

# Travel to Southern NSW Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



## OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	4,998	4,960	5,141	4,999	5,724	6,384	6,561	5,092	4,747	6,256	31.8%
Nights (000)	8,863	7,849	8,869	8,015	9,553	8,781	10,324	8,307	7,964	10,807	35.7%
Expenditure (\$M)	\$1,614	\$1,602	\$1,424	\$1,580	\$2,036	\$1,920	\$1,974	\$1,750	\$1,673	\$3,162	89.0%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	2,429	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	40.9%
Nights (000)	8,863	7,849	8,869	8,015	9,553	8,781	10,324	8,307	7,964	10,807	35.7%
Average Length of Stay (nights)	3.6	3.4	3.5	3.2	3.3	3.1	3.4	3.5	3.4	3.2	-3.7%
Expenditure (\$M)	\$1,308	\$1,323	\$1,187	\$1,326	\$1,662	\$1,588	\$1,582	\$1,418	\$1,410	\$2,716	92.7%
Spend per visitor per night (\$)	\$148	\$169	\$134	\$165	\$174	\$181	\$153	\$171	\$177	\$251	42.0%
Interstate visitors (000)	938	843	1,034	936	1,033	999	1,076	744	846	1,184	40.0%
Intrastate visitors (000)	1,491	1,468	1,496	1,545	1,869	1,835	1,920	1,650	1,525	2,158	41.5%
Interstate nights (000)	3,895	3,089	3,921	3,159	4,069	3,427	4,723	2,607	2,996	4,402	46.9%
Intrastate nights (000)	4,969	4,760	4,948	4,856	5,484	5,354	5,601	5,700	4,968	6,405	28.9%
Interstate expenditure (\$M)	\$479	\$473	\$447	\$465	\$537	\$569	\$559	\$382	\$469	\$925	97.3%
Intrastate expenditure (\$M)	\$829	\$849	\$740	\$861	\$1,126	\$1,019	\$1,022	\$1,036	\$941	\$1,791	90.4%

### Main Purpose of Visit

	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	YE Mar 2023	% change 2023 vs. 2022
Holiday	1,402	1,440	1,567	1,426	1,741	1,683	1,516	1,379	1,440	1,951	35.6%
Visiting Friends & Relatives	665	503	591	683	736	739	770	582	534	797	49.1%
Business	232	218	213	234	317	304	527	288	267	446	67.5%
Other	137	157	181	157	142	137	214	161	157	169	8.1%
Total	2,429	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	40.9%

### Origin

	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	YE Mar 2023	% change 2023 vs. 2022
Sydney	723	585	691	767	950	873	924	832	654	1,029	57.5%
Regional NSW	768	883	805	779	919	963	996	818	872	1,128	29.4%
ACT	385	422	556	426	530	437	480	454	455	541	18.9%
Victoria	386	299	334	330	362	397	394	242	310	454	46.4%
Queensland	106	n/p	94	113	85	111	120	n/p	n/p	n/p	-
Other Interstate	62	38	51	67	56	54	82	n/p	n/p	n/p	-
Total	2,429	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	40.9%

### Age

	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	YE Mar 2023	% change 2023 vs. 2022
15-29	534	464	534	554	629	632	625	540	583	793	36.1%
30-39	405	338	438	368	500	442	480	372	394	530	34.6%
40-49	452	416	483	477	523	448	478	402	365	565	54.7%
50-59	432	459	449	460	516	502	507	402	427	497	16.3%
60-69	441	391	455	410	478	478	502	434	397	560	41.2%
70+	166	243	170	212	256	332	403	243	206	397	92.4%
Total	2,429	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	40.9%

### Travel Party

	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	YE Mar 2023	% change 2023 vs. 2022
Travelling alone	407	389	475	447	510	677	834	527	553	815	47.4%
Adult couple	682	691	672	725	855	828	774	637	713	901	26.4%
Family group - parents and children	657	584	581	570	619	500	491	447	410	658	60.5%
Friends or relatives travelling together	577	553	679	629	796	703	716	686	608	817	34.4%
Other travel party	106	93	123	110	122	126	181	96	88	151	71.2%
Total	2,429	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	40.9%

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

	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	YE Mar 2023	% change 2023 vs. 2022
Eat out / dine at a restaurant and/or cafe	1,199	1,315	1,454	1,419	1,758	1,709	1,662	1,290	1,316	1,743	32.4%
Pubs, clubs, discos etc	577	537	578	550	645	642	708	512	616	903	46.7%
Visit friends & relatives	946	777	920	934	961	979	965	707	588	870	48.1%
Go to the beach	634	652	706	640	745	713	689	709	721	845	17.2%
Sightseeing/looking around	682	666	647	615	708	872	727	592	549	762	38.8%

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

	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	YE Mar 2023	% change 2023 vs. 2022
Friends or relatives property	734	655	751	800	912	892	931	748	666	864	29.7%
Standard hotel/motor inn (below 4 star)	490	526	453	560	632	592	643	454	575	806	40.1%
Caravan park or commercial camping ground	428	359	345	357	365	362	325	323	283	477	68.2%

# Travel to Southern NSW Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	2,569	2,649	2,611	2,518	2,822	3,550	3,565	2,698	2,376	2,915	22.7%
Expenditure (\$M)	\$306	\$279	\$237	\$254	\$374	\$331	\$393	\$332	\$263	\$446	69.3%
Spend per visitor (\$)	\$119	\$105	\$91	\$101	\$132	\$93	\$110	\$123	\$111	\$153	38.0%

### Main Purpose of Trip

	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	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Holiday	1,288	1,466	1,420	1,472	1,451	1,818	1,850	1,387	1,188	1,343	13.0%
Visiting Friends & Relatives	701	572	682	496	730	1,035	852	490	483	591	22.4%
Business	n/p	261	n/p	n/p	n/p	325	481	375	267	474	77.6%
Other	280	350	369	306	406	373	382	446	437	506	15.8%
<b>Total</b>	<b>2,569</b>	<b>2,649</b>	<b>2,611</b>	<b>2,518</b>	<b>2,822</b>	<b>3,550</b>	<b>3,565</b>	<b>2,698</b>	<b>2,376</b>	<b>2,915</b>	<b>22.7%</b>

### Origin

	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	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Regional NSW	1,449	1,504	1,393	1,391	1,560	1,782	1,924	1,662	1,430	1,701	18.9%
Sydney	287	352	315	330	440	496	501	n/p	n/p	n/p	-
Total Intrastate	1,736	1,856	1,708	1,721	1,999	2,279	2,425	1,934	1,646	2,048	24.4%
Total Interstate	833	793	903	798	823	1,272	1,140	764	730	866	18.7%
<b>Total</b>	<b>2,569</b>	<b>2,649</b>	<b>2,611</b>	<b>2,518</b>	<b>2,822</b>	<b>3,550</b>	<b>3,565</b>	<b>2,698</b>	<b>2,376</b>	<b>2,915</b>	<b>22.7%</b>

### Age

	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	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
15-29	n/p	759	540	454	n/p	671	663	552	492	716	45.7%
30-39	635	n/p	n/p	n/p	n/p	649	443	351	350	377	7.7%
40-49	429	394	537	467	513	474	598	361	268	n/p	-
50-59	402	568	471	513	542	543	595	444	330	446	34.9%
60-69	410	490	441	524	531	679	797	541	607	679	11.9%
70+	256	239	347	343	475	533	470	449	329	424	28.9%
<b>Total</b>	<b>2,569</b>	<b>2,649</b>	<b>2,611</b>	<b>2,518</b>	<b>2,822</b>	<b>3,550</b>	<b>3,565</b>	<b>2,698</b>	<b>2,376</b>	<b>2,915</b>	<b>22.7%</b>