

South Coast Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

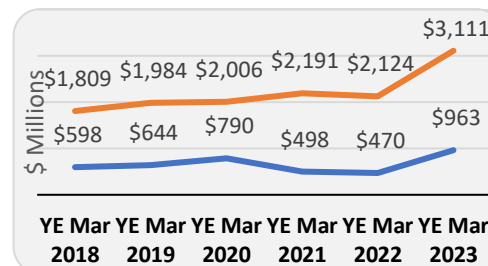
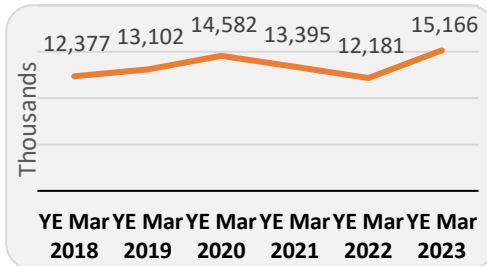
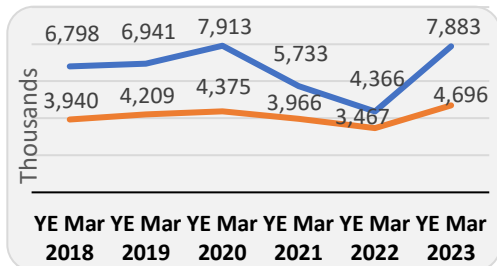
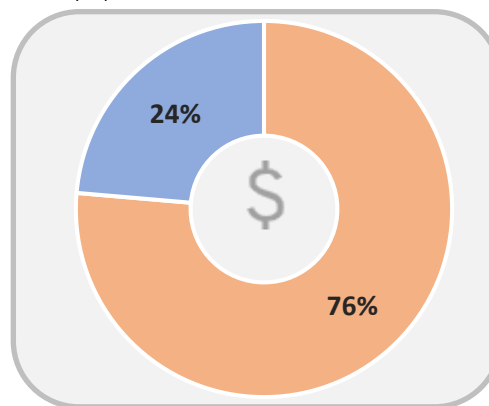
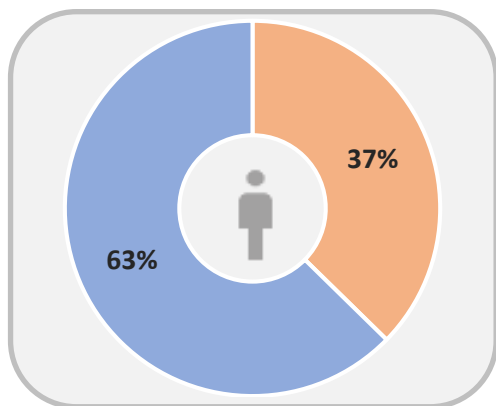
TOTAL DOMESTIC

Visitors
12.6m
+60.6% YoY

Nights
15.2m
+24.5% YoY

Expenditure
\$4.1b
+57.0% YoY

Domestic Overnight Domestic Daytrip



Domestic overnight travel

Visitors: 4.7m (+35.4% YoY)
Nights: 15.2m (+24.5% YoY)
Expenditure: \$3.1bn (+46.4% YoY)

Average spend
\$205 per night
\$662 per visitor



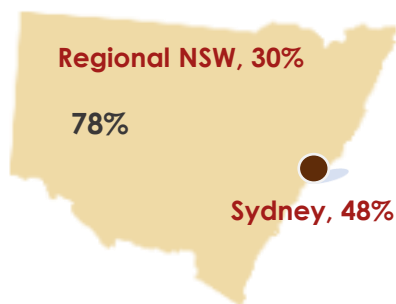
Average length of stay:
3.2 nights



#2 for visitors
#2 for nights
#2 for expenditure
In Regional NSW

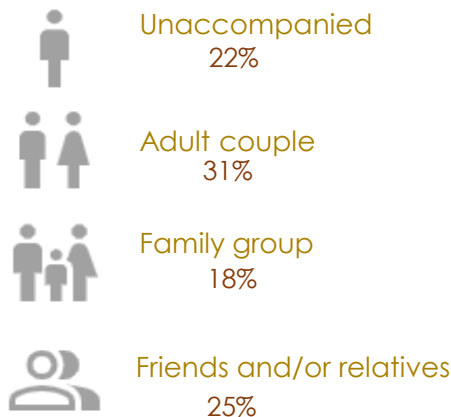
Origin

78% of the visitors came from within New South Wales

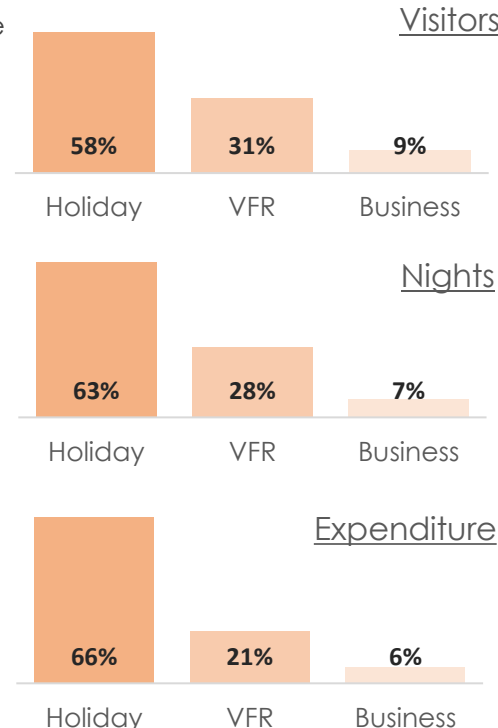


Travel party

31% of the visitors were adult couple



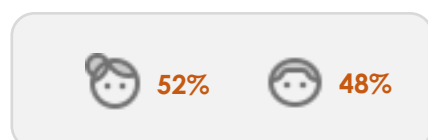
Purpose of visit



Transport

Private vehicle or company car, 92%
Aircraft, 2%

Gender



*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

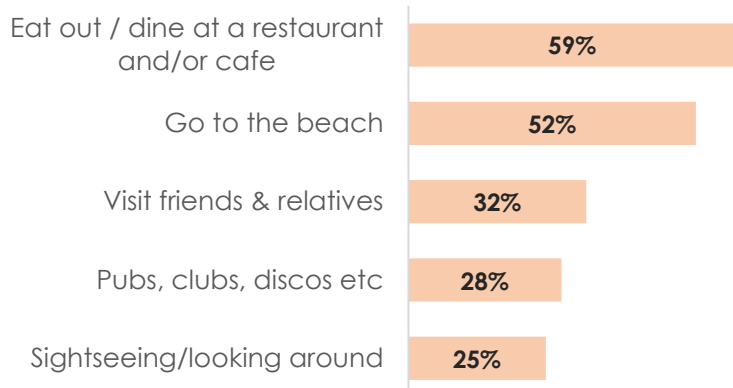
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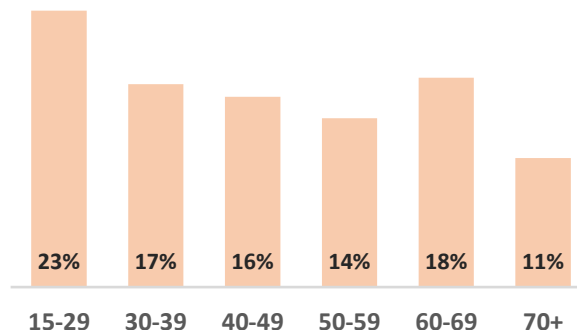


Top 5 activities

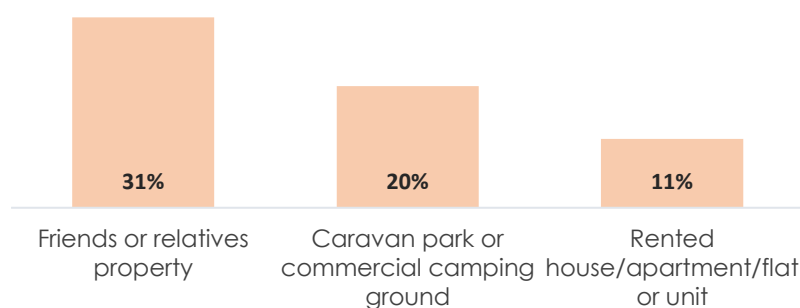


Age

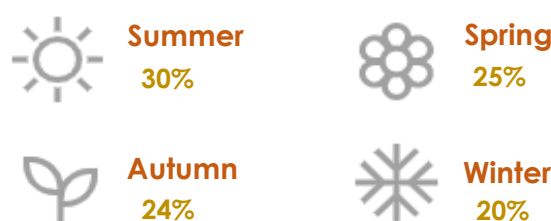
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

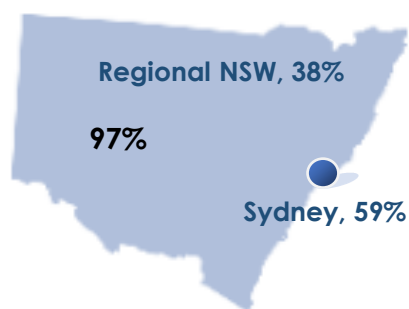
Visitors: 7.9m (+80.6% YoY)
Expenditure: \$962.7m (+104.6% YoY)

\$ Average spend \$122 per visitor

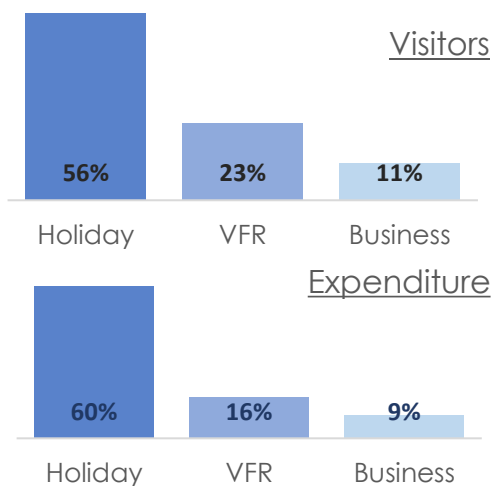
#1 for visitors
#2 for expenditure
In Regional NSW

Origin

97% of the visitors to the region came from New South Wales



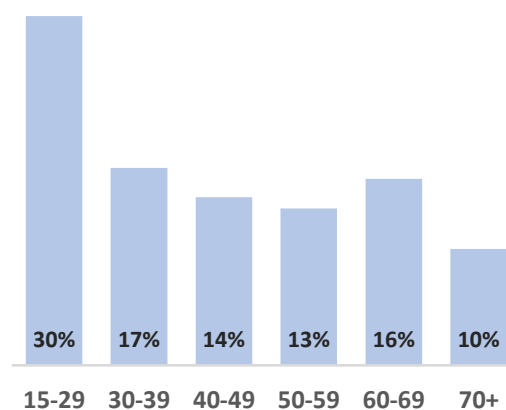
Purpose of visit



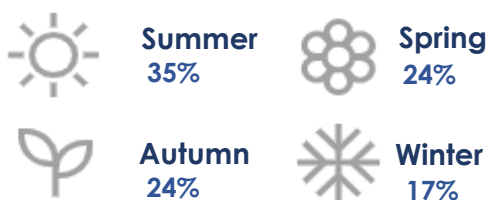
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

'15-29 years' was the largest age group of the visitors to the region



Travel season*



*by month returned from the trip

Transport

Private vehicle or company car 95%
Railway n/p

Gender

Female 48%
Male 52%