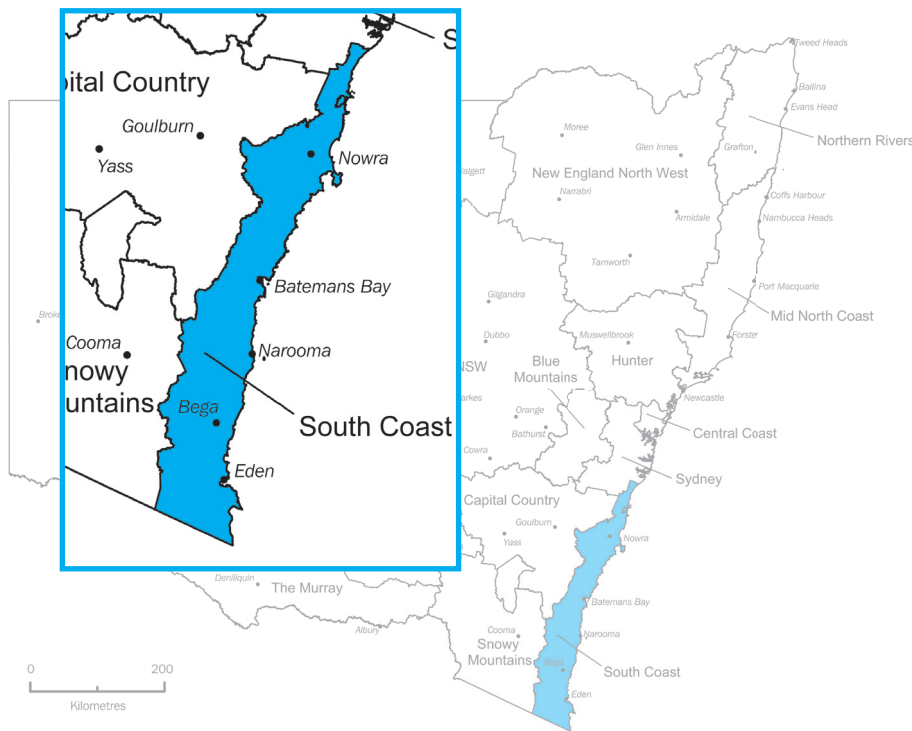


# Regional Tourism Profiles 2009/2010

## New South Wales

### South Coast region



In 2009/10:

- \$1.8 billion was spent by visitors in the region – 70% was by domestic overnight visitors
- A total of 7.9 million visitors went to the region – 64% were domestic day visitors
- 12 million nights were spent in the region – 84% were by domestic overnight visitors

In June 2007 there were more than 4,300 tourism related businesses in the region:

- 42% were non-employed businesses
- 52% were micro or small businesses

### South Coast tourism region summary 2009/10

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	405	5,028	-	-	81	-
Domestic overnight	1,274	2,751	10,044	4	463	127
International	154	106	1,936	18	1,455	80



**Australian Government**  
**Department of Resources,  
 Energy and Tourism**  
**Tourism Research Australia**



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## Visitors to South Coast region

Domestic overnight		Visitors	Nights	Share of visits	Share of nights	Average stay	International		Visitors	Nights	Share of visits	Share of nights	Average stay
		'000	'000	%	%	Nights			'000	'000	%	%	Nights
<b>Top 3 SLAs visited</b>													
Shoalhaven (C) - Pt B		835	2,946	30	29	3.5	Wollongong (C) - Inner		31	1,247	30	64	39.7
Eurobodalla (A)		533	2,157	19	21	4.0	Eurobodalla (A)		26	78	25	4	2.9
Wollongong (C) - Inner		408	1,180	15	12	2.9	Bega Valley (A)		20	81	19	4	4.0
<b>Purpose of visit</b>													
Holiday		1,801	7,177	65	71	4.0	Holiday		66	366	62	19	5.6
Visiting friends/relatives		714	2,114	26	21	3.0	Visiting friends/relatives		27	353	26	18	13.0
Business		175	472	6	5	2.7	Business		6	34	5	2	6.1
Other		73	273	3	3	3.8	Education		8	1,139	8	59	142.3
							Other		np	np	np	np	np
<b>Top 3 accommodation</b>													
Property of friend/relatives		954	3,120	35	31	3.3	Rented house/apartment/flat/unit		9	851	9	44	91.6
Caravan or camping		654	2,928	24	29	4.5	Property of friend/relatives		32	427	31	22	13.2
Rented house/apartment/flat/unit		335	1,606	12	16	4.8	Hotel/motel/serviced apartment		32	116	30	6	3.6
<b>Transport</b>													
Air		94	334	3	3	3.6	Air		8	166	8	9	19.9
Drive		2,540	9,193	92	92	3.6	Drive		83	1,050	79	54	12.6
Other		118	510	4	5	4.3	Other		20	721	19	37	36.2
<b>Experiences</b>													
Culture and heritage		271	-	10	-	-	Culture and heritage		76	-	72	-	-
Nature based		679	-	25	-	-	Nature based		90	-	85	-	-
Indigenous		np	-	np	-	-	Indigenous		28	-	26	-	-
Food and wine		1,461	-	53	-	-	Food and wine		96	-	91	-	-
<b>Top 3 information sources</b>													
Internet		869	3,070	32	31	3.5	Internet		57	837	54	43	14.7
Previous visit		605	2,302	22	23	3.8	Friends or relatives		39	481	36	25	12.4
Friends or relatives		360	1,182	13	12	3.3	Travel agent		27	381	25	20	14.3
<b>Top 3 visitor origins</b>													
NSW		2,087	6,928	76	69	3.3	United Kingdom		22	189	21	10	8.6
ACT		277	924	10	9	3.3	United States of America		13	183	13	9	13.6
Vic		271	1,754	10	17	6.5	New Zealand		13	95	13	5	7.1
<b>Travel party type</b>													
Travelling alone		355	1,134	13	11	3.2	Travelling alone		63	1,651	59	85	26.4
Adult couple		824	2,808	30	28	3.4	Adult couple		29	183	27	9	6.3
Family group		943	4,097	34	41	4.3	Family group		7	44	6	2	6.8
Friends or relatives		539	1,764	20	18	3.3	Friends or relatives		6	50	6	3	7.8
Business associates		np	np	np	np	np	Business associates		np	np	np	np	np
Other		47	153	2	2	3.3							
<b>Total domestic overnight</b>		<b>2,751</b>	<b>10,044</b>	<b>100</b>	<b>100</b>	<b>3.7</b>	<b>Total international</b>		<b>106</b>	<b>1,936</b>	<b>100</b>	<b>100</b>	<b>18.3</b>
<b>Total all visitors (including day visitors)</b>		<b>7,885</b>	<b>11,981</b>	<b>100</b>	<b>100</b>	<b>1.5</b>							

# Regional expenditure

## Domestic day

### Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total \$
\$ million						
172	5	116	66	16	29	405

### Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	248	65	2,897	86
Visiting friends and relatives	70	18	1,239	57
Business	36	9	538	67
Other	np	np	np	np

## Domestic overnight

### Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other Packages	Total \$	
\$ million									
386	471	44	12	168	104	40	21	7	1,274

### Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	898	77	1,801	7,177	498	125	4
Visiting friends and relatives	187	16	714	2,114	262	89	3
Business	64	5	175	472	365	135	3
Other	np	np	np	np	np	np	np

### Expenditure by origin (intrastate/interstate)

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	779	67	2,087	6,928	373	112	3
Interstate	389	33	664	3,116	585	125	5
Total destination expenditure	1,168	100	2,751	10,044	425	116	4

## International

### Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
154	62	1	40

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

## Tourism businesses 2006/07

	Employing businesses					Non- employing businesses  (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large	Total employing		
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)			
Tourism Characteristic Industries	276	264	51	0	591	360	951
Tourism Connected Industries	1,035	684	198	9	1,926	1,455	3,381
Total Tourism Characteristic and Connected Industries	1,311	948	249	9	2,517	1,815	4,332

## Accommodation supply<sup>a</sup>

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	200	1,660	47	99
Caravan parks <sup>b</sup>	107	820	64	99

### Key

np Not published due to reliability concerns.

The number of businesses by tourism region by tourism characteristic and connected industries is estimated by the ABS using postcodes to Statistical Local Area (SLA) and SLA to Tourism Regions concordances.

<sup>a</sup> 'Establishments' and 'Employees' are measured at the June quarter 2010.

<sup>b</sup> 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

### Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey and International Visitor Survey data.

### Data sources

Tourism Research Australia, 2009, *Tourism businesses in Australia, June 2004 - June 2007*.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2009 - June quarter 2010* (ABS Cat. No. 8635.5.55.001).

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