

South Coast Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



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

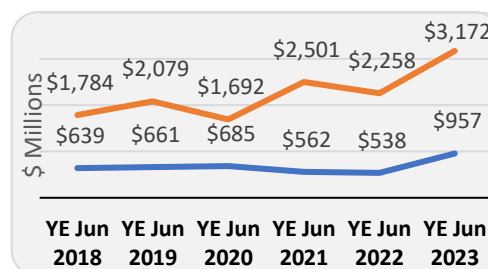
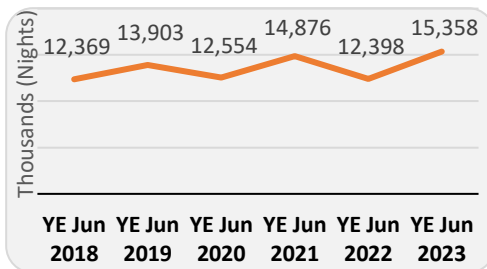
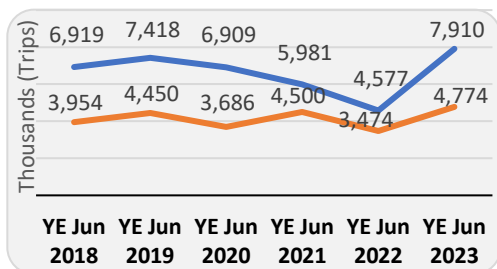
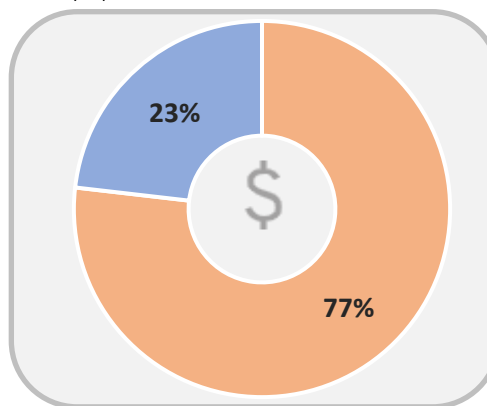
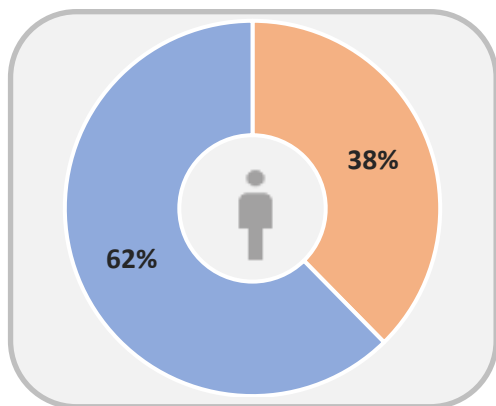
TOTAL DOMESTIC

Visitors
12.7m
+57.6% YoY

Nights
15.4m
+23.9% YoY

Expenditure
\$4.1b
+47.6% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 4.8m (+37.4% YoY)
Nights: 15.4m (+23.9% YoY)
Expenditure: \$3.2bn (+40.4% YoY)

Average spend
\$207 per night
\$664 per visitor



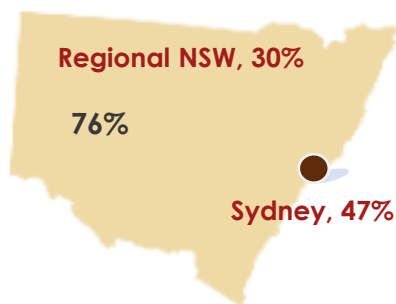
Average length of stay:
3.2 nights



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

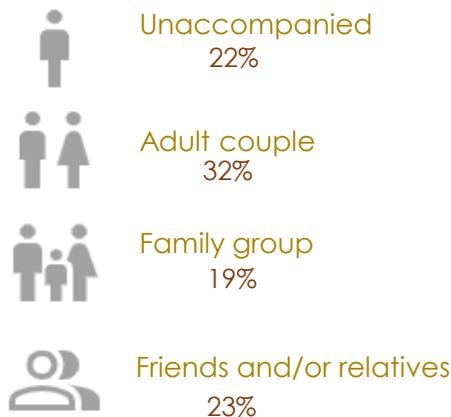
Origin

76% of the visitors came from within New South Wales



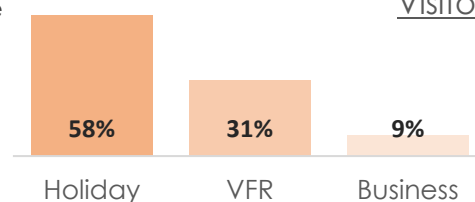
Travel party

32% of the visitors were adult couple

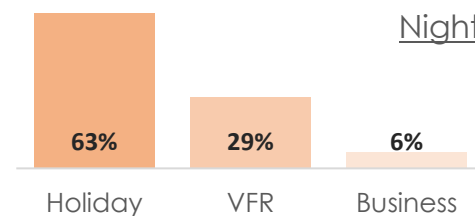


Purpose of visit

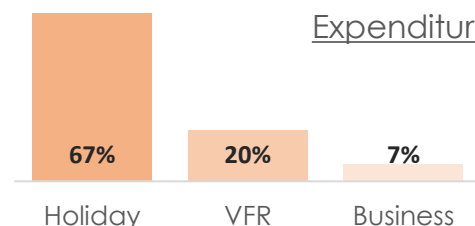
Visitors



Nights



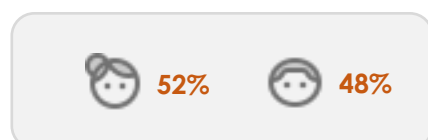
Expenditure



Transport

Private vehicle or company car, 92%
Aircraft, 3%

Gender



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

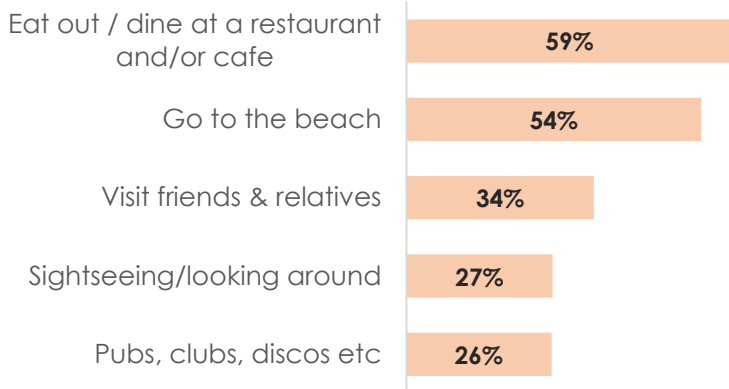
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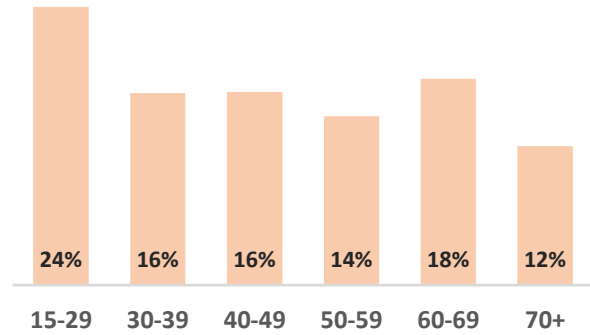


Top 5 activities

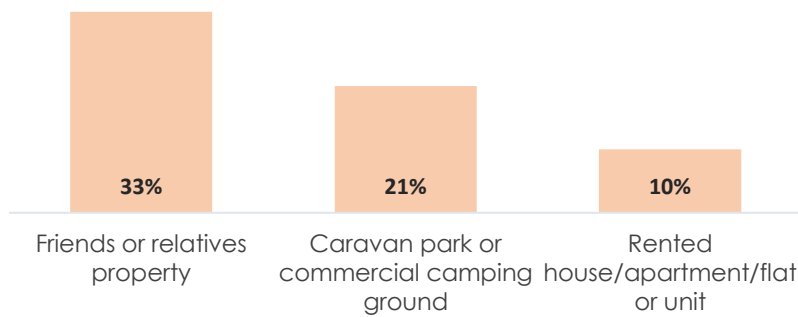


Age

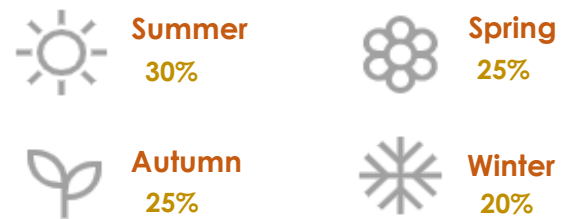
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 7.9m (+72.8% YoY)
Expenditure: \$956.6m (+77.9% YoY)

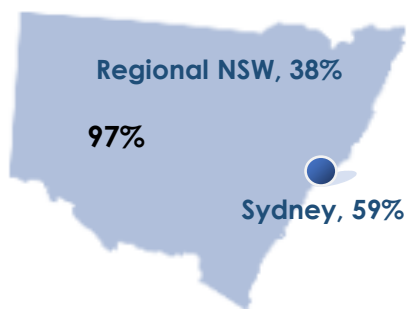
\$ Average spend \$121 per visitor



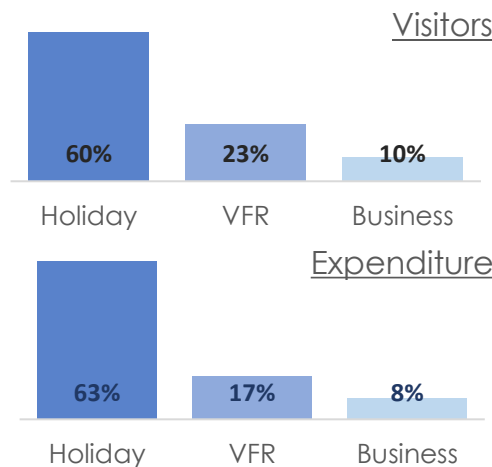
#1 for visitors
#2 for expenditure
In Regional NSW

Origin

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



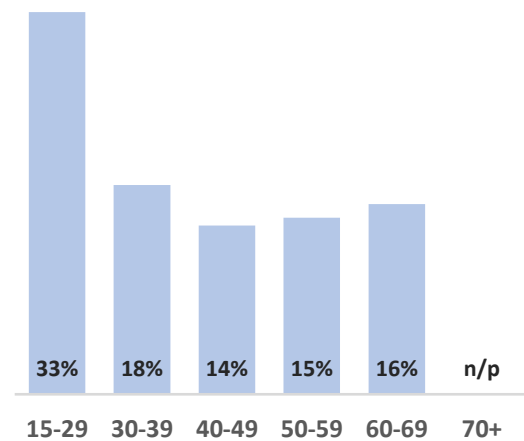
Purpose of visit



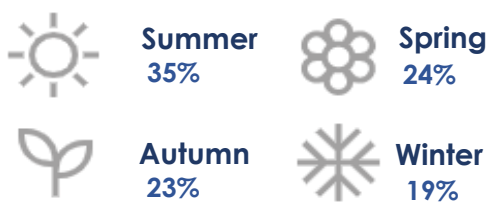
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

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 96%
Railway n/p

Gender

Female 48%
Male 52%