,065	58.0%
Regional NSW	801	799	825	779	895	1,018	1,001	794	851	1,140	33.9%
ACT	410	445	510	460	465	537	494	397	492	529	7.5%
Victoria	379	307	338	315	372	345	467	210	302	440	45.8%
Queensland	78	116	n/p	130	74	112	132	n/p	n/p	n/p	-
Other Interstate	68	40	57	63	52	62	87	n/p	n/p	84	-
Total	2,489	2,285	2,497	2,480	2,786	3,000	3,167	2,199	2,392	3,359	40.4%

Age

	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	YE Dec 2022	% change 2022 vs. 2021
15-29	552	480	526	534	641	678	660	498	571	836	46.4%
30-39	443	299	414	378	451	513	473	368	367	575	56.8%
40-49	421	459	460	525	468	485	527	349	386	520	34.7%
50-59	437	486	449	412	522	527	536	386	423	491	16.1%
60-69	449	378	427	416	478	483	547	369	423	555	31.1%
70+	186	183	222	215	225	314	424	230	223	383	71.8%
Total	2,489	2,285	2,497	2,480	2,786	3,000	3,167	2,199	2,392	3,359	40.4%

Travel Party

	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	YE Dec 2022	% change 2022 vs. 2021
Travelling alone	353	437	481	442	446	663	854	511	612	731	19.4%
Adult couple	732	600	717	698	831	886	804	590	701	930	32.7%
Family group - parents and children	639	600	583	579	630	555	537	416	374	679	81.5%
Friends or relatives travelling together	649	552	597	657	747	789	805	566	605	885	46.3%
Other travel party	116	96	120	104	132	107	168	115	100	133	33.1%
Total	2,489	2,285	2,497	2,480	2,786	3,000	3,167	2,199	2,392	3,359	40.4%

Top 5 Activities (sorted by the latest year)

	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	YE Dec 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	1,247	1,237	1,449	1,441	1,639	1,795	1,820	1,115	1,363	1,743	27.9%
Go to the beach	622	650	660	680	680	785	786	602	639	929	45.3%
Pubs, clubs, discos etc	631	543	594	531	583	699	719	456	591	921	55.8%
Sightseeing/looking around	706	640	644	618	712	919	814	547	517	803	55.4%
Visit friends & relatives	956	840	905	875	975	1,026	1,016	677	579	802	38.6%

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

	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	YE Dec 2022	% change 2022 vs. 2021
Standard hotel/motor inn (below 4 star)	509	486	500	513	613	624	673	460	549	841	53.2%
Friends or relatives property	722	687	779	725	851	974	958	667	713	801	12.3%
Caravan park or commercial camping ground	445	346	364	392	368	362	369	261	314	423	34.9%

Travel to Southern NSW Destination Network

Year ended December 2022

Source: National Visitor Surveys, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	2,399	2,735	14.0%
Expenditure (\$M)	\$311	\$279	\$221	\$279	\$354	\$297	\$380	\$381	\$250	\$416	66.3%
Spend per visitor (\$)	\$121	\$110	\$91	\$98	\$132	\$96	\$101	\$141	\$104	\$152	45.9%

Main Purpose of Trip

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	Visitors (000)		YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
	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	YE Dec 2022	% change 2022 vs. 2021
Holiday	1,250	1,440	1,302	1,692	1,377	1,672	1,969	1,285	1,292	1,227	-5.1%
Visiting Friends & Relatives	715	600	603	526	684	897	926	560	423	602	42.2%
Business	n/p	187	n/p	n/p	n/p	n/p	506	357	305	424	39.0%
Other	326	321	329	374	383	298	355	507	379	484	27.7%
Total	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	2,399	2,735	14.0%

Origin

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	Visitors (000)		YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
	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	YE Dec 2022	% change 2022 vs. 2021
Regional NSW	1,505	1,488	1,177	1,630	1,535	1,488	2,048	1,682	1,439	1,561	8.5%
Sydney	n/p	317	358	301	370	n/p	533	264	n/p	n/p	-
Total Intrastate	1,753	1,804	1,535	1,931	1,906	1,853	2,582	1,946	1,642	1,861	13.3%
Total Interstate	829	744	908	901	776	1,231	1,174	763	757	875	15.6%
Total	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	2,399	2,735	14.0%

Age

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	Visitors (000)		YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
	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	YE Dec 2022	% change 2022 vs. 2021
15-29	n/p	655	508	613	n/p	600	773	376	551	658	19.4%
30-39	596	n/p	273	n/p	n/p	529	593	294	367	378	3.0%
40-49	407	401	539	522	488	437	496	480	285	n/p	-
50-59	378	568	418	540	546	418	624	519	347	419	20.7%
60-69	474	399	418	538	507	602	791	631	511	670	31.2%
70+	309	249	287	346	461	499	479	409	338	303	-10.4%
Total	2,582	2,548	2,443	2,832	2,682	3,084	3,756	2,709	2,399	2,735	14.0%