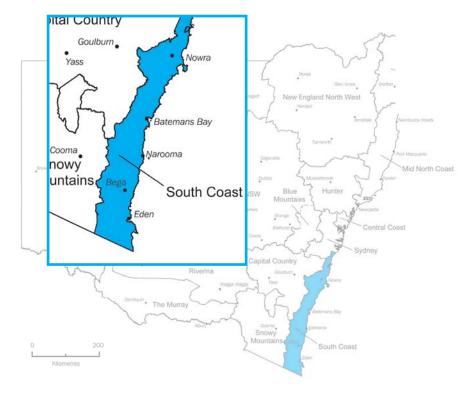


Regional Tourism Profiles 2008/09 New South Wales

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-employing 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	0.40+101/	+ <u></u>	200	- C		International	(+: 0://	\ -2 -2 -2 -2 -2 -2 -2 -2 -2 -2 -2 -2 -2	\(\frac{1}{2}\)	<u> </u>	
	VISILUIS	NIGILIS	of visits	of	Average stay		VISILOIS	INIGILIS	of visits	of	Average
	000,	000,	%	nights %	Nights		000,	000,	%	nights %	Nights
Top 3 SLAs visited*	876	3 102	50	000	, π	Wollongong (C) - Inner	32	1 233	32	69) K
Eurobodalla (A)	672	2 412	23	22	3.6	Eurobodalla (A)	25		25		3.4
Bega Valley (À)	435	2 099	15	19	4.8	Bega Valley (À) Č	19	102	19	9	5.4
Purpose of visit	1810	7 686	19	70	4.2	×ap:[OT	63	249	63	41	40
Visiting friends /relatives			3 T	0 / 0	; c	Visiting friends /relatives	7.0	757	0 0	4.T	ر ب م
Business	203	537	- C	7	2.6	Business	, M	37	2 M	2 2	11.1
Other	63	125	2	\vdash	2.0	Education	_	942	7	53	140.7
						Other	3	87	2	2	27.1
Top 3 accommodation Property of friends or relatives	1 158	3 534	39	32	3.1	Rented house, apartment, flat	∞	619	∞	35	76.0
	C L	7	C	C	0	or unit	C	1	C	r	17
Calavali Of Calliphing Rented house apartment flat	323	2 101 1 735	77	16	6. T	Plopeity of merids of relatives Hotel motel serviced apartment	2 C 2 8 C	107	2 C 2 X	T 0	17.5 3.8
or unit	040		1	H	t i	יייייייייייייייייייייייייייייייייייייי	0) H	0		o i
Transport											
Air	100	450	M	4	4.5	Air	∞	143	∞	∞	18.5
Drive	2 7 5 8	10 054	92	95	3.6	Drive	92	894	92	20	11.8
Other	121	376	4	m	3.1	Other	22	738	22	42	33.5
Experiences	0		4			:	i		i		
Culture and heritage	320	1	TT	1	1	Culture and heritage	4/	ı	4/	1	ı
Nature Dased	T9/	ı	7.4	ı	1	ואמנטרה סמאהט	0 0	ı	0 (d	ı	I
Indigenous Food and wine	1 613		du V			Indigenous Food and wine	77		77		
Too 2 information courses			†				77		77		
Internet	915	3 378	31	31	3.7	Internet	52	998	52	49	16.8
Previous visit	570	2 288	19	21	4.0	Friends or relatives	34	487	34	27	14.5
Friends or relatives	482	1 624	16	15	3.4	Travel book or guide	22	188	22	11	8.4
Top 3 visitor origins	7 161	α α υ	7.2	c c	C C	<u>⊻</u> =	24	181	24	10	7 7
ACT	1 H W	1152	12	5 [. w	2 N	- [151	- 1	e m	2.4
Víc	332	2 350	11	22	7.1	ASU	10	151	10	n 0	15.7
Lifecycle groups	1		ļ				(i	
Young/midlife single	506	1473	17	14	2.9	Young/midlife single	7 33	957	7 2	54	28.7
roung/minding couple, no kids Parent) 1 1 1 4 5	940	7 XX	υ «	. v . v	Tourig/mining couple, no kins Parent	1 T	198	1 T	† 	12.0
Olderworking	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1 L) <u>(</u>	14	i w	Older) K	314	94 K	- E	, ro
Older non-working	572	2 820	19	26	6.4		†)	† †	†	O H	
Total domestic overnight	2 983	10 906	100	100	3.7	Total international	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	Share of \$	Visitors	Per visitor
	\$ million	%	'000	\$
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		Shopping	Entertainment	Other F	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	1810	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	AFB\$	Share of AFB \$	AFB share of region \$
\$ million	\$ million	%	%
134	62	1	46

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

Tourism businesses 2006/07

		Emţ	oloying busines	sses		Non- employing businesses	Total businesses
	Micro	Small	Medium	Large	Total employing	(includes	
	(1-4	(5-19	(20-199	(200+	, , ,	owner/	
	employees)	employees)	employees)	employees)		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	1815	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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Courtesy of Tourism Australia

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