

Travel to South Coast Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	8,868	10,293	10,395	10,180	10,712	12,341	9,815	8,795	10,223	12,685	24.1%
Nights ('000)	10,789	11,556	11,127	11,899	12,402	14,857	11,914	13,116	14,558	15,732	8.1%
Expenditure (\$ million)	\$1,839	\$2,240	\$2,092	\$2,432	\$2,396	\$2,905	\$2,248	\$2,709	\$3,421	\$4,230	23.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	4,341	4,772	9.9%
Nights (000)	10,789	11,556	11,127	11,899	12,402	14,857	11,914	13,116	14,558	15,732	8.1%
Average Length of Stay	3.3	3.4	3.1	3.1	3.1	3.3	3.2	3.5	3.4	3.3	-1.7%
Expenditure (\$ million)	\$1,363	\$1,539	\$1,461	\$1,834	\$1,780	\$2,130	\$1,714	\$2,212	\$2,757	\$3,173	15.1%
Spend per visitor per night (\$)	\$126	\$133	\$131	\$154	\$144	\$143	\$144	\$169	\$189	\$202	6.5%

Intrastate visitors (000)	2,336	2,446	2,553	2,870	2,936	3,407	2,900	2,988	3,304	3,618	9.5%
Interstate visitors (000)	887	918	991	998	1,041	1,109	808	802	1,037	1,154	11.2%
Intrastate nights (000)	7,172	7,725	7,176	8,279	8,401	9,606	8,870	9,978	10,094	10,732	6.3%
Interstate nights (000)	3,617	3,831	3,951	3,621	4,002	5,251	3,044	3,138	4,464	5,000	12.0%
Intrastate expenditure (\$ million)	\$952	\$1,061	\$1,021	\$1,315	\$1,244	\$1,479	\$1,261	\$1,728	\$2,055	\$2,229	8.5%
Interstate expenditure (\$ million)	\$411	\$478	\$440	\$520	\$535	\$651	\$454	\$484	\$702	\$944	34.5%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	1,898	2,009	2,093	2,188	2,212	2,409	1,886	2,318	2,696	2,740	1.7%
Visiting Friends & Relatives	1,023	1,060	1,099	1,286	1,329	1,552	1,238	1,077	1,227	1,526	24.4%
Business	174	199	190	230	307	414	419	259	324	373	15.3%
Other	136	126	175	186	149	181	204	162	139	165	18.0%
Total	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	4,341	4,772	9.9%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	7,115	7,840	7,502	7,402	7,739	9,002	6,327	8,825	9,423	9,646	2.4%
Visiting Friends & Relatives	2,824	2,805	2,858	3,428	3,493	4,217	3,320	3,212	3,900	4,815	23.5%
Business	442	587	451	662	753	1,121	1,461	644	816	944	15.7%
Other	408	324	316	408	418	518	805	435	420	327	-22.0%
Total	10,789	11,556	11,127	11,899	12,402	14,857	11,914	13,116	14,558	15,732	8.1%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to South Coast Tourism Region

Year ended September 2023

Source: National Visitor Survey , Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	1,346	1,449	1,478	1,775	1,720	2,201	1,803	1,917	2,054	2,208	7.5%
Regional NSW	990	996	1,076	1,095	1,216	1,206	1,097	1,071	1,250	1,410	12.8%
Total Intrastate	2,336	2,446	2,553	2,870	2,936	3,407	2,900	2,988	3,304	3,618	9.5%
Victoria	320	295	314	341	308	387	263	237	311	448	44.2%
Queensland	85	125	127	104	81	138	102	n/p	n/p	133	-
ACT	417	429	484	469	572	514	409	481	554	521	-6.0%
Other Interstate	64	70	66	85	79	71	n/p	n/p	n/p	n/p	-
Total Interstate	887	918	991	998	1,041	1,109	808	802	1,037	1,154	11.2%
Grand Total	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	4,341	4,772	9.9%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	719	749	747	897	841	1,011	830	899	1,074	1,113	3.6%
30-39	544	507	606	663	705	739	718	636	749	738	-1.5%
40-49	611	629	673	696	669	743	557	622	697	773	10.9%
50-59	636	608	680	682	767	734	608	630	724	731	1.0%
60-69	486	595	563	577	582	820	633	652	702	849	21.0%
70+	227	275	275	352	412	468	363	351	395	569	44.0%
Total	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	4,341	4,772	9.9%

Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	531	579	595	776	724	1,012	941	708	989	1,062	7.4%
Adult couple	920	981	1,015	1,273	1,227	1,367	1,075	1,266	1,338	1,476	10.4%
Family group - parents and children	899	889	860	780	787	877	712	733	810	962	18.8%
Friends/relatives travelling together	796	820	986	934	1,074	1,070	840	980	1,106	1,115	0.8%
Other travel party	77	96	88	103	165	190	140	103	n/p	156	-
Total	3,223	3,364	3,544	3,868	3,977	4,516	3,708	3,790	4,341	4,772	9.9%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	2,717	3,015	3,071	3,474	3,443	4,013	3,096	3,126	3,617	4,076	12.7%
Outdoor / nature	1,886	2,038	2,103	2,359	2,340	2,847	2,212	2,594	2,687	3,189	18.7%
Active outdoor / sports	1,079	1,077	1,251	1,353	1,339	1,509	1,074	1,357	1,380	1,611	16.7%
Local attractions / tourist activities	583	681	704	615	575	666	430	677	762	681	-10.5%
Arts / heritage	369	389	389	463	436	551	222	402	456	442	-3.1%

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

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private or Other Accommodation	4,965	5,076	4,823	5,363	5,659	7,528	6,114	6,241	7,266	7,423	2.2%
Caravan & Camping	3,287	3,147	3,106	2,634	3,090	3,276	2,519	3,378	2,886	3,982	37.9%
Commercial Accommodation	1,306	1,674	1,572	1,940	1,816	2,362	1,677	1,667	2,061	2,677	29.9%

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

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	2,962	3,096	3,277	3,583	3,699	4,184	3,480	3,653	4,135	4,408	6.6%
Aircraft	98	121	131	141	107	138	100	n/p	n/p	175	-
Other Land Transport (Bus, Train, etc.)	145	150	130	140	165	179	107	86	122	168	37.1%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to South Coast Tourism Region

Year ended September 2023

Source: National Visitor Survey , Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	5,882	7,912	34.5%
Expenditure (\$ million)	\$475	\$701	\$631	\$597	\$616	\$775	\$534	\$497	\$664	\$1,057	59.1%
Spend per visitor (\$)	\$84	\$101	\$92	\$95	\$91	\$99	\$87	\$99	\$113	\$134	18.3%

Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	3,053	4,046	4,047	3,731	3,813	4,320	3,277	2,682	2,863	4,719	64.8%
Visiting Friends & Relatives	1,752	1,755	1,660	1,717	2,003	2,014	1,578	1,283	1,599	1,918	19.9%
Business	343	540	515	316	480	717	627	431	611	691	13.1%
Other	497	588	627	548	439	773	625	609	809	585	-27.6%
Total	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	5,882	7,912	34.5%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	3,388	4,111	3,788	3,598	3,600	4,406	3,489	2,478	3,228	4,627	43.3%
Regional NSW	2,041	2,556	2,793	2,538	2,823	3,111	2,371	2,247	2,428	3,039	25.2%
Total Intrastate	5,429	6,667	6,581	6,136	6,423	7,517	5,860	4,725	5,656	7,666	35.5%
Total Interstate	n/p	263	269	n/p	312	309	247	281	226	n/p	-
Total	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	5,882	7,912	34.5%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	1,280	1,655	1,748	1,697	1,415	1,827	1,550	1,182	1,602	2,152	34.3%
30-39	1,008	1,417	1,194	748	1,050	1,411	1,086	726	813	1,446	77.7%
40-49	894	1,133	1,028	874	1,255	1,090	943	776	927	1,039	12.1%
50-59	1,009	1,082	1,302	1,170	1,014	1,156	765	731	974	1,085	11.4%
60-69	902	973	1,029	1,104	1,162	1,484	1,026	743	897	1,351	50.6%
70+	551	670	550	718	839	858	738	847	668	840	25.7%
Total	5,645	6,929	6,850	6,312	6,735	7,825	6,107	5,006	5,882	7,912	34.5%

Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	4,634	5,687	5,535	5,244	5,498	6,319	4,550	3,574	4,300	6,051	40.7%
Outdoor / nature	1,845	2,638	2,468	2,319	2,415	3,147	2,415	2,008	1,902	3,223	69.5%
Active outdoor / sports	651	962	914	880	899	1,232	895	836	543	994	83.0%
Local attractions / tourist activities	371	554	597	388	388	600	340	n/p	n/p	493	-
Arts / heritage	368	434	650	567	408	611	257	n/p	n/p	434	-

Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	5,420	6,651	6,533	5,950	6,565	7,403	5,903	4,824	5,703	7,667	34.4%
Other or Mixed Transport	225	278	317	362	n/p	423	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

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