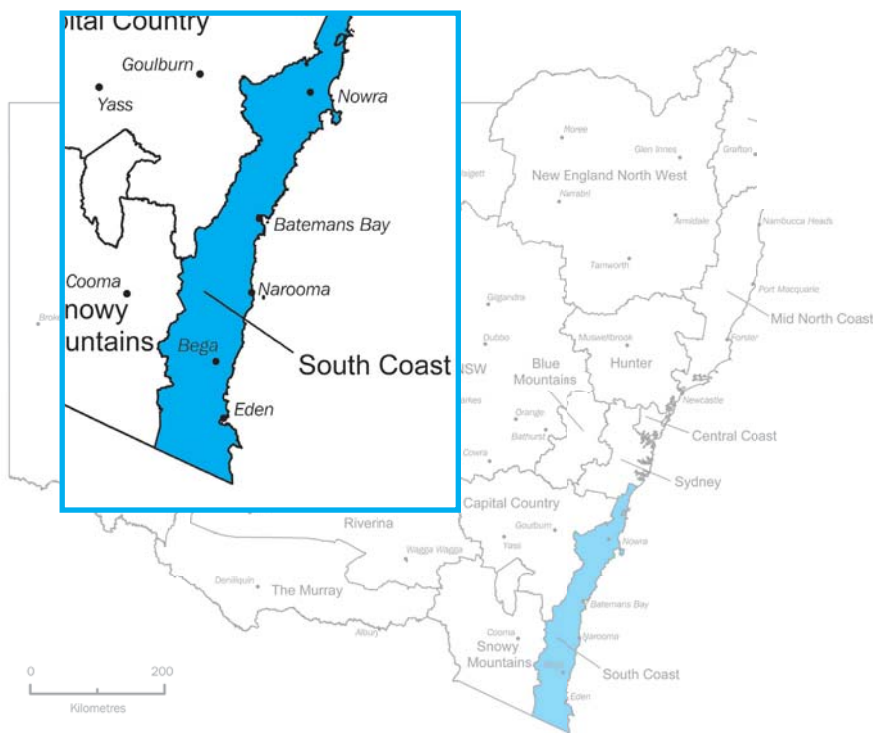




Regional Tourism Profiles 2008/09

New South Wales

South Coast region



In 2008/09:

- \$1.8 billion was spent by visitors in the region – 69% was by domestic overnight visitors
- A total of 8.2 million visitors went to the region – 62% were domestic day visitors
- 12.7 million nights were spent in the region – 86% 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 region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	433	5 115	-	-	85	-
Domestic overnight	1 263	2 983	10 906	4	423	116
International	134	100	1 776	18	1 346	76



Visitors to South Coast region

Domestic overnight		International								
Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay	
'000	'000	%	%	Nights	'000	'000	%	%	Nights	
Top 3 SLAs visited*										
Shoalhaven (C) - Pt B	876	3 102	29	28	3.5	32	1 233	32	69	38.2
Eurobodalla (A)	672	2 412	23	22	3.6	25	86	25	5	3.4
Bega Valley (A)	435	2 099	15	19	4.8	19	102	19	6	5.4
Purpose of visit										
Holiday	1 810	7 686	61	70	4.2	63	249	63	14	4.0
Visiting friends/relatives	923	2 558	31	23	2.8	27	461	28	26	16.8
Business	203	537	7	5	2.6	3	37	3	2	11.1
Other	63	125	2	1	2.0	7	942	7	53	140.7
						3	87	3	5	27.1
Top 3 accommodation										
Property of friends or relatives	1 158	3 534	39	32	3.1	8	619	8	35	76.0
Caravan or camping	650	3 101	22	28	4.8	32	557	32	31	17.5
Rented house, apartment, flat or unit	323	1 735	11	16	5.4	28	107	28	6	3.8
Transport										
Air	100	450	3	4	4.5	8	143	8	8	18.5
Drive	2 758	10 054	92	92	3.6	76	894	76	50	11.8
Other	121	376	4	3	3.1	22	738	22	42	33.5
Experiences										
Culture and heritage	320	-	11	-	-	74	-	74	-	-
Nature based	731	-	24	-	-	86	-	86	-	-
Indigenous	np	-	np	-	-	27	-	27	-	-
Food and wine	1 613	-	54	-	-	92	-	92	-	-
Top 3 information sources										
Internet	915	3 378	31	31	3.7	52	866	52	49	16.8
Previous visit	570	2 288	19	21	4.0	34	487	34	27	14.5
Friends or relatives	482	1 624	16	15	3.4	22	188	22	11	8.4
Top 3 visitor origins										
NSW	2 161	6 835	72	63	3.2	24	181	24	10	7.5
ACT	358	1 152	12	11	3.2	11	51	11	3	4.5
Vic	332	2 350	11	22	7.1	10	151	10	9	15.7
Lifecycle groups										
Young/midlife single	506	1 473	17	14	2.9	33	957	33	54	28.7
Young/midlife couple, no kids	317	948	11	9	3.0	17	247	17	14	14.6
Parent	1 145	4 099	38	38	3.6	16	198	16	11	12.7
Older working	441	1 563	15	14	3.5	34	314	34	18	9.3
Older non-working	572	2 820	19	26	4.9					
Total domestic overnight	2 983	10 906	100	100	3.7	100	1 776	100	100	17.8
Total all visitors (including day visitors)	8 198	12 682	100	100	1.5					

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
167	8	128	95	21	15	433

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	275	69	2 934	94
Visiting friends/relatives	76	19	1 302	59
Business	25	6	538	46
Other	np	np	np	np

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
382	445	51	16	189	115	32	19	4	1 263

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights
Holiday	910	78	1 810	7 686	503	118
Visiting friends and relatives	197	17	923	2 558	213	77
Business	49	4	203	537	241	91
Other	np	np	np	np	np	np

Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights
Intrastate	720	62	2 161	6 835	333	105
Interstate	447	38	823	4 071	543	110
Total expenditure	1 167	100	2 983	10 906	391	107

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
134	62	1	46

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

Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large				
	(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 (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	202	1 741	46.3	101
Caravan parks	107	841	65	94

Key

np Not published due to reliability concerns.

*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 – Glossary* at www.ret.gov.au/tra. Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

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

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

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.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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