

Travel to South Coast Tourism Region

Year ended December 2023



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

	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	YE Dec 2023	% change 2023 vs. 2022
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	9,667	10,256	10,661	10,125	11,080	12,793	n/p	n/p	n/p	12,313	-
Nights ('000)	12,514	14,153	13,513	14,432	15,548	17,856	n/p	n/p	n/p	18,014	-
Expenditure (\$ million)	\$2,117	\$2,307	\$2,485	\$2,617	\$2,738	\$3,258	n/p	n/p	n/p	\$4,249	-
OVERNIGHT (international & domestic)											
Visitors ('000)	3,366	3,521	3,745	4,040	4,337	4,747	n/p	n/p	n/p	4,966	-
Nights ('000)	12,514	14,153	13,513	14,432	15,548	17,856	n/p	n/p	n/p	18,014	-
Expenditure (\$ million)	\$1,524	\$1,682	\$1,789	\$2,080	\$2,131	\$2,458	n/p	n/p	n/p	\$3,239	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	9,551	10,126	10,514	9,945	10,886	12,609	9,776	7,922	11,771	12,173	3.4%
Nights ('000)	10,741	11,382	11,292	11,950	12,901	15,274	11,952	12,465	15,225	15,770	3.6%
Expenditure (\$ million)	\$1,997	\$2,072	\$2,273	\$2,375	\$2,469	\$2,993	\$2,348	\$2,519	\$3,895	\$4,089	5.0%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	4,651	4,826	3.8%
Nights (000)	10,741	11,382	11,292	11,950	12,901	15,274	11,952	12,465	15,225	15,770	3.6%
Average Length of Stay	3.3	3.4	3.1	3.1	3.1	3.3	3.2	3.5	3.3	3.3	-0.2%
Expenditure (\$ million)	\$1,404	\$1,447	\$1,577	\$1,838	\$1,862	\$2,192	\$1,799	\$2,062	\$3,079	\$3,079	0.0%
Spend per visitor per night (\$)	\$131	\$127	\$140	\$154	\$144	\$144	\$151	\$165	\$202	\$195	-3.5%
Intrastate visitors (000)	2,336	2,461	2,588	2,867	3,110	3,423	2,986	2,781	3,530	3,624	2.7%
Interstate visitors (000)	915	929	1,010	993	1,032	1,140	741	750	1,121	1,202	7.3%
Intrastate nights (000)	7,132	7,505	7,300	8,220	8,830	10,101	9,214	9,221	10,568	10,554	-0.1%
Interstate nights (000)	3,609	3,877	3,993	3,730	4,071	5,174	2,738	3,244	4,658	5,216	12.0%
Intrastate expenditure (\$ million)	\$971	\$997	\$1,093	\$1,312	\$1,302	\$1,556	\$1,377	\$1,592	\$2,265	\$2,154	-4.9%
Interstate expenditure (\$ million)	\$433	\$450	\$485	\$527	\$560	\$637	\$423	\$471	\$814	\$925	13.6%

Main Purpose of Visit

Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,917	1,993	2,106	2,198	2,205	2,507	2,063	2,065	2,817	2,735	-2.9%
Visiting Friends & Relatives	1,019	1,072	1,152	1,270	1,490	1,414	1,195	1,071	1,355	1,595	17.7%
Business	181	196	186	255	326	458	346	246	382	349	-8.5%
Other	147	151	175	156	147	225	152	178	n/p	206	-
Total	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	4,651	4,826	3.8%
Nights (000)	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	YE Dec 2023	% change 2023 vs. 2022
Holiday	7,308	7,542	7,561	7,338	7,838	9,328	7,142	7,834	9,713	9,616	-1.0%
Visiting Friends & Relatives	2,644	2,946	2,935	3,489	3,755	4,088	3,013	3,429	4,259	4,759	11.7%
Business	485	537	490	713	883	1,162	1,208	702	914	849	-7.1%
Other	305	357	306	410	426	696	589	499	n/p	546	-
Total	10,741	11,382	11,292	11,950	12,901	15,274	11,952	12,465	15,225	15,770	3.6%

n/p = not publishable (sample < 40); '-' = not calculable

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Year ended December 2023

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DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
Sydney	1,357	1,417	1,572	1,723	1,854	2,213	1,923	1,704	2,224	2,204	-0.9%
Regional NSW	979	1,044	1,017	1,144	1,257	1,210	1,062	1,077	1,306	1,420	8.7%
Total Intrastate	2,336	2,461	2,588	2,867	3,110	3,423	2,986	2,781	3,530	3,624	2.7%
Victoria	296	322	308	325	295	450	197	221	366	488	33.5%
Queensland	n/p	133	126	n/p	116	132	n/p	n/p	148	n/p	-
ACT	468	407	480	509	555	481	458	428	552	525	-5.0%
Other Interstate	62	67	96	70	67	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	915	929	1,010	993	1,032	1,140	741	750	1,121	1,202	7.3%
Grand Total	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	4,651	4,826	3.8%

Age											
Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
15-34	1,043	1,029	1,121	1,317	1,306	1,394	1,265	1,085	1,628	1,545	-5.1%
35-54	1,245	1,233	1,281	1,257	1,440	1,441	1,204	1,144	1,473	1,488	1.1%
55+	962	1,129	1,197	1,285	1,397	1,728	1,258	1,301	1,551	1,793	15.6%
Total	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	4,651	4,826	3.8%

Travel Party											
Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	549	653	584	805	747	1,042	834	794	1,016	1,103	8.6%
Adult couple	933	995	1,160	1,145	1,306	1,365	1,116	1,188	1,363	1,478	8.4%
Family group - parents and children	914	838	814	800	856	854	759	610	882	1,090	23.6%
Friends/relatives travelling together	769	812	954	978	1,049	1,114	915	834	1,268	1,026	-19.1%
Other travel party	85	n/p	n/p	130	184	187	102	106	n/p	n/p	-
Total	3,251	3,390	3,599	3,859	4,143	4,563	3,727	3,531	4,651	4,826	3.8%

n/p = not publishable (sample < 40); '-' = not calculable

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	116	130	147	180	194	185	n/p	n/p	n/p	140	-
Nights (000)	1,773	2,771	2,220	2,482	2,647	2,582	n/p	n/p	n/p	2,244	-
Average Length of Stay	15.3	21.3	15.2	13.8	13.7	14.0	n/p	n/p	n/p	16.1	-
Expenditure (\$ million)	\$120	\$235	\$212	\$242	\$269	\$265	n/p	n/p	n/p	\$160	-
Spend per visitor per night (\$)	\$68	\$85	\$96	\$98	\$102	\$103	n/p	n/p	n/p	\$71	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
United States of America	13	14	17	20	21	23	n/p	n/p	n/p	25	-
United Kingdom	17	23	24	30	30	26	n/p	n/p	n/p	19	-
New Zealand	13	10	16	10	15	19	n/p	n/p	n/p	14	-

Age

Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
15-34	49	53	63	66	72	74	n/p	n/p	n/p	49	-
35-54	34	31	38	53	52	54	n/p	n/p	n/p	43	-
55+	33	45	46	61	70	56	n/p	n/p	n/p	48	-
Total	116	130	147	180	194	185	n/p	n/p	n/p	140	-

Travel Party

Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	59	69	75	94	94	89	n/p	n/p	n/p	78	-
Adult couple	32	38	37	46	51	48	n/p	n/p	n/p	40	-
Family group - parents and children	12	11	16	19	18	27	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	12	11	15	18	28	15	n/p	n/p	n/p	11	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	116	130	147	180	194	185	n/p	n/p	n/p	140	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	6,301	6,735	6,915	6,085	6,743	8,046	6,049	4,392	7,120	7,347	3.2%
Expenditure (\$ million)	\$593	\$626	\$696	\$537	\$608	\$800	\$549	\$456	\$815	\$1,010	23.8%
Spend per visitor (\$)	\$94	\$93	\$101	\$88	\$90	\$99	\$91	\$104	\$115	\$137	20.0%

Main Purpose of Trip

Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
Holiday	3,710	3,945	4,083	3,505	3,789	4,487	3,147	2,346	3,520	4,494	27.7%
Visiting Friends & Relatives	1,589	1,768	1,747	1,682	1,919	2,119	1,492	1,261	1,949	1,697	-12.9%
Business	437	466	493	n/p	498	779	578	n/p	851	n/p	-
Other	565	557	593	547	537	661	833	451	801	597	-25.5%
Total	6,301	6,735	6,915	6,085	6,743	8,046	6,049	4,392	7,120	7,347	3.2%

Origin

Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
Sydney	3,851	4,085	3,658	3,473	3,604	4,779	3,116	2,219	4,137	4,205	1.6%
Regional NSW	2,179	2,389	3,026	2,413	2,828	2,945	2,634	1,938	2,790	2,789	0.0%
Total Intrastate	6,030	6,474	6,684	5,886	6,432	7,723	5,750	4,156	6,927	6,994	1.0%
Total Interstate	n/p	n/p	n/p	n/p	311	323	299	n/p	n/p	n/p	-
Total	6,301	6,735	6,915	6,085	6,743	8,046	6,049	4,392	7,120	7,347	3.2%

Age

Visitors (000)	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	YE Dec 2023	% change 2023 vs. 2022
15-34	2,062	2,634	2,421	1,921	1,920	2,765	1,875	1,258	2,630	2,907	10.5%
35-54	2,078	2,115	2,024	1,897	2,217	2,526	1,990	1,382	2,185	1,980	-9.4%
55+	2,161	1,986	2,471	2,267	2,607	2,755	2,184	1,752	2,305	2,460	6.7%
Total	6,301	6,735	6,915	6,085	6,743	8,046	6,049	4,392	7,120	7,347	3.2%

n/p = not publishable (sample < 40); '-' = not calculable

Snowy Mountains Tourism Region LGAs: Snowy Monaro Regional (Partial) and Snowy Valleys