

# Travel to Southern NSW Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



## OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	4,825	4,952	5,026	5,294	5,710	6,843	5,631	5,711	4,771	6,427	34.7%
Nights (000)	8,790	8,006	8,557	8,301	9,432	9,476	9,199	9,435	8,143	10,650	30.8%
Expenditure (\$M)	\$1,541	\$1,603	\$1,402	\$1,692	\$1,933	\$2,028	\$1,754	\$2,005	\$1,846	\$3,087	67.2%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	2,472	2,275	2,499	2,592	2,867	3,063	2,551	2,826	2,496	3,240	29.8%
Nights (000)	8,790	8,006	8,557	8,301	9,432	9,476	9,199	9,435	8,143	10,650	30.8%
Average Length of Stay (nights)	3.6	3.5	3.4	3.2	3.3	3.1	3.6	3.3	3.3	3.3	0.7%
Expenditure (\$M)	\$1,277	\$1,337	\$1,150	\$1,401	\$1,593	\$1,683	\$1,356	\$1,665	\$1,595	\$2,624	64.5%
Spend per visitor per night (\$)	\$145	\$167	\$134	\$169	\$169	\$178	\$147	\$176	\$196	\$246	25.8%
Interstate visitors (000)	921	906	959	965	1,052	1,045	905	921	884	1,176	33.1%
Intrastate visitors (000)	1,551	1,369	1,541	1,628	1,816	2,017	1,646	1,904	1,612	2,064	28.0%
Interstate nights (000)	3,595	3,397	3,622	3,319	4,101	3,620	3,990	3,197	3,152	4,541	44.1%
Intrastate nights (000)	5,195	4,609	4,935	4,982	5,330	5,856	5,209	6,238	4,991	6,109	22.4%
Interstate expenditure (\$M)	\$443	\$533	\$397	\$489	\$552	\$575	\$470	\$447	\$564	\$945	67.6%
Intrastate expenditure (\$M)	\$834	\$804	\$753	\$912	\$1,042	\$1,108	\$886	\$1,217	\$1,031	\$1,679	62.9%

### Main Purpose of Visit

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>	<b>2,472</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>29.8%</b>
Holiday	1,383	1,441	1,510	1,481	1,739	1,752	1,235	1,735	1,473	1,847	25.4%
Visiting Friends & Relatives	703	471	618	729	710	799	640	643	586	842	43.6%
Business	249	203	229	246	305	400	491	272	329	387	17.6%
Other	146	167	165	162	138	143	214	195	138	180	30.5%
Total	2,472	2,275	2,499	2,592	2,867	3,063	2,551	2,826	2,496	3,240	29.8%

### Origin

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>	<b>2,472</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>29.8%</b>
Sydney	700	596	694	805	925	954	788	984	696	945	35.8%
Regional NSW	850	773	846	823	890	1,063	858	920	916	1,119	22.1%
ACT	402	434	511	427	535	491	392	545	446	555	24.3%
Victoria	357	321	319	366	356	369	362	322	311	467	50.2%
Queensland	109	108	73	111	101	118	94	n/p	n/p	n/p	-
Other Interstate	53	43	56	62	60	67	n/p	n/p	n/p	n/p	-
Total	2,472	2,275	2,499	2,592	2,867	3,063	2,551	2,826	2,496	3,240	29.8%

### Age

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>	<b>2,472</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>29.8%</b>
15-29	545	446	535	599	596	667	579	640	577	771	33.5%
30-39	386	344	396	387	505	503	428	393	419	510	21.8%
40-49	486	389	487	497	497	510	370	497	417	511	22.7%
50-59	482	437	438	483	494	531	444	499	392	550	40.0%
60-69	410	412	456	430	470	484	428	524	423	508	20.0%
70+	163	247	188	197	306	367	302	273	267	391	46.1%
Total	2,472	2,275	2,499	2,592	2,867	3,063	2,551	2,826	2,496	3,240	29.8%

### Travel Party

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>	<b>2,472</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>29.8%</b>
Travelling alone	455	379	489	466	501	818	703	596	646	740	14.5%
Adult couple	656	711	654	755	886	832	635	848	680	932	37.2%
Family group - parents and children	665	555	551	621	559	526	425	516	448	654	46.0%
Friends or relatives travelling together	587	534	680	641	801	731	621	784	626	772	23.2%
Other travel party	108	96	124	109	120	155	166	82	96	142	48.3%
Total	2,472	2,275	2,499	2,592	2,867	3,063	2,551	2,826	2,496	3,240	29.8%

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

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>	<b>2,472</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>29.8%</b>
Eat out / dine at a restaurant and/or cafe	1,227	1,329	1,413	1,560	1,698	1,772	1,386	1,618	1,295	1,801	39.1%
Visit friends & relatives	1,028	750	902	995	897	1,077	799	756	608	928	52.6%
Go to the beach	635	637	701	690	728	757	554	833	731	857	17.2%
Pubs, clubs, discos etc	557	560	552	548	656	735	537	675	677	796	17.7%
Sightseeing/looking around	696	636	631	638	716	916	624	667	562	753	34.0%

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

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>	<b>2,472</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>29.8%</b>
Friends or relatives property	791	623	769	855	865	974	788	858	673	902	34.0%
Standard hotel/motor inn (below 4 star)	498	509	476	545	645	612	568	608	623	700	12.5%
Caravan park or commercial camping ground	366	393	335	385	351	361	276	393	286	494	72.8%

# Travel to Southern NSW Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	2,353	2,677	2,526	2,701	2,843	3,781	3,080	2,886	2,275	3,187	40.1%
Expenditure (\$M)	\$264	\$266	\$252	\$291	\$340	\$345	\$398	\$341	\$252	\$463	84.1%
Spend per visitor (\$)	\$112	\$99	\$100	\$108	\$119	\$91	\$129	\$118	\$111	\$145	31.4%

### Main Purpose of Trip

	Visitors (000)										% change 2023 vs. 2022
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	
Holiday	1,153	1,557	1,421	1,455	1,573	1,950	1,486	1,525	1,025	1,543	50.4%
Visiting Friends & Relatives	652	538	572	653	684	1,007	819	514	424	832	96.3%
Business	n/p	247	n/p	n/p	n/p	397	431	367	n/p	447	-
Other	306	336	339	360	347	427	344	480	517	n/p	-
Total	2,353	2,677	2,526	2,701	2,843	3,781	3,080	2,886	2,275	3,187	40.1%

### Origin

	Visitors (000)										% change 2023 vs. 2022
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	
Regional NSW	1,264	1,471	1,360	1,451	1,552	1,962	1,777	1,722	1,331	1,709	28.4%
Sydney	278	344	332	408	n/p	504	434	312	n/p	n/p	-
Total Intrastate	1,542	1,815	1,693	1,859	1,905	2,465	2,211	2,034	1,538	2,195	42.8%
Total Interstate	811	862	834	842	938	1,316	870	852	737	991	34.5%
Total	2,353	2,677	2,526	2,701	2,843	3,781	3,080	2,886	2,275	3,187	40.1%

### Age

	Visitors (000)										% change 2023 vs. 2022
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	
15-29	n/p	660	494	503	n/p	753	570	587	408	850	108.4%
30-39	n/p	n/p	n/p	n/p	n/p	700	338	370	338	415	22.7%
40-49	331	456	573	481	484	450	589	349	266	n/p	-
50-59	364	543	470	568	465	609	489	537	363	474	30.7%
60-69	428	527	430	464	606	749	682	592	572	749	31.0%
70+	205	287	288	419	478	519	413	452	328	465	41.9%
Total	2,353	2,677	2,526	2,701	2,843	3,781	3,080	2,886	2,275	3,187	40.1%