

# Travel to South Coast Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



## OVERVIEW

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
<b>DOMESTIC (overnight &amp; daytrip)</b>											
Visitors ('000)	8,952	9,729	10,578	9,678	10,873	11,868	10,595	10,481	8,051	12,684	57.6%
Nights ('000)	11,236	11,395	11,218	11,449	12,369	13,903	12,554	14,876	12,398	15,358	23.9%
Expenditure (\$ million)	\$1,873	\$2,204	\$2,030	\$2,376	\$2,423	\$2,740	\$2,377	\$3,063	\$2,796	\$4,128	47.6%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	3,323	3,314	3,512	3,747	3,954	4,450	3,686	4,500	3,474	4,774	37.4%
Nights (000)	11,236	11,395	11,218	11,449	12,369	13,903	12,554	14,876	12,398	15,358	23.9%
Average Length of Stay	3.4	3.4	3.2	3.1	3.1	3.1	3.4	3.3	3.6	3.2	-9.9%
Expenditure (\$ million)	1,409	1,531	1,423	1,780	1,784	2,079	1,692	2,501	2,258	3,172	40.4%
Spend per visitor per night (\$)	125	134	127	155	144	150	135	168	182	207	13.4%
Intrastate visitors (000)	2,355	2,420	2,544	2,758	2,928	3,371	2,828	3,567	2,654	3,644	37.3%
Interstate visitors (000)	968	894	968	988	1,026	1,079	857	932	820	1,130	37.9%
Intrastate nights (000)	7,207	7,728	7,265	7,873	8,332	9,607	8,568	11,328	8,714	10,611	21.8%
Interstate nights (000)	4,029	3,667	3,953	3,575	4,037	4,296	3,986	3,548	3,684	4,746	28.8%
Intrastate expenditure (\$ million)	\$972	\$1,049	\$1,000	\$1,267	\$1,255	\$1,457	\$1,202	\$1,966	\$1,677	\$2,275	35.7%
Interstate expenditure (\$ million)	\$437	\$482	\$423	\$512	\$529	\$622	\$490	\$535	\$582	\$897	54.2%

### Purpose of Visit

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	1,955	2,033	2,053	2,138	2,205	2,367	1,802	2,788	2,164	2,750	27.1%
Visiting Friends & Relatives	1,027	1,022	1,107	1,227	1,306	1,557	1,267	1,291	966	1,480	53.2%
Business	227	160	186	228	305	380	451	274	266	411	54.5%
Other	133	128	175	181	153	183	205	179	116	155	33.4%
<b>Total</b>	<b>3,323</b>	<b>3,314</b>	<b>3,512</b>	<b>3,747</b>	<b>3,954</b>	<b>4,450</b>	<b>3,686</b>	<b>4,500</b>	<b>3,474</b>	<b>4,774</b>	<b>37.4%</b>

  

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	7,282	7,824	7,499	7,237	7,716	8,150	6,771	10,187	7,962	9,619	20.8%
Visiting Friends & Relatives	2,874	2,728	2,876	3,278	3,429	4,131	3,586	3,537	3,259	4,401	35.0%
Business	575	461	513	595	771	1,089	1,445	674	792	997	25.8%
Other	504	382	330	339	453	533	753	478	384	341	-11.3%
<b>Total</b>	<b>11,236</b>	<b>11,395</b>	<b>11,218</b>	<b>11,449</b>	<b>12,369</b>	<b>13,903</b>	<b>12,554</b>	<b>14,876</b>	<b>12,398</b>	<b>15,358</b>	<b>23.9%</b>

### Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Regional NSW	989	997	1,090	1,083	1,169	1,226	1,098	1,245	1,013	1,409	39.1%
Sydney	1,366	1,423	1,454	1,675	1,759	2,144	1,730	2,323	1,641	2,235	36.2%
<b>Total Intrastate</b>	<b>2,355</b>	<b>2,420</b>	<b>2,544</b>	<b>2,758</b>	<b>2,928</b>	<b>3,371</b>	<b>2,828</b>	<b>3,567</b>	<b>2,654</b>	<b>3,644</b>	<b>37.3%</b>
Victoria	368	278	302	345	325	345	305	266	260	393	51.4%
Queensland	111	109	137	106	82	131	116	74	n/p	128	-
ACT	426	439	461	446	553	531	384	573	434	560	29.1%
Other Interstate	63	69	68	91	65	73	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	<b>968</b>	<b>894</b>	<b>968</b>	<b>988</b>	<b>1,026</b>	<b>1,079</b>	<b>857</b>	<b>932</b>	<b>820</b>	<b>1,130</b>	<b>37.9%</b>
<b>Grand Total</b>	<b>3,323</b>	<b>3,314</b>	<b>3,512</b>	<b>3,747</b>	<b>3,954</b>	<b>4,450</b>	<b>3,686</b>	<b>4,500</b>	<b>3,474</b>	<b>4,774</b>	<b>37.4%</b>

### Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	770	670	779	840	958	951	816	1,042	856	1,128	31.8%
30-39	601	476	590	636	680	737	676	771	636	779	22.4%
40-49	605	646	644	689	608	810	555	711	527	783	48.5%
50-59	632	624	659	706	707	752	605	757	621	685	10.3%
60-69	497	595	583	563	562	764	651	800	538	837	55.6%
70+	219	303	258	311	438	436	382	419	296	563	90.1%
<b>Total</b>	<b>3,323</b>	<b>3,314</b>	<b>3,512</b>	<b>3,747</b>	<b>3,954</b>	<b>4,450</b>	<b>3,686</b>	<b>4,500</b>	<b>3,474</b>	<b>4,774</b>	<b>37.4%</b>

# Travel to South Coast Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



## Travel Party

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Travelling alone	526	519	639	673	789	928	983	828	811	1,043	28.6%
Adult couple	999	985	966	1,270	1,184	1,347	1,122	1,454	1,008	1,522	51.0%
Family group - parents and children	866	909	873	770	799	855	680	887	677	912	34.6%
Friends or relatives travelling together with(out) children	828	819	951	925	1,036	1,118	742	1,222	919	1,116	21.5%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	121	147	129	90	n/p	136	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>3,323</b>	<b>3,314</b>	<b>3,512</b>	<b>3,747</b>	<b>3,954</b>	<b>4,450</b>	<b>3,686</b>	<b>4,500</b>	<b>3,474</b>	<b>4,774</b>	<b>37.4%</b>

## Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	1,804	1,934	1,996	2,297	2,455	2,859	2,239	2,618	2,015	2,828	40.3%
Go to the beach	1,679	1,706	1,827	1,994	2,017	2,344	1,843	2,571	1,955	2,556	30.7%
Visit friends & relatives	1,478	1,498	1,411	1,662	1,700	1,969	1,545	1,331	1,033	1,625	57.4%
Sightseeing/looking around	985	961	871	1,066	1,153	1,530	1,007	1,129	847	1,268	49.7%
Pubs, clubs, discos etc	716	790	778	775	820	1,074	872	933	855	1,258	47.1%

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

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Friends or relatives property	3,528	3,759	3,549	3,768	4,400	4,434	4,258	4,684	3,899	5,056	29.7%
Caravan park or commercial camping ground	2,799	2,785	2,485	2,299	2,154	2,545	1,969	2,952	1,658	3,189	92.4%
Rented house/apartment/flat or unit	1,300	1,670	1,545	1,873	1,915	1,583	1,413	2,233	2,085	1,591	-23.7%

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

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	3,000	2,986	3,200	3,418	3,630	4,042	3,321	4,267	3,261	4,377	34.2%
Aircraft	124	104	146	138	102	134	124	n/p	n/p	139	-
Railway	89	107	89	96	104	100	115	n/p	n/p	107	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	5,628	6,415	7,066	5,932	6,919	7,418	6,909	5,981	4,577	7,910	72.8%
Expenditure (\$ million)	\$464	\$674	\$607	\$597	\$639	\$661	\$685	\$562	\$538	\$957	77.9%
Spend per visitor (\$)	\$83	\$105	\$86	\$101	\$92	\$89	\$99	\$94	\$118	\$121	2.9%

### Main Purpose of Trip

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	2,988	3,835	4,032	3,507	3,960	4,124	3,721	3,219	2,090	4,740	126.8%
Visiting Friends & Relatives	1,810	1,621	1,794	1,566	2,046	1,901	1,844	1,543	1,304	1,811	38.9%
Business	318	474	517	352	428	759	637	505	468	768	64.1%
Other	512	485	724	507	485	634	707	714	715	591	-17.4%
<b>Total</b>	<b>5,628</b>	<b>6,415</b>	<b>7,066</b>	<b>5,932</b>	<b>6,919</b>	<b>7,418</b>	<b>6,909</b>	<b>5,981</b>	<b>4,577</b>	<b>7,910</b>	<b>72.8%</b>

### Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Sydney	3,302	3,840	3,903	3,298	3,816	4,090	3,944	3,138	2,362	4,659	97.3%
Regional NSW	2,095	2,374	2,865	2,493	2,809	2,980	2,704	2,549	1,984	3,012	51.8%
<b>Total Intrastate</b>	<b>5,397</b>	<b>6,215</b>	<b>6,769</b>	<b>5,792</b>	<b>6,626</b>	<b>7,070</b>	<b>6,647</b>	<b>5,687</b>	<b>4,346</b>	<b>7,671</b>	<b>76.5%</b>
<b>Total Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>297</b>	<b>n/p</b>	<b>294</b>	<b>348</b>	<b>262</b>	<b>295</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>5,628</b>	<b>6,415</b>	<b>7,066</b>	<b>5,932</b>	<b>6,919</b>	<b>7,418</b>	<b>6,909</b>	<b>5,981</b>	<b>4,577</b>	<b>7,910</b>	<b>72.8%</b>

# Travel to South Coast Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



## Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	1,317	1,431	1,754	1,667	1,459	1,843	1,538	1,504	1,024	2,409	135.3%
30-39	954	1,391	1,289	702	1,075	1,216	1,361	841	626	1,318	110.5%
40-49	950	986	1,064	807	1,183	1,176	1,058	895	761	1,064	39.7%
50-59	1,007	991	1,338	1,131	1,066	1,114	852	883	859	1,112	29.6%
60-69	829	993	1,061	987	1,233	1,348	1,183	965	729	1,198	64.4%
70+	571	624	559	636	904	721	917	894	578	809	39.9%
Total	5,628	6,415	7,066	5,932	6,919	7,418	6,909	5,981	4,577	7,910	72.8%

## Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	2,702	3,157	3,711	3,158	3,677	3,940	3,193	2,757	2,117	3,890	83.8%
Go to the beach	1,461	1,845	2,001	1,701	1,938	2,250	2,060	1,942	1,152	2,530	119.6%
Visit friends & relatives	2,233	2,029	2,019	1,785	2,286	2,265	2,044	1,431	1,307	1,914	46.4%
Sightseeing/looking around	1,106	1,334	1,486	1,280	1,123	1,605	1,503	1,066	669	1,600	139.3%
Go shopping for pleasure	857	1,250	1,081	1,187	1,031	987	850	785	612	1,315	114.6%

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

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	5,371	6,169	6,703	5,535	6,690	7,006	6,565	5,758	4,393	7,619	73.4%
Railway	n/p	n/p	244	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