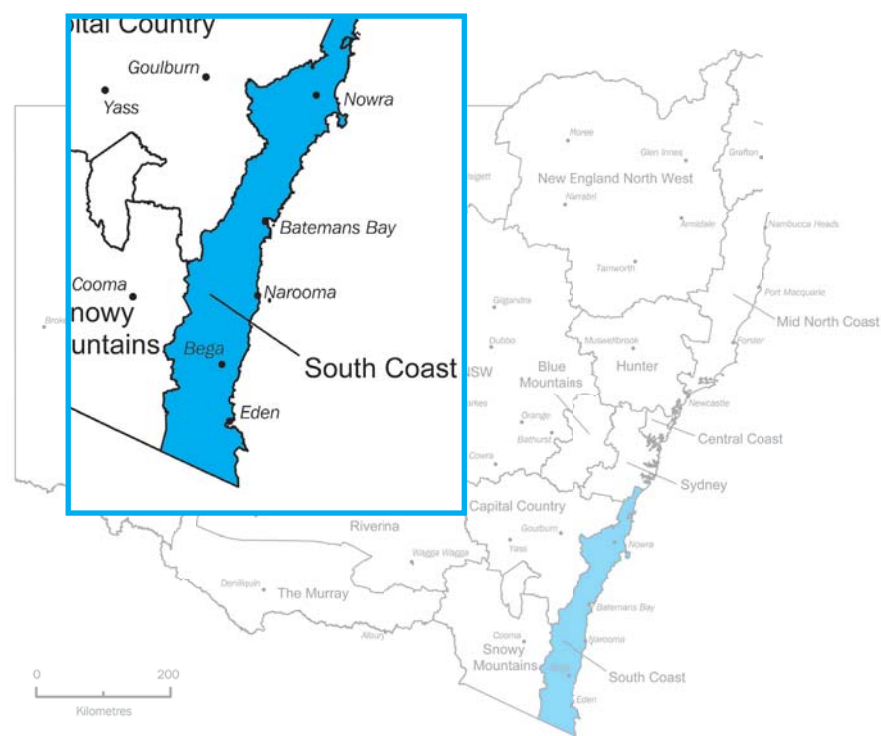




# Regional Tourism Profiles 2008/09

## 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											

# 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	4
Visiting friends and relatives						
197	17	923	2 558	213	77	3
Business						
49	4	203	537	241	91	3
Other						
np	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	3
Interstate						
447	38	823	4 071	543	110	5
Total expenditure						
1 167	100	2 983	10 906	391	107	4

## 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					Non- employing businesses	Total businesses
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)	Total employing	(includes owner/ manager)	
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 b)</sup>

	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](http://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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Image: Bittangabee Bay, South Coast, NSW  
Courtesy of Tourism Australia

Publication date: February 2010