

Travel to South Coast Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	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 YE Mar23 vs YE Mar22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	9,182	9,624	10,505	9,743	10,739	11,150	12,288	9,699	7,833	12,578	60.6%
Nights ('000)	11,284	11,148	11,428	11,007	12,377	13,102	14,582	13,395	12,181	15,166	24.5%
Expenditure (\$ million)	\$1,918	\$2,118	\$2,091	\$2,299	\$2,407	\$2,627	\$2,796	\$2,688	\$2,595	\$4,073	57.0%

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 YE Mar23 vs YE Mar22
Visitors (000)	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3,966	3,467	4,696	35.4%
Nights (000)	11,284	11,148	11,428	11,007	12,377	13,102	14,582	13,395	12,181	15,166	24.5%
Average Length of Stay	3.5	3.4	3.3	3.1	3.1	3.1	3.3	3.4	3.5	3.2	-8.1%
Expenditure (\$ million)	1,409	1,512	1,447	1,676	1,809	1,984	2,006	2,191	2,124	3,111	46.4%
Spend per visitor per night (\$)	125	136	127	152	146	151	138	164	174	205	17.6%
Intrastate visitors (000)	2,312	2,442	2,473	2,658	2,882	3,162	3,347	3,192	2,630	3,648	38.7%
Interstate visitors (000)	936	881	1,022	926	1,058	1,047	1,028	773	837	1,048	25.1%
Intrastate nights (000)	7,013	7,710	7,281	7,544	8,224	8,994	9,853	10,404	8,565	10,770	25.7%
Interstate nights (000)	4,271	3,437	4,147	3,463	4,153	4,108	4,730	2,991	3,616	4,396	21.6%
Intrastate expenditure (\$ million)	\$972	\$1,063	\$999	\$1,192	\$1,265	\$1,370	\$1,432	\$1,742	\$1,557	\$2,312	48.5%
Interstate expenditure (\$ million)	\$437	\$450	\$448	\$484	\$544	\$614	\$574	\$448	\$568	\$798	40.6%

Purpose of Visit

	Visitors ('000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	1,928	2,025	2,116	2,059	2,243	2,192	2,230	2,414	2,120	2,712	27.9%
Visiting Friends & Relatives	1,002	1,033	1,029	1,196	1,261	1,533	1,457	1,158	1,014	1,437	41.7%
Business	208	181	180	194	286	367	485	279	216	443	105.1%
Other	134	111	181	157	168	151	245	136	148	138	-7.2%
Total	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3,966	3,467	4,696	35.4%

	Nights ('000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	7,416	7,664	7,823	7,044	7,791	7,721	8,114	8,999	7,807	9,489	21.6%
Visiting Friends & Relatives	2,807	2,725	2,702	3,172	3,342	3,975	4,226	3,038	3,347	4,257	27.2%
Business	546	475	519	508	778	1,018	1,406	853	564	1,109	96.7%
Other	515	283	384	282	466	388	836	505	464	310	-33.1%
Total	11,284	11,148	11,428	11,007	12,377	13,102	14,582	13,395	12,181	15,166	24.5%

Origin

	Visitors ('000)										% Change YE Mar23 vs YE Mar22
	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	
Regional NSW	980	1,037	1,035	1,025	1,155	1,186	1,301	1,062	1,014	1,414	39.5%
Sydney	1,331	1,405	1,438	1,633	1,728	1,976	2,046	2,130	1,615	2,234	38.3%
Total Intrastate	2,312	2,442	2,473	2,658	2,882	3,162	3,347	3,192	2,630	3,648	38.7%
Victoria	377	272	326	304	328	346	369	202	265	344	29.8%
Queensland	92	100	142	102	90	128	145	n/p	n/p	132	-
ACT	398	448	495	419	573	510	440	512	441	518	17.4%
Other Interstate	68	62	59	101	67	62	73	n/p	n/p	n/p	-
Total Interstate	936	881	1,022	926	1,058	1,047	1,028	773	837	1,048	25.1%
Grand Total	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3,966	3,467	4,696	35.4%

Age

	Visitors ('000)										% Change YE Mar23 vs YE Mar22
	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	
15-29	728	693	723	837	968	858	959	915	910	1,103	21.2%
30-39	624	494	574	585	687	696	779	739	573	809	41.3%
40-49	601	646	659	644	667	716	695	607	533	760	42.7%
50-59	583	638	693	672	667	804	671	658	642	674	4.9%
60-69	500	568	589	534	574	686	812	663	561	835	48.9%
70+	212	284	257	312	377	449	459	384	248	515	107.3%
Total	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3,966	3,467	4,696	35.4%

Travel to South Coast Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Travelling alone	440	546	648	606	775	825	1,139	770	758	1,051	38.6%
Adult couple	963	959	1,022	1,196	1,102	1,354	1,300	1,239	1,109	1,445	30.3%
Family group - parents and children	908	933	851	760	811	834	808	810	644	862	33.8%
Friends or relatives travelling together with(out) children	837	792	900	920	1,101	1,011	937	1,061	880	1,170	33.0%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	115	141	150	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,248	3,323	3,495	3,584	3,940	4,209	4,375	3,966	3,467	4,696	35.4%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Eat out / dine at a restaurant and/or cafe	1,769	1,923	1,924	2,209	2,457	2,694	2,776	2,188	2,000	2,791	39.6%
Go to the beach	1,679	1,715	1,832	1,847	2,086	2,131	2,242	2,261	1,943	2,451	26.2%
Visit friends & relatives	1,445	1,480	1,454	1,554	1,672	1,931	1,839	1,221	1,045	1,518	45.3%
Pubs, clubs, discos etc	718	734	818	746	843	948	1,136	722	754	1,304	73.1%
Sightseeing/looking around	948	993	898	980	1,130	1,433	1,246	1,053	817	1,170	43.3%

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

	Nights (000)										% Change YE Mar23 vs YE Mar22
	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	
Friends or relatives property	3,434	3,654	3,693	3,467	4,440	4,135	4,998	4,031	4,188	4,730	12.9%
Caravan park or commercial camping ground	3,139	2,591	2,570	2,189	2,176	2,476	2,328	2,690	1,620	3,019	86.4%
Rented house/apartment/flat or unit	1,313	1,633	1,529	1,789	2,001	1,590	1,534	2,158	1,868	1,711	-8.4%

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Private vehicle or company car	2,935	2,997	3,203	3,263	3,602	3,832	3,924	3,767	3,263	4,342	33.1%
Aircraft	108	98	138	128	122	122	166	n/p	n/p	117	-
Railway	90	101	82	93	104	97	138	n/p	n/p	113	-

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 YE Mar23 vs YE Mar22
Visitors (000)	5,934	6,301	7,010	6,159	6,798	6,941	7,913	5,733	4,366	7,883	80.6%
Expenditure (\$ million)	\$509	\$605	\$644	\$622	\$598	\$644	\$790	\$498	\$470	\$963	104.6%
Spend per visitor (\$)	\$86	\$96	\$92	\$101	\$88	\$93	\$100	\$87	\$108	\$122	13.3%

Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	3,280	3,535	4,153	3,550	3,917	3,900	4,380	3,046	1,990	4,446	123.4%
Visiting Friends & Relatives	1,757	1,666	1,804	1,631	1,952	1,785	2,129	1,421	1,423	1,822	28.1%
Business	390	510	444	438	380	685	651	548	408	871	113.7%
Other	507	591	609	540	549	572	754	718	545	744	36.4%
Total	5,934	6,301	7,010	6,159	6,798	6,941	7,913	5,733	4,366	7,883	80.6%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Sydney	3,251	4,012	3,836	3,386	3,813	3,665	4,769	2,820	2,402	4,640	93.1%
Regional NSW	2,476	2,078	2,890	2,590	2,719	2,939	2,833	2,618	1,762	3,033	72.1%
Total Intrastate	5,727	6,091	6,726	5,977	6,532	6,604	7,602	5,438	4,164	7,672	84.2%
Total Interstate	n/p	n/p	285	n/p	267	337	312	295	n/p	n/p	-
Total	5,934	6,301	7,010	6,159	6,798	6,941	7,913	5,733	4,366	7,883	80.6%

Travel to South Coast Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
15-29	1,275	1,417	1,864	1,566	1,673	1,473	1,846	1,568	864	2,344	171.4%
30-39	1,090	1,339	1,223	923	896	1,202	1,525	846	628	1,325	110.9%
40-49	1,139	917	1,014	913	1,137	1,097	1,246	779	756	1,129	49.3%
50-59	1,000	1,014	1,301	1,141	1,123	1,081	1,000	783	812	1,052	29.6%
60-69	809	921	1,064	1,021	1,148	1,319	1,393	912	697	1,252	79.6%
70+	621	693	544	594	821	768	903	845	608	780	28.3%
Total	5,934	6,301	7,010	6,159	6,798	6,941	7,913	5,733	4,366	7,883	80.6%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Eat out / dine at a restaurant and/or cafe	2,856	2,918	3,857	3,130	3,667	3,682	3,995	2,385	1,950	3,749	92.3%
Go to the beach	1,382	1,788	2,046	1,756	1,907	2,035	2,454	1,884	1,071	2,485	132.1%
Visit friends & relatives	2,223	2,090	2,090	1,820	2,146	2,158	2,383	1,423	1,210	2,041	68.7%
Sightseeing/looking around	1,140	1,272	1,554	1,292	1,230	1,419	1,725	1,089	543	1,646	203.2%
Go shopping for pleasure	1,072	1,158	1,094	1,141	1,082	926	986	805	442	1,221	176.0%

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Private vehicle or company car	5,517	6,052	6,696	5,793	6,480	6,611	7,474	5,545	4,255	7,509	76.5%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable; '-' = not available

South Coast includes: Wollongong, Shellharbour, Kiama, Jervis Bay, Ulladulla, Batemans Bay, Moruya, Narooma, Bega, Merimbula and Eden