



Regional Tourism Profiles 2007

New South Wales

South Coast region



The South Coast tourism region is located on the east coast of Australia, in the south east of New South Wales.

The region offers the following experiences:

- Nature
- Coastal
- Indigenous
- Food and wine

In 2007:

- \$1.1 billion was spent by visitors in the region, with domestic overnight visitors accounting for 76% of total spend
- There were a total of 4.5 million visitors to the region, of which 53% were domestic day visitors
- 8.3 million nights were spent in the region, with 96% 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 2007

| | Expenditure | Visitors | Nights | Average stay | Average trip expenditure | Average nightly expenditure |
|--------------------|-------------|----------|--------|--------------|--------------------------|-----------------------------|
| | \$ million | '000 | '000 | Nights | \$ | \$ |
| Domestic overnight | 823 | 2 063 | 7 902 | 4 | 399 | 104 |
| Domestic day | 240 | 2 356 | - | - | 102 | - |
| International | 25 | 62 | 370 | 6 | 399 | 67 |

Origin of visitors

| | Visitors '000 | Nights '000 | Average stay Nights |
|---------------------------|------------------|----------------|---------------------------|
| Domestic overnight | | | |
| NSW | 1 419 | 4 818 | 3 |
| ACT | 298 | 1 077 | 4 |
| VIC | 275 | 1 743 | 6 |
| Total domestic overnight | 2 063 | 7 902 | 4 |
| International | | | |
| UK | 15 | 128 | 8 |
| NZ | 8 | 43 | 5 |
| USA | 6 | 33 | 5 |
| Total international | 62 | 370 | 6 |

Purpose of visit

| | Nights '000 | Share of nights % |
|----------------------------|----------------|-------------------------|
| Domestic overnight | | |
| Holiday/leisure | 6 057 | 77 |
| Visiting friends/relatives | 1 452 | 18 |
| Business | 243 | 3 |
| Other | 150 | 2 |
| Total domestic overnight | 7 902 | 100 |
| International | | |
| Holiday | 200 | 54 |
| Visiting friends/relatives | 145 | 39 |
| Business | np | np |
| Education | np | np |
| Other | np | np |
| Total international | 370 | 100 |

Accommodation used

| | Nights '000 | Average stay Nights |
|---------------------------------------|----------------|---------------------------|
| Domestic overnight | | |
| Caravan or camping | 2 266 | 4 |
| Friend's or relative's property | 2 191 | 4 |
| Rented house, apartment, flat or unit | 1 182 | 4 |
| Total domestic overnight | 7 902 | 4 |
| International | | |
| Friend's or relative's property | 197 | 15 |
| Hotel, motel, serviced apartment | 51 | 2 |
| Caravan or camping | 44 | 3 |
| Total international | 370 | 6 |

Transport

| | Visitors '000 | Average stay Nights |
|---------------------------|------------------|---------------------------|
| Domestic overnight | | |
| Air | np | np |
| Private car | 1 953 | 4 |
| Other | 81 | 3 |
| Total domestic overnight | 2 063 | 4 |
| International | | |
| Air | 4 | 13 |
| Drive | 53 | 5 |
| Other | 6 | 11 |
| Total international | 62 | 6 |

Lifecycle groups

| | Visitors '000 | Average stay Nights |
|-------------------------------|------------------|---------------------------|
| Domestic overnight | | |
| Young/midlife single | 283 | 4 |
| Young/midlife couple, no kids | 289 | 3 |
| Parent | 713 | 4 |
| Older | 769 | 4 |
| Total domestic overnight | 2 063 | 4 |
| International | | |
| Young/midlife single | 17 | 6 |
| Young/midlife couple, no kids | 9 | 5 |
| Parent | 11 | 7 |
| Older | 25 | 6 |
| Total international | 62 | 6 |

Experiences

| | Visitors '000 | Share of visitors % |
|---------------------------|------------------|---------------------------|
| Domestic overnight | | |
| Culture and heritage | 259 | 13 |
| Nature based | 659 | 32 |
| Indigenous | np | np |
| Food and wine | 1 032 | 50 |
| Total domestic overnight | 2 063 | 100 |
| International | | |
| Culture and heritage | 48 | 77 |
| Nature based | 56 | 90 |
| Indigenous | 21 | 34 |
| Food and wine | 58 | 93 |
| Total international | 62 | 100 |

Regional expenditure

Domestic day

Expenditure by item

| Food and drink | Transport fares and packages | Fuel | Shopping | Entertainment | Other | Total expenditure |
|----------------|------------------------------|------|----------|---------------|-------|-------------------|
| \$ million | | | | | | |
| 80 | 1 | 63 | 81 | 6 | 9 | 240 |

Expenditure by purpose of visit

| | Expenditure \$ million | Share of \$ % | Visitors '000 | Per visitor \$ |
|----------------------------|------------------------|---------------|---------------|----------------|
| Holiday/leisure | 161 | 71 | 1 394 | 115 |
| Visiting friends/relatives | 47 | 21 | 553 | 85 |
| Business | np | np | np | np |
| Other | np | np | np | np |

Domestic overnight

Expenditure by item

| Accommodation | Food and drink | Airfares | Other transport fares | Fuel | Shopping | Entertainment | Packages | Other | Total expenditure |
|---------------|----------------|----------|-----------------------|------|----------|---------------|----------|-------|-------------------|
| \$ million | | | | | | | | | |
| 253 | 290 | 12 | 11 | 120 | 62 | 28 | 28 | 15 | 823 |

Expenditure by purpose of visit

| Expenditure \$ million | Share of \$ % | Visitors '000 | Visitor nights '000 | Per visitor \$ | Per night \$ | Length of stay Nights |
|------------------------|---------------|---------------|---------------------|----------------|--------------|-----------------------|
| 616 | 78 | 1 397 | 6 057 | 441 | 102 | 4 |
| 111 | 14 | 483 | 1 452 | 230 | 76 | 3 |
| np | np | np | np | np | np | np |
| 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 |
|------------------------|---------------|---------------|---------------------|----------------|--------------|-----------------------|
| 499 | 63 | 1 419 | 4 818 | 352 | 104 | 3 |
| 290 | 37 | 643 | 3 084 | 451 | 94 | 5 |
| 789 | 100 | 2 063 | 7 902 | 383 | 100 | 4 |

International

Expenditure on accommodation, food and beverages (AFB)

| Total expenditure \$ million | AFB \$ million | Share of AFB % | AFB as share of region % |
|------------------------------|----------------|----------------|--------------------------|
| 25 | 15 | 0 | 60 |

Tourism businesses

| | Employing businesses | | | | | Total employing | Non- employing businesses (includes owner/ manager) | Total businesses |
|---|-----------------------------|------------------------------|---------------------------------|------------------------------|-------|--------------------|--|---------------------|
| | Micro (1-4 employees) | Small (5-19 employees) | Medium (20-199 employees) | Large (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 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 | 160 | 1 069 | 45.5 | 51 645 |
| Caravan parks | 95 | 702 | 59 | 61 524 |

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

a 'Establishments' and 'Employees' are measured at the December quarter 2007

b '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

DATA SOURCES

Kookana, et al., 2008, Tourism businesses in Australia, June 2003 - June 2007, Tourism Research Australia, Canberra

Australian Bureau of Statistics, Survey of Tourist Accommodation, March quarter 2007 - December quarter 2007 (ABS Cat. No. 8635.5.55.001)

Tourism Research Australia expenditure allocation method applied to 2007 National Visitor Survey and International Visitor Survey data

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