

ISSN 1035-144

South Coast Regional Tourism Organisation Inc.

# TOURISM IN THE SOUTH COAST



**PROFILE AND STATEMENT  
OF ECONOMIC IMPACT  
For the year ending 31 December 2006**

**30 September 2007**

# Executive Summary

The South Coast of NSW stretches from Helensburgh, just south of the Royal National Park south of Sydney to Eden and beyond to the Victorian border. It is approximately 400 kilometres long and at its widest point (the Shoalhaven River at Marulan to Point Perpendicular) it is 80 kilometres wide. However its average width is approximately 40 kilometres.

The South Coast takes in the Illawarra Escarpment, the coast, literally hundreds of beaches, the fertile plains and rich farming country, rugged mountain escarpments and the panoramic views of the eastern seaboard. Within the South Coast there are dozens of National Parks and State Forests, there are rivers, coastal lakes, estuaries and many miles of navigable waterways.

The South Coast is made up of the local Government Areas of Wollongong City, Shellharbour City, Kiama Municipality, Shoalhaven City, Jervis Bay Territory, Eurobodalla Shire and Bega Valley Shire.

Its main Cities and Towns are Wollongong, Shellharbour, Kiama, Nowra, Ulladulla, Batemans Bay, Moruya, Narooma, Bega, Merimbula and Eden.

## The following estimates have been prepared for the South Coast for the 12 months ending 31 December 2006.

<b>Year Ending December 2006</b>	<b>South Coast</b>	<b>NSW</b>
Number of Domestic Overnight Visitors	3,301,000	24,851,000
Number of Domestic Visitor Nights	11,805,000	86,197,000
Number of Domestic Day Visitors	4,728,000	44,229,000
Expenditure-Domestic Overnight visitors	\$1,223,247,000	\$11,895,186,000
Expenditure by Day Visitors	\$380,566,000	\$4,290,213,000
International Visitors		
Number of Visitors	96,000	2,785,000
Number of Visitor Nights - unreliable data	1,308,000	57,254,000
Number of Day visitors - unreliable data	80,000	
Expenditure by International Overnight Visitors	\$115,037,000	\$5,210,114,000
Expenditure by International Day Visitors	\$6,640,000	
Totals	\$1,725,490,000	\$21,395,513,000
<b>Total Expenditure by all Visitors</b>	<b>\$1,700,000,000</b>	<b>\$21,390,000,000</b>

The following report has been prepared as a statement of the level of tourism activity within the South Coast of NSW and the economic impact, in gross terms, on the Region, during 2006. If figures for 2006 are not available then the "most recent year" figures have been used. These are noted throughout the report.

# Definition of Tourism

For the purpose of this exercise, a tourist is defined as any person who is not a resident of the South Coast who visits the South Coast for any reason, for any length of time, for less than three months duration.

# Expenditure by Visitors

Expenditure estimates have been calculated using the following source:- Tourism Research Australia. Travel Expenditure by Domestic and International Visitors in Australia's regions. Year ended 31 December 2006

## Travel Expenditure by Visitors

Tourism Australia  
YE Dec 2006

SC Domestic - \$103 per night  
SC Domestic - \$94 per day  
Illawarra Domestic - \$106 per night  
Illawarra Domestic - \$72  
NSW Domestic - \$138 per night  
NSW Domestic - \$97 per day

SC International \$104 per night in the region  
SC Domestic - \$94 per day  
Illawarra international - \$85 per night in region  
Illawarra Domestic - \$72  
NSW International \$91 per night in the region  
NSW Domestic - \$97 per day - assumed the same as domestic

## Domestic Visitors by Local Government Area

## Domestic Visitor Nights by Local Government Area

rank	2006	2006 Overnight Visitors '000	rank	2006	2006 Visitor Nights '000
1	Shoalhaven (incl JBT)	1,260	1	Shoalhaven (incl JBT)	4,397
6	Eurobodalla (A)	649	3	Bega Valley (A)	2,677
7	Wollongong (C)	601	6	Eurobodalla (A)	2,287
9	Bega Valley (A)	537	13	Wollongong (C)	1,689
31	Kiama (A)	204	27	Kiama (A)	652
73	Shellharbour (C)	50	84	Shellharbour (C)	103
<b>Total South Coast</b>		<b>3,301</b>	<b>Total South Coast</b>		<b>11,805</b>

# Visitor Nights

A visitor night is defined as one person staying for one night within the boundaries of the South Coast.

Tourists can use various types of accommodation. These are international hotel, hotel/motel, private hotel/guest house, rented flat/house, own holiday house/flat, friends or relatives home, farm, cabin in caravan park, on-site caravan, other in camping ground, other not in camping ground, boat/cabin cruiser, house boats, bed and breakfast establishments or other forms.

The following 2 tables have been taken from the National Visitors Survey and the International Visitors Survey and have been supplied by *Peter Valerio, Tourism Strategy Advisor, Contact details: 0419 415703 (+61 419415703 from overseas) PO BOX 1839 BOWRAL NSW 2576 AUSTRALIA*

These tables show

- Number of Visitors
- Visitor Nights

on a Local Government Level



Hobie State Championships – Jervis Bay, 2007.

National Visitors Survey and the International Visitors Survey and have been supplied by *Peter Valerio, Tourism Strategy Advisor, Contact details: 0419 415703 (+61 419415703 from overseas) PO BOX 1839 BOWRAL NSW 2576 AUSTRALIA*

## Local Government Visitation 2006

Domestic Visitors			Domestic Visitor Nights		
rank	2006	2006 Overnight Visitors '000	rank	2006	2006 Visitor Nights '000
	Sydney	7,842		Sydney	86,112
1	Shoalhaven (incl JBT)	1,260	1	Shoalhaven (incl JBT)	4,397
2	Newcastle	943	2	Coffs Harbour	2,807
3	Coffs Harbour	797	3	Bega Valley (A)	2,677
4	Hastings (PM)	770	4	Hastings (PM)	2,677
5	Gosford (C)	730	5	Newcastle	2,295
6	Eurobodalla (A)	649	6	Eurobodalla (A)	2,287
7	Wollongong (C)	601	7	Port Stephens (A)	2,221
8	Port Stephens (A)	564	8	Tweed	2,221
9	Bega Valley (A)	537	9	Byron (A)	2,055
10	Blue Mountains (C)	475	10	Gosford (C)	2,028
11	Byron (A)	474	11	Great Lakes (A)	1,768
12	Great Lakes (A)	466	12	Clarence Valley	1,751
13	Tweed	449	13	Wollongong (C)	1,689
14	Albury (C)	434	14	Snowy River (A)	1,495
15	Clarence Valley	424	15	Tamworth Regional	1,372

### Comparisons with other Regions

#### Visitation to all Regions - NSW - Y/E December 2006

	Visitors	Visitor Nights	Day Visitors	International Visitors	International Nights
NSW	24,851,000	86,197,000	44,229,000	2,785,000	57,254,000
Lord Howe Island	n/a	n/a	n/a	n/a	n/a
1 Sydney	7,842,000	23,409,000	15,537,000	2,631,000	49,586,000
2 <b>South Coast</b>	<b>3,301,000</b>	<b>11,805,000</b>	<b>4,728,000</b>	<b>96,000</b>	<b>n/a</b>
3 North Coast	3,113,000	12,044,000	3,426,000	154,000	1,006,000
4 Hunter	2,155,000	5,600,000	4,160,000	115,000	1,123,000
5 Central NSW	1,848,000	4,686,000	2,236,000	35,000	n/a
6 Northern Rivers	1,827,000	8,005,000	2,827,000	212,000	1,555,000
7 Central Coast	1,415,000	4,262,000	3,112,000	32,000	n/a
8 New England North West	1,302,000	4,146,000	1,966,000	54,000	n/a
9 Murray	955,000	2,720,000	877,000	24,000	n/a
10 Capital Country	860,000	2,001,000	1,668,000	18,000	n/a
11 Riverina	816,000	2,165,000	1,285,000	23,000	n/a
12 Blue Mountains	640,000	1,539,000	1,722,000	56,000	n/a
13 Snowy Mountains	578,000	2,202,000	376,000	17,000	n/a
14 Outback	415,000	1,528,000	308,000	16,000	n/a

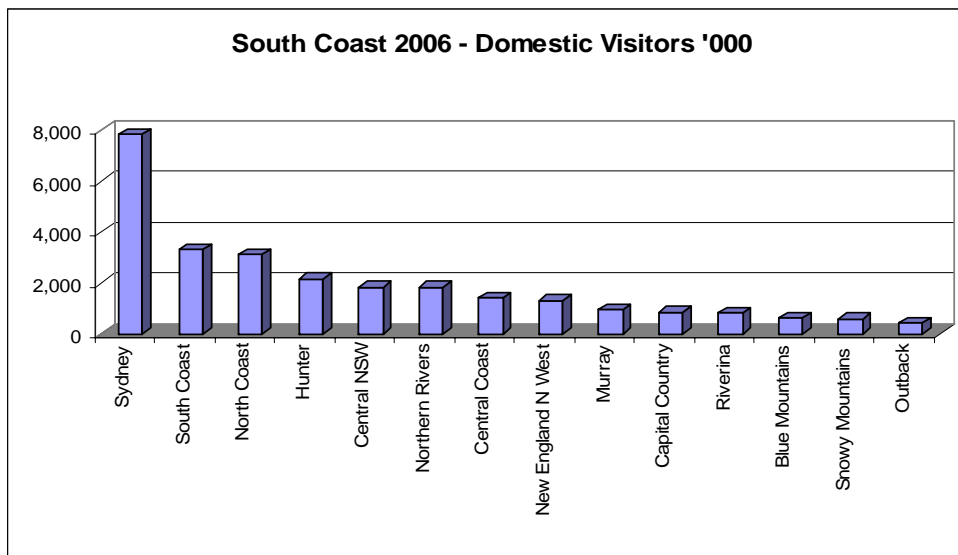
Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006



Montague Island

## Domestic Visitors - Regions in NSW

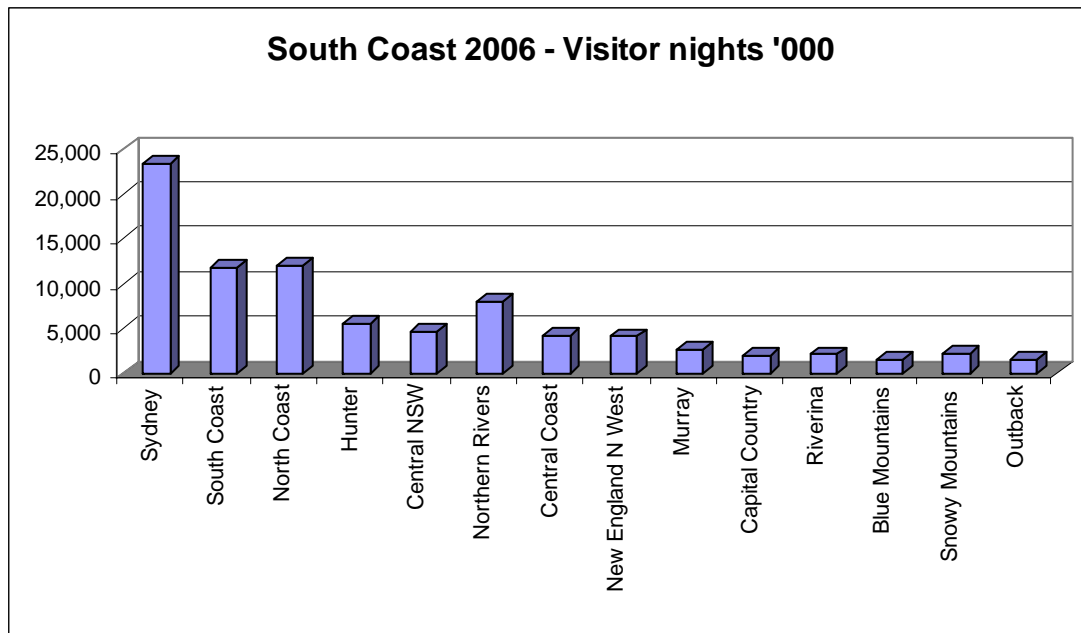
	Region	Domestic Visitors '000
1	Sydney	7,842
2	<b>South Coast</b>	<b>3,301</b>
3	North Coast	3,113
4	Hunter	2,155
5	Central NSW	1,848
6	Northern Rivers	1,827
7	Central Coast	1,415
8	New England N West	1,302
9	Murray	955
10	Capital Country	860
11	Riverina	816
12	Blue Mountains	640
13	Snowy Mountains	578
14	Outback	415



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

# Domestic Visitor Nights - Regions in NSW

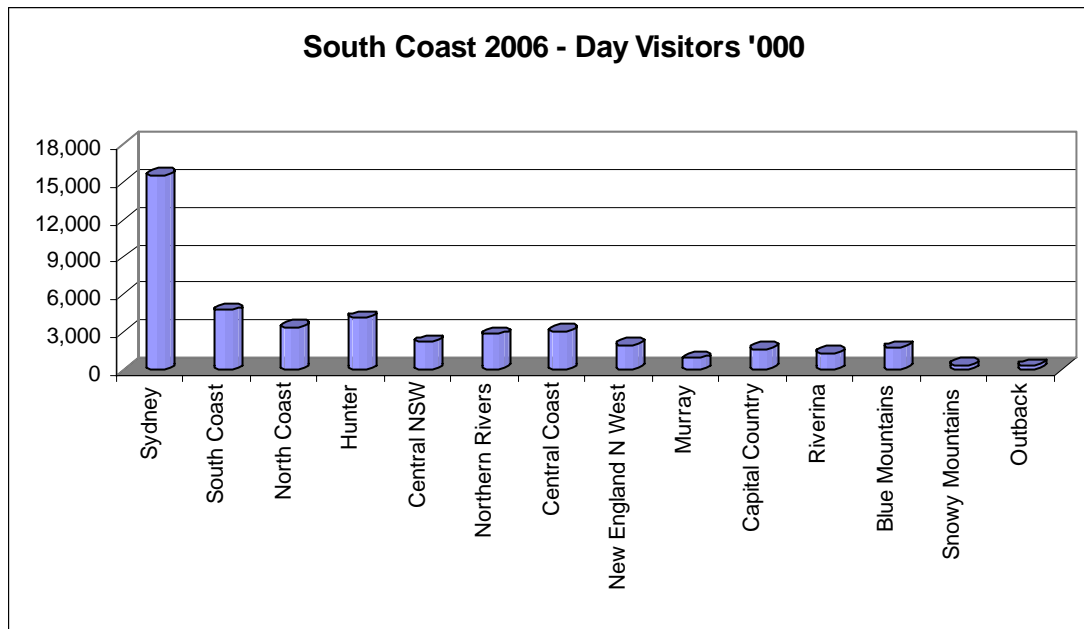
	Region	Visitor Nights '000
1	Sydney	23,409
2	<b>South Coast</b>	<b>11,805</b>
3	North Coast	12,044
4	Hunter	5,600
5	Central NSW	4,686
6	Northern Rivers	8,005
7	Central Coast	4,262
8	New England N West	4,146
9	Murray	2,720
10	Capital Country	2,001
11	Riverina	2,165
12	Blue Mountains	1,539
13	Snowy Mountains	2,202
14	Outback	1,528



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

# Day Visitors - Regions in NSW

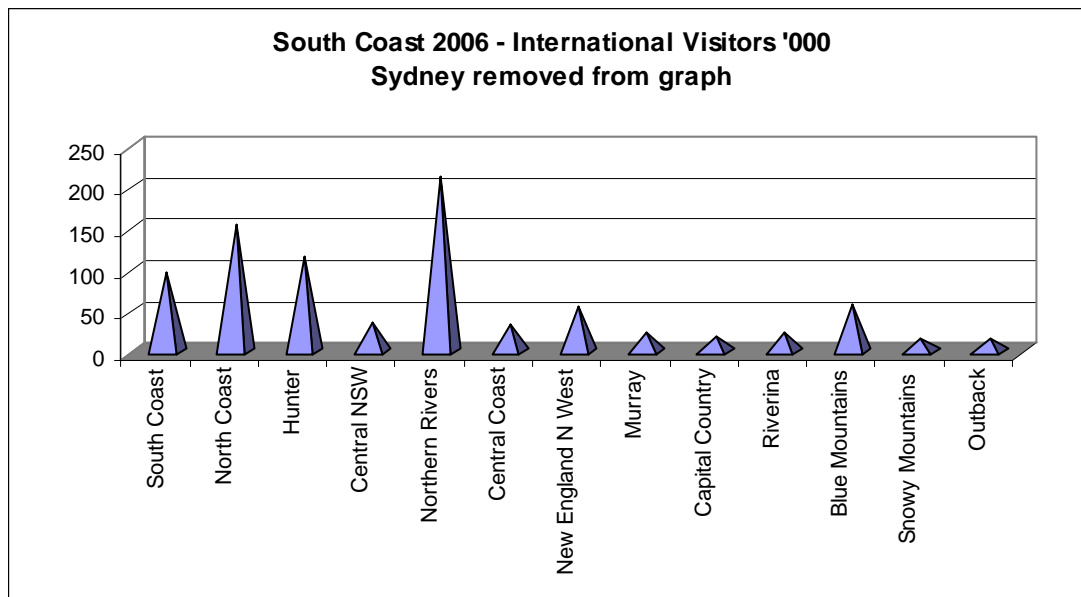
	Day Visitors '000
1 Sydney	15,537
<b>2 South Coast</b>	<b>4,728</b>
3 North Coast	3,426
4 Hunter	4,160
5 Central NSW	2,236
6 Northern Rivers	2,827
7 Central Coast	3,112
8 New England N West	1,966
9 Murray	877
10 Capital Country	1,668
11 Riverina	1,285
12 Blue Mountains	1,722
13 Snowy Mountains	376
14 Outback	308



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

# International Visitors - Regions in NSW

		International Visitors '000
1	Sydney	2,631
2	<b>South Coast</b>	<b>96</b>
3	North Coast	154
4	Hunter	115
5	Central NSW	35
6	Northern Rivers	212
7	Central Coast	32
8	New England N West	54
9	Murray	24
10	Capital Country	18
11	Riverina	23
12	Blue Mountains	56
13	Snowy Mountains	17
14	Outback	16



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

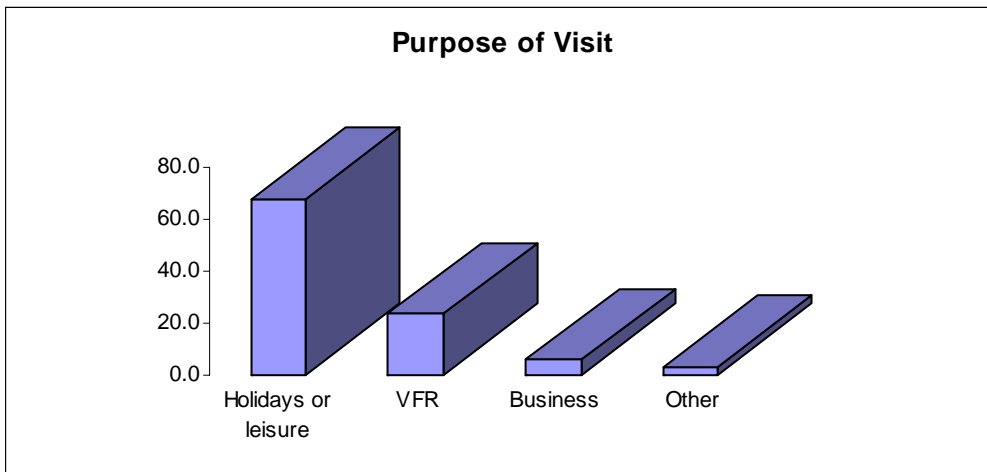
# South Coast Tourism Profile

The South Coast of New South Wales is made up of the three Local government Areas of Shoalhaven City, Eurobodalla Shire and Bega Valley Shire. Geographically it stretches from Berry and Kangaroo Valley in the North to Eden in the South.

The following is extracted from the South Coast Region Tourism Profile, year ending December 2006. Prepared by Tourism New South Wales from figures supplied by Tourism Research Australia. The full document is attached.

## **For What Purpose Do Domestic Visitors Travel To The South Coast Region?**

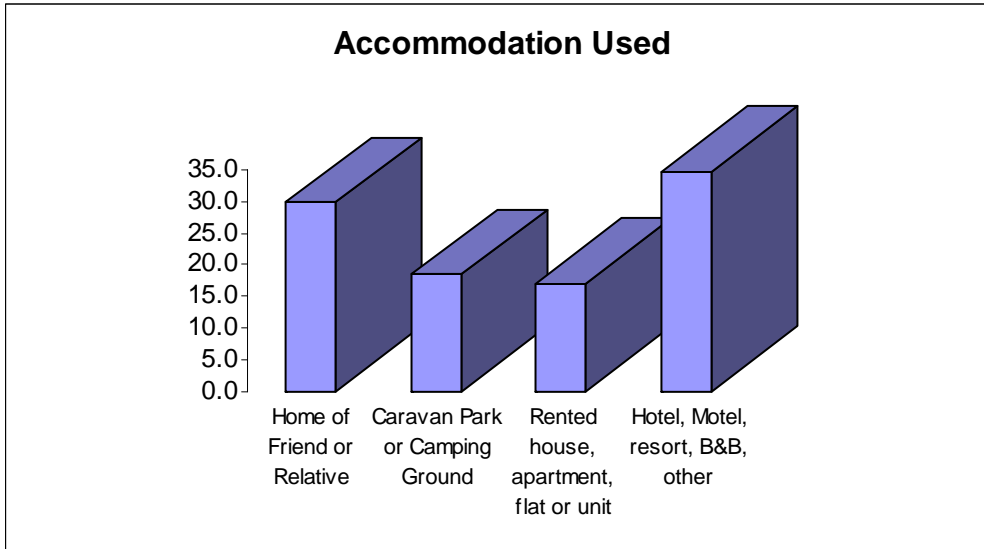
<b>Purpose of Visit - Visitors 2006</b>	<b>%</b>
Holidays or leisure	67.7
VFR	24.8
Business	5.9
Other	2.2
	100.0



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

**What Accommodation Do Domestic Visitors Use In The South Coast Region?**

<b>Accommodation Used 2006</b>	<b>%</b>
Home of Friend or Relative	28.0
Caravan Park or Camping Ground	21.4
Rented house, apartment, flat or unit	15.8
Hotel, Motel, resort, B&B, other	34.2



Source: [Tourism Research Australia, National Visitor Survey, YE Dec 2006.](#)

## **How long do domestic visitors stay in the South Coast Region?**

During 2006 the average length of stay was 4 nights.

Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006

During the year ending June 2003, the average duration of visit to the South Coast region by domestic overnight visitors was 4.2 nights, while the median length of stay in the region was 3 nights. The average length of stay for visitors increased slightly for all purposes apart from 'other' during the year ending June 2003 compared to the previous year.

### **Duration of visit by purpose of visit for domestic overnight visitors to the South Coast region, year ending June 2003**

	<b>Overnight Visitors</b>				<b>Total</b>
	<b>Holidays/leisure</b>	<b>Visiting friends &amp; relatives</b>	<b>Business</b>	<b>Other</b>	
<b>Duration of visit</b>	<b>02-03</b>	<b>02-03</b>	<b>02-03</b>	<b>02-03</b>	<b>02-03</b>
	%	%	%	%	%
1 night	15	28	41	*	20
2 nights	26	29	19	*	26
3 nights	18	15	8	*	17
4 - 7 nights	27	18	32	*	25
8 - 14 nights	12	8	*	*	10
15 nights or more	2	*	*	*	2
<b>Total '000</b>	<b>1,737</b>	<b>682</b>	<b>170</b>	<b>34</b>	<b>2,639</b>
<b>Average duration of visit</b>	<b>4.6</b>	<b>3.4</b>	<b>2.4</b>	<b>2.2</b>	<b>4.2</b>
<b>Median duration of visit (a)</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>

\* Subject to sampling variability too high for practical purposes.

(a) The duration of stay for which 50 per cent of visitors stay longer is given by the median nights figure. The average is generally higher

than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, National Visitor Survey, 2002 - 2003.



*Tourism in the South Coast - Profile and Statement of Economic Impact  
for year ending 31 December 2006*

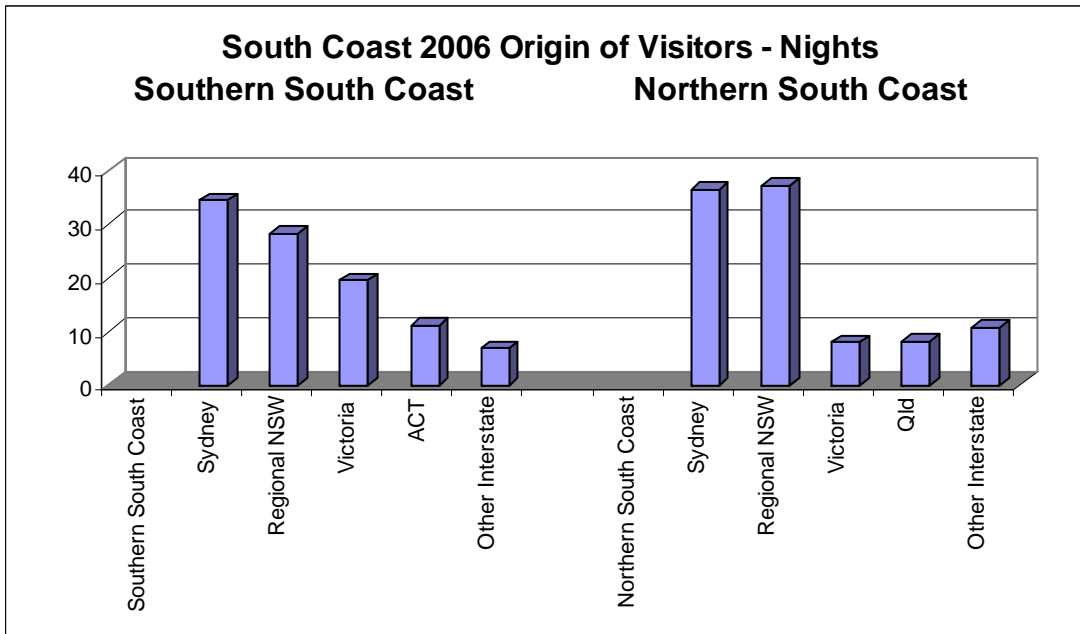
**Origin of Visitors -  
2006 by Nights** %

**Southern South Coast**

Sydney	34.3
Regional NSW	28.1
Victoria	19.5
ACT	11.2
Other Interstate	6.9

**Northern South Coast**

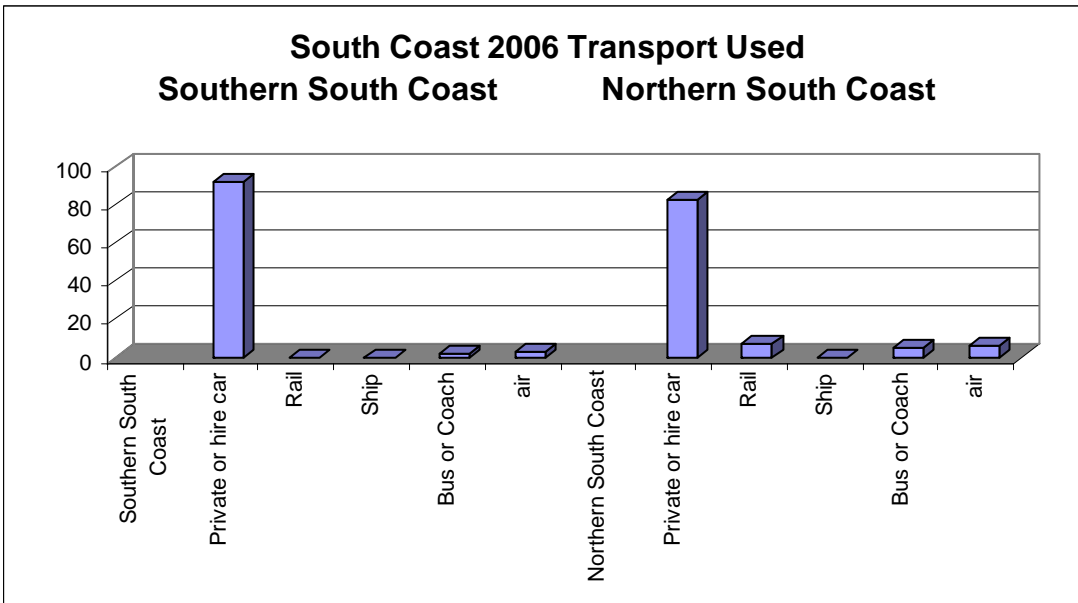
Sydney	36.2
Regional NSW	37.0
Victoria	7.9
Qld	8.1
Other Interstate	10.7



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

**What Transport Do Our Visitors Use?**

<b>Transport Used 2006</b>	<b>%</b>
<b>Southern South Coast</b>	
Private or hire car	92.1
Rail	0.0
Ship	0.0
Bus or Coach	1.9
air	2.7
<b>Northern South Coast</b>	
Private or hire car	82.1
Rail	6.6
Ship	0.0
Bus or Coach	5.0
air	6.3



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

## **What Are The Age And Sex Of Domestic Visitors To The South Coast Region?**

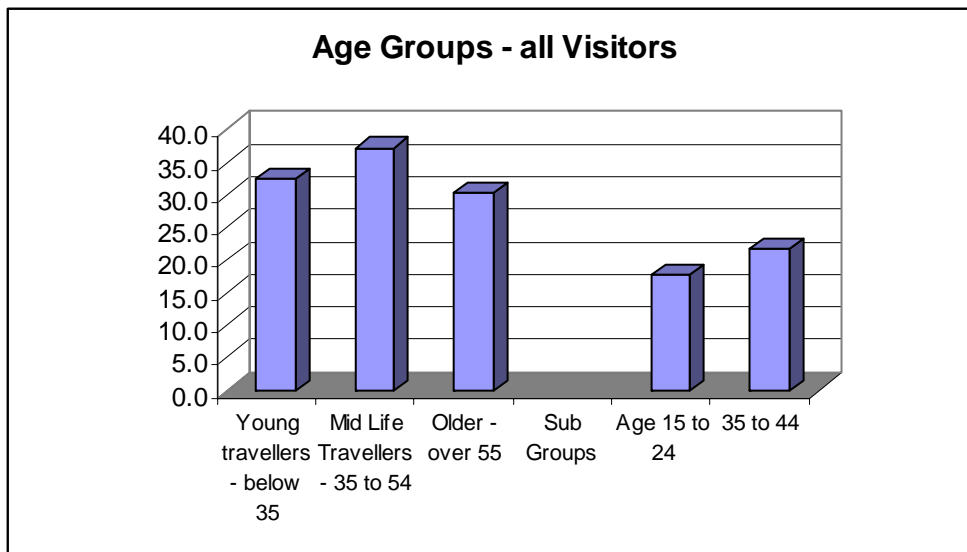
Of the 2.6 million Australians who stayed at least one night in the South Coast region during the year ending June 2003, 53 per cent were male and 47 per cent were female. The predominant age group were those aged 25-44 years, which accounted for 42 per cent of domestic overnight visitors, followed by those aged 45 to 64 years (32 per cent).

**Age and sex of domestic overnight visitors to the South Coast region and New South Wales, year ending June 2002 and 2003**

Age and sex	Overnight Visitors			
	South Coast Region		New South Wales	
	01-02 %	02-03 %	01-02 %	02-03 %
<b>Males</b>				
15 to 24 years	7	7	10	9
25 to 44 years	21	22	23	21
45 to 64 years	17	18	17	18
65+ years	5	6	5	5
<b>Total Male</b>	<b>51</b>	<b>53</b>	<b>55</b>	<b>54</b>
<b>Females</b>				
15 to 24 years	9	6	8	8
25 to 44 years	20	20	17	18
45 to 64 years	15	14	14	15
65+ years	5	7	6	6
<b>Total Female</b>	<b>49</b>	<b>47</b>	<b>45</b>	<b>46</b>
<b>Total '000</b>	<b>2,564</b>	<b>2,639</b>	<b>26,864</b>	<b>27,275</b>

Source: Tourism Research Australia, National Visitor Survey, 2002 – 2003.

Age Groups - all visitors 2005	%
Young travellers - below 35	32.5
Mid Life Travellers - 35 to 54	37.2
Older - over 55	30.3
Sub Groups	
Age 15 to 24	17.7
35 to 44	21.7



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2005.

## **What Is The Lifecycle Group Of Domestic Visitors To The South Coast Region?**

The largest group of domestic visitors to the South Coast region during the year ending June 2003 were older non-working married persons (15 per cent), followed by parents with their youngest child aged 6-14 and parents with their youngest child aged 5 or less (each 14 per cent).

There was little change in share of visitors in each lifecycle group to the South Coast region, during the year ending June 2003 compared to the previous year.

### **Lifecycle group of domestic overnight visitors to the South Coast region and New South Wales, year ending June 2003**

<b>Lifecycle group</b>	<b>Overnight Visitors</b>	
	<b>South Coast Region</b>	<b>New South Wales</b>
	<b>02-03</b>	<b>02-03</b>
	<b>%</b>	<b>%</b>
Young single living at home	8	10
Young single living alone or in shared accommodation	2	3
Midlife single	9	9
Young or midlife couple, no kids	13	13
Parent with youngest child aged 5 or less	14	12
Parent with youngest child aged 6-14	14	14
Parent with youngest child aged 15+ still living at home	8	8
Older working single	2	3
Older non-working single	4	4
Older working married person	11	11
Older non-working married person	15	12
<b>Total '000</b>	<b>2,639</b>	<b>27,275</b>

Source: [Tourism Research Australia, National Visitor Survey, 2002 - 2003.](#)

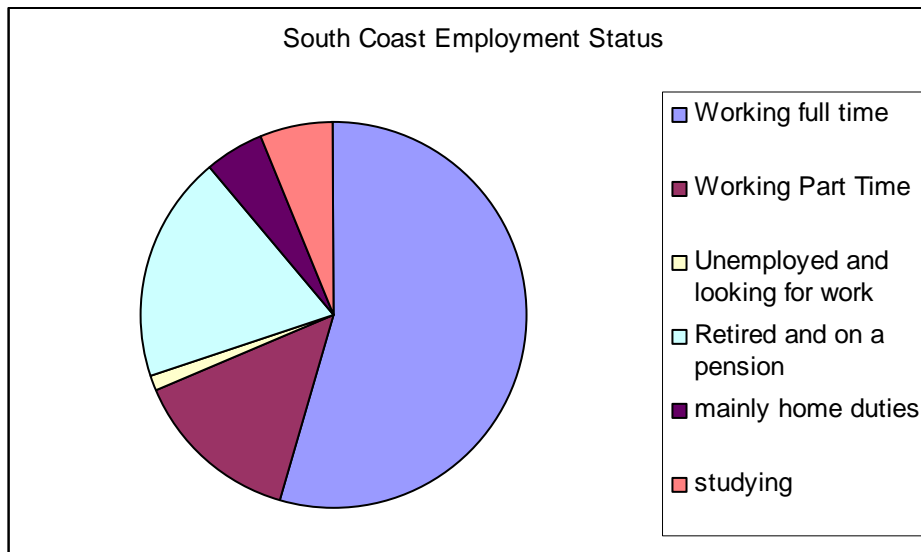
## **What Is The Employment Status Of Domestic Visitors To The South Coast Region?**

Visitors who were employed full-time provided the largest percentage of domestic overnight visitors to the South Coast region during the year ending June 2003 (54 per cent). The next largest group were those visitors who were retired or on a pension (19 per cent), followed by those working part-time (14 per cent). There were no major changes in the employment status of visitors to the South Coast region during the year ending June 2003 compared to the previous year.

### **Employment status of domestic overnight visitors to the South Coast region and New South Wales, year ending June 2003**

<b>Employment status</b>	<b>Overnight Visitors South Coast Region</b>	<b>New South Wales</b>
	<b>02-03 %</b>	<b>02-03 %</b>
Working full time	54	54
Working part time	14	14
Unemployed and looking for work	1	2
Retired or on a pension	19	16
Mainly doing home duties	5	5
Studying	6	8
<b>Total '000</b>	<b>2,639</b>	<b>27,275</b>

Source: Tourism Research Australia, National Visitor Survey, 2002 - 2003.

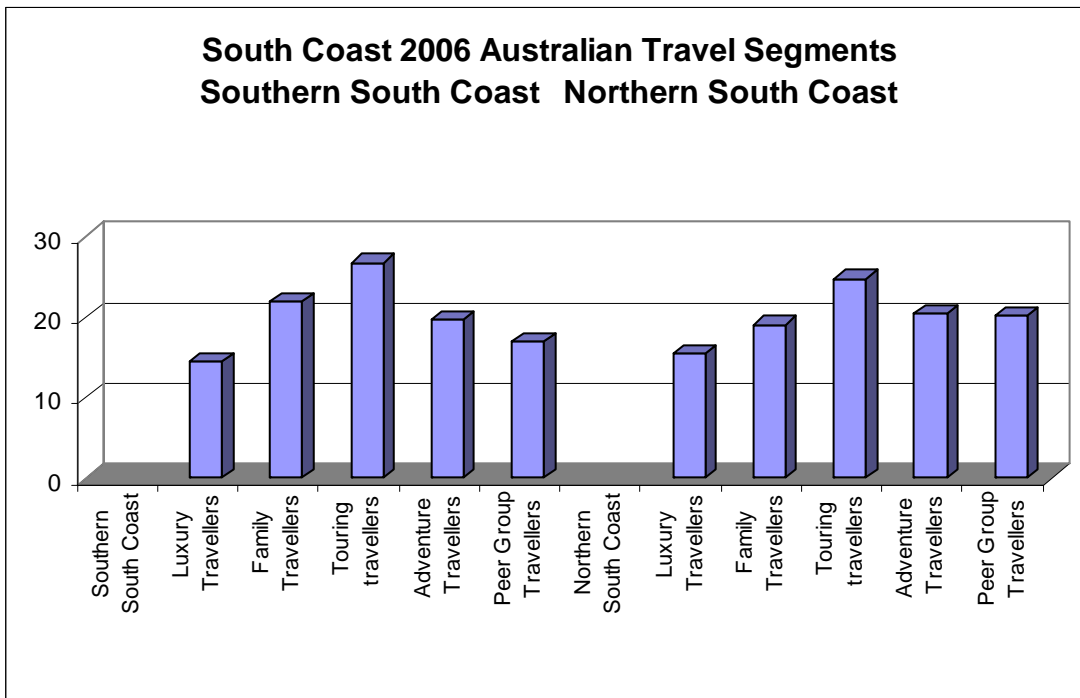


Source: Tourism Research Australia, National Visitor Survey, 2002 - 2003.

*Tourism in the South Coast - Profile and Statement of Economic Impact  
for year ending 31 December 2006*

**Australian Travel  
Segments – Visitors to  
the South Coast**

	2006	%
<b>Southern South Coast</b>		
Luxury Travellers		14.5
Family Travellers		22.0
Touring travellers		26.8
Adventure Travellers		19.8
Peer Group Travellers		16.9
<b>Northern South Coast</b>		
Luxury Travellers		15.4
Family Travellers		19.1
Touring travellers		24.8
Adventure Travellers		20.4
Peer Group Travellers		20.3



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

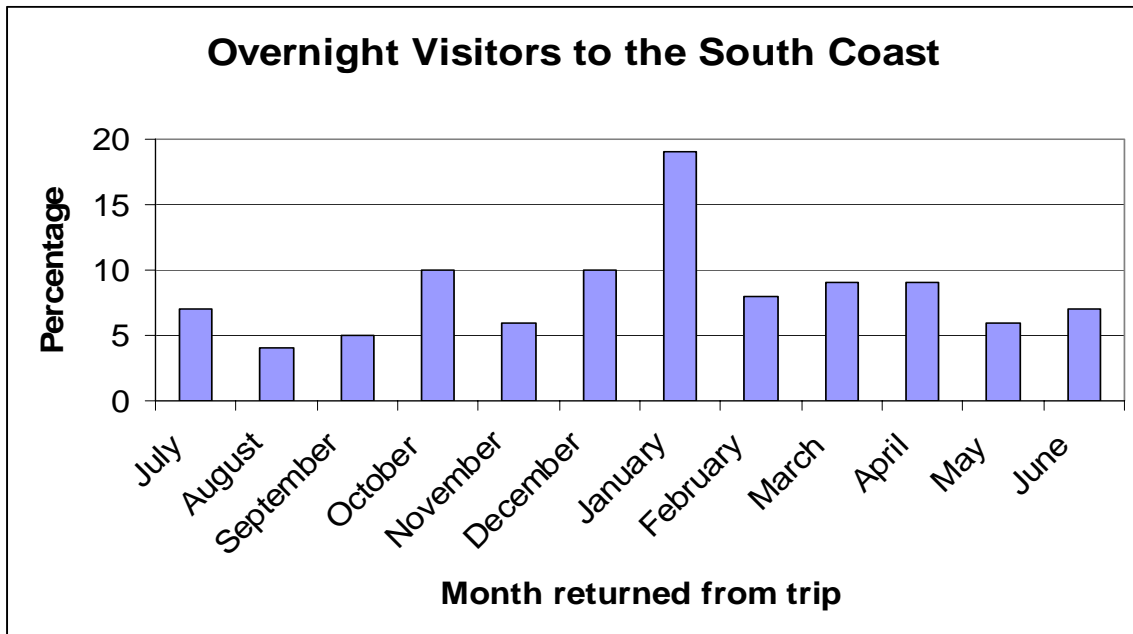
**When Do Domestic Visitors Travel To The South Coast Region?**

The most popular month for overnight travel to the South Coast region during the year ending June 2003 was January, which accounted for 19 per cent of visitors, followed by October and December, each accounting for 10 per cent of visitors to the South Coast region during the year ending June 2003. There were slight increases in the proportion of visitors who travelled to the South Coast region in December 2002 and January 2003 compared to the same months in the previous year. There was a slight decrease in the proportion of visitors who travelled in April 2003 compared to April 2002.

**Domestic overnight visitors to the South Coast region and New South Wales by month returned, year ending June 2003**

Month returned	Overnight Visitors South Coast Region	New South Wales
	02-03 %	02-03 %
July	7	9
August	4	8
September	5	8
October	10	10
November	6	7
December	10	9
January	19	11
February	8	7
March	9	8
April	9	9
May	6	7
June	7	8
<b>Total '000</b>	<b>2,639</b>	<b>27,275</b>

Source: Tourism Research Australia, National Visitor Survey, 2002 - 2003.



## **What Do Domestic Visitors To The South Coast Region Like To Do?**

The most popular activity undertaken by domestic overnight visitors to the South Coast was go to the beach, with 49 per cent of overnight visitors participating in this activity. This was followed by eating out at restaurants (43 per cent) and general sightseeing (37 per cent).

Eighty-one per cent of visitors to the South Coast region participated in social or other activities (which included eating out at restaurants and visiting friends and relatives).

Fifty-five per cent of visitors to the South Coast region enjoyed participating in outdoor or nature activities (including going to the beach). Thirty-eight per cent of visitors participated in sports or active outdoor activities, with 21 per cent going fishing.

### **Domestic overnight visitor activities in the South Coast region, year ending June 2003**

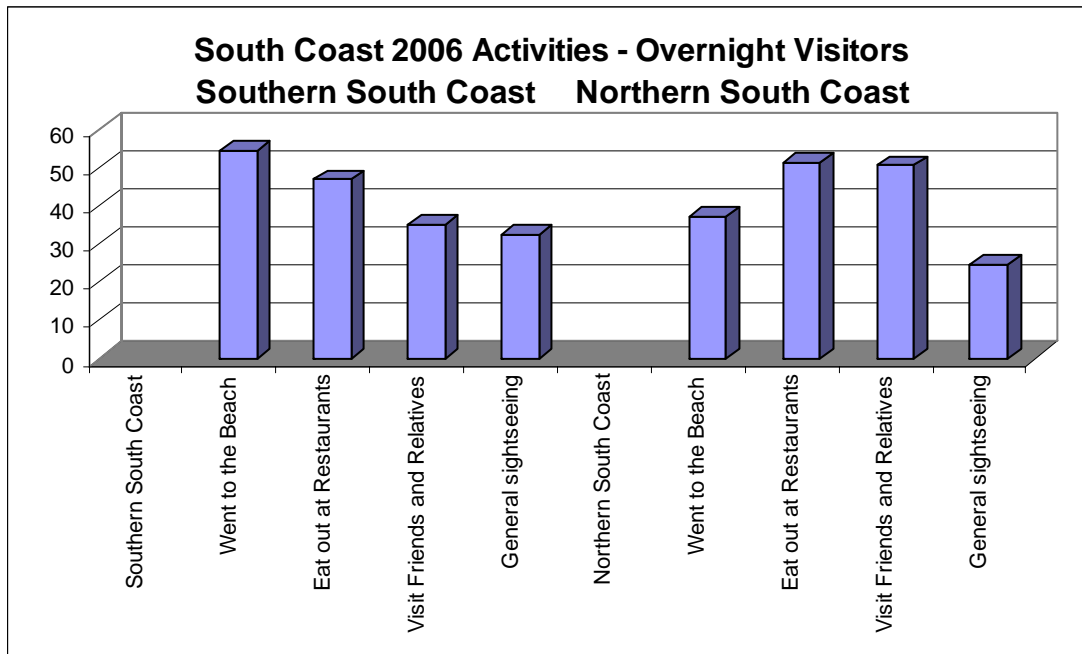
	<b>Overnight Visitors</b>	
	<b>South Coast Region</b>	<b>New South Wales</b>
	<b>02-03</b>	<b>02-03</b>
<b>Main leisure activities participated in</b>	<b>%</b>	<b>%</b>
<b>Outdoor or nature activities</b>	<b>55</b>	<b>30</b>
Go to the beach	49	22
Visit national parks or state parks, Bush walking and Rainforest walks	19	10
<b>Sports or active outdoor activities</b>	<b>38</b>	<b>22</b>
Go fishing	21	7
Play golf and other sports	11	7
Other outdoor activities	10	8
<b>Arts, Heritage or festival activities</b>	<b>10</b>	<b>10</b>
Visit museums or art galleries	4	4
Visit art or craft workshops or studios	2	1
Visit history or heritage buildings sites	2	3
Attend festivals or fairs or cultural events	2	2
<b>Local attractions or tourist activities</b>	<b>10</b>	<b>12</b>
Going to markets (street or weekend or art craft)	4	4
Visit wildlife parks or zoos or aquariums	2	2
Charter boat or cruise or ferry ride	2	3
Visit amusements or theme parks	1	1
<b>Social and others</b>	<b>81</b>	<b>82</b>
Eating out at restaurants	43	47
General sightseeing	37	30
Visit friends and relatives	30	37
Go shopping (pleasure)	24	25
Pubs clubs discos etc	22	23
Picnics or BBQs	14	9
<b>Total '000</b>	<b>2,639</b>	<b>27,275</b>

Note: The percentage of visitors who participated in specific activities may sum to more than the percentage of visitors who participated in the broader activities categories as visitors may have participated in more than one activity. For example, in the outdoor nature activity group, visitors may have visited national parks as well as botanical or other public gardens. As such they are counted against both these specific activities, but only once against the broader outdoor or nature activity.

Source: Tourism Research Australia, National Visitor Survey, 2002 - 2003.

**Preferred Activities of Visitors – South Coast 2006**

<b>Activities - overnight visitors 2006</b>		%
<b>Southern South Coast</b>		
Went to the Beach		54.2
Eat out at Restaurants		46.7
Visit Friends and Relatives		35.1
General sightseeing		32.3
<b>Northern South Coast</b>		
Went to the Beach		37.0
Eat out at Restaurants		51.1
Visit Friends and Relatives		50.4
General sightseeing		24.7



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006

# Day Visitors

Having defined our "measuring stick" as visitor nights, there is still a need to identify day visitors (people who do not stay overnight) and the place from which they come. This need is twofold. Firstly these people can add valuable support (ie, spend money) at special events and functions in the Shoalhaven and secondly they represent a potential to be converted into visitor nights hence securing a higher expenditure per head

## What Do Day Visitors To The South Coast Region Like To Do?

The most popular leisure activity undertaken by day visitors to the South Coast region during the year ending June 2003 was eating out at restaurants, with 51 per cent of day visitors participating in the activity. This was followed by general sight seeing (34 per cent) and shopping for pleasure (24 per cent).

Eighty-five per cent of day visitors to the South Coast region participated in social or other activities (which included eating out at restaurants and visiting friends and relatives).

### **Domestic day visitor activities in South Coast region, year ending June 2003**

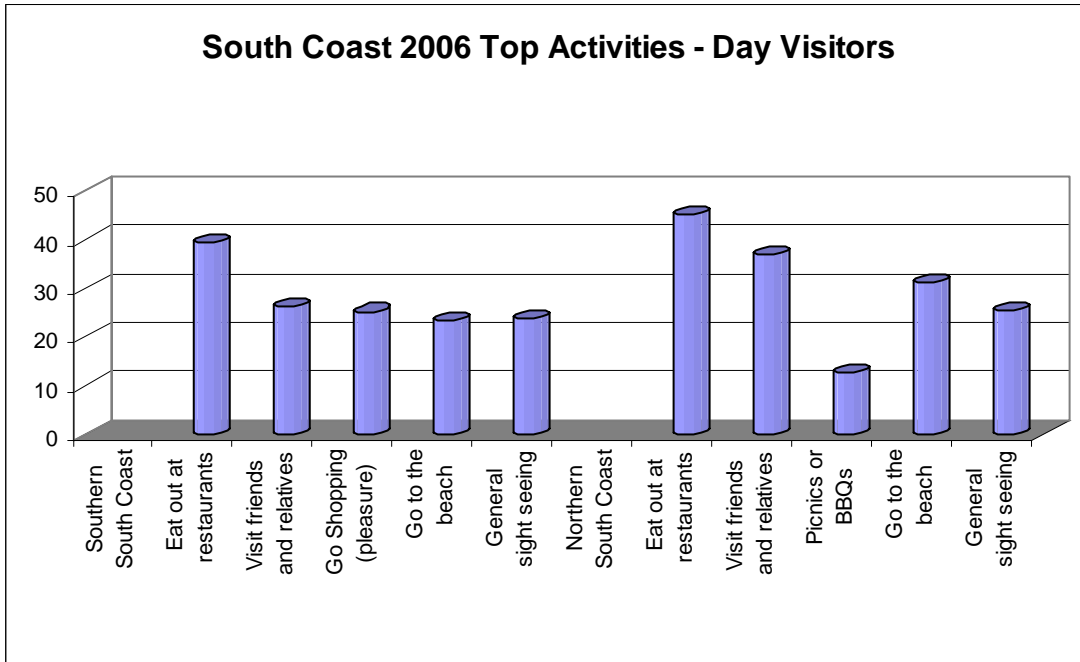
Main leisure activities participated in	South Coast Region	New South Wales
	02-03 %	02-03 %
<b>Outdoor or Nature activities</b>	<b>26</b>	<b>17</b>
Go to the beach	22	11
Visit national parks or state parks, Bush walking and Rainforest walks	7	5
<b>Sports or active outdoor activities</b>	<b>12</b>	<b>10</b>
Go fishing	5	2
Other outdoor activities	4	3
Play golf or other sports	3	3
<b>Arts, Heritage or festival activities</b>	<b>8</b>	<b>6</b>
Visit museums or art galleries	4	1
<b>Local attractions or tourist activities</b>	<b>8</b>	<b>5</b>
Going to markets (street or weekend or art craft)	3	2
<b>Social and others</b>	<b>85</b>	<b>78</b>
Eating out at restaurants	51	42
General sight seeing	34	21
Go shopping (pleasure)	24	21
Visit friends and relatives	23	28
Pubs clubs discos etc	10	8
Picnics or BBQs	7	8
<b>Total '000</b>	<b>2,173</b>	<b>49,876</b>

Note: The percentage of visitors who participated in specific activities may sum to more than the percentage of visitors who participated in the broader activity categories as visitors may have participated in more than one activity. For example, in the outdoor nature activity group, visitors may have visited national parks as well as going bushwalking or on a rainforest walk. As such they are counted against both these specific activities, but only once against the broader outdoor or nature activities.

Source: Tourism Research Australia, National Visitor Survey, 2002 - 2003.

**Preferred Activities of Day Visitors - 2006**

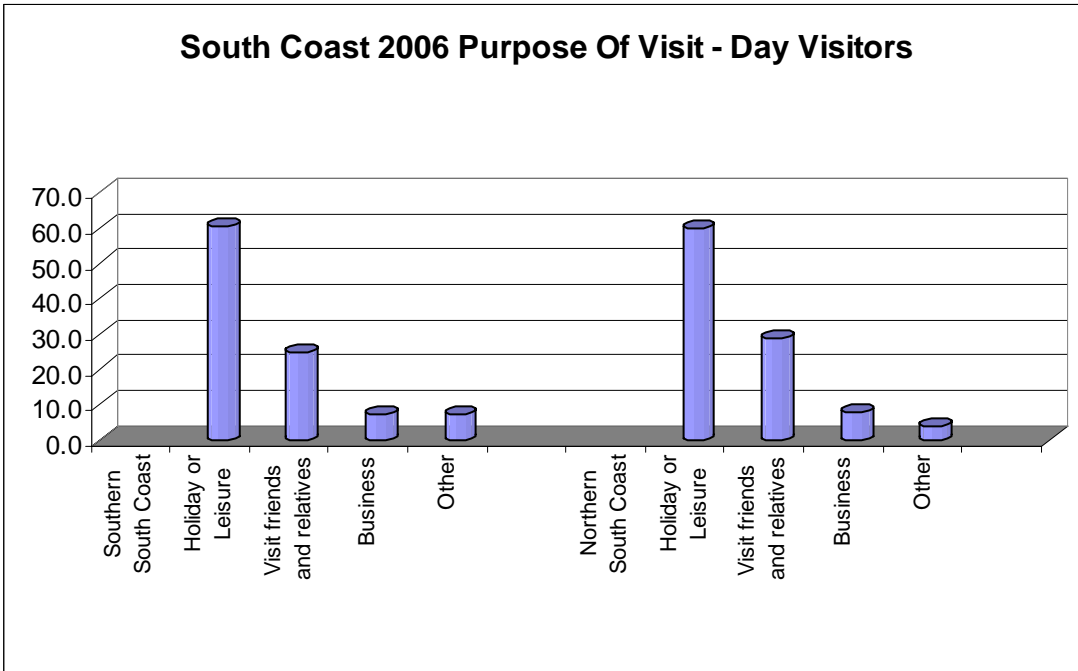
<b>Top Activities - Day Visitors 2006</b>		%
<b>Southern South Coast</b>		
Eat out at restaurants	39.3	
Visit friends and relatives	26.2	
Go Shopping (pleasure)	25.2	
Go to the beach	23.3	
General sight seeing	23.9	
<b>Northern South Coast</b>		
Eat out at restaurants	45.0	
Visit friends and relatives	36.8	
Picnics or BBQs	12.6	
Go to the beach	31.3	
General sight seeing	25.5	



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

**Purpose Of Visit – Day Visitors**

<b>Purpose of Visit - Day Visitors 2006</b>	%
<b>Southern South Coast</b>	
Holiday or Leisure	60.5
Visit friends and relatives	25.0
Business	7.5
Other	7.0
 <b>Northern South Coast</b>	
Holiday or Leisure	59.8
Visit friends and relatives	28.7
Business	7.8
Other	3.7



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

## International Visitors to the South Coast Region

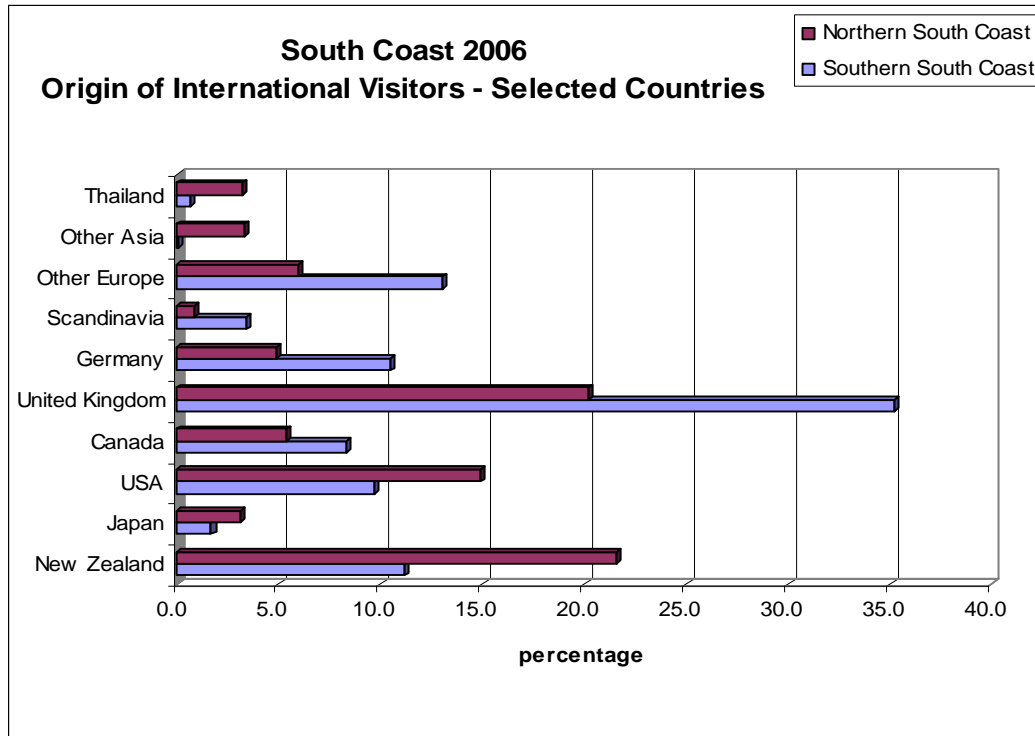
### Origin of International Visitors to the South Coast Region

Origin of International Visitors 2006	Southern South Coast	Northern South Coast
New Zealand	11.2	21.6
Japan	1.7	3.1
USA	9.7	14.9
Canada	8.3	5.4
United Kingdom	35.2	20.2
Germany	10.5	4.9
Scandinavia	3.4	0.9
Other Europe	13.0	6.0
Other Asia	0.1	3.3
Thailand	0.7	3.2
Hong Kong	1.2	1.7
Singapore	1.4	1.4
Malaysia	0.3	1.5
Indonesia	0.0	1.1
Taiwan	0.1	1.2
Korea	0.4	0.9
China	0.1	4.1
India	0.0	1.0
Middle East & North Africa	0.2	0.0
Other countries	2.6	3.7

### Total International Visitors

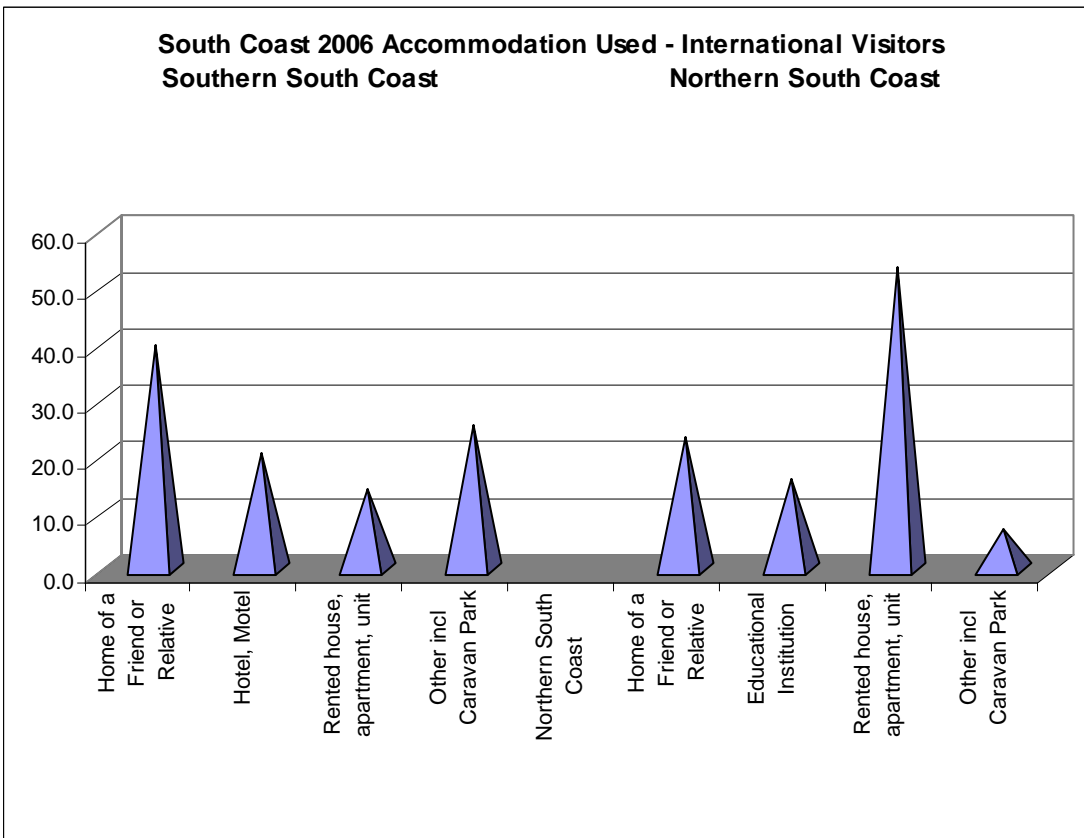
Northern South Coast – 43,000 Visitors. 1,015,000 Visitor Nights.

Southern South Coast – 53,000 Visitors. Unreliable data for Visitor Nights



**Accommodation Used - International Visitors 2006**

<b>Southern South Coast</b>		%
Home of a Friend or Relative		39.7
Hotel, Motel		20.6
Rented house, apartment, unit		14.2
Other incl Caravan Park		25.5
<b>Northern South Coast</b>		
Home of a Friend or Relative		23.1
Educational Institution		16.0
Rented house, apartment, unit		53.5
Other incl Caravan Park		7.0



Source: Tourism Research Australia, National Visitor Survey, YE Dec 2006.

### **How Long Do International Visitors Stay In The South Coast Region?**

During the year ending June 2003 international visitors stayed on average 4.4 nights in the South Coast region, while the median length of stay was 2 nights. Overall, and for the holiday or pleasure category there was a decrease in the average length of stay of international visitors during the year ending June 2003 compared to the previous year.

#### **Duration of visit by purpose of visit for international visitors to the South Coast region, year ending June 2003**

	Visitors		Total (a) 02-03
	Holiday or pleasure 02-03	Visiting friends and relatives 02-03	
<b>Duration of visit</b>	%	%	%
1 night	46	1	39
2 nights	21	4	18
3 nights	14	20	15
4 to 7 nights	13	35	17
8 nights or more	6	40	10
<b>Total '000</b>	<b>52</b>	<b>9</b>	<b>62</b>
<b>Average duration of visit</b>	<b>2.6</b>	<b>13.0</b>	<b>4.4</b>
<b>Median duration of visit (b)</b>	<b>2</b>	<b>7</b>	<b>2</b>

(a) The total includes travel for business and 'other' purposes such as educational or medical reasons.

(b) The duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer is given by the median nights figure. The average is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey, year ending June 2002 and 2003.

# Expenditure

## Expenditure by Overnight Visitors - AUSTRALIA:

Expenditure items	\$million	Items of expenditure by main purpose of trip				Total	Percent
		Holiday/Leisure VFR (a)	Business (a)		Other (a)		
Year ended 31 December 2004							
Package tours	1 118.1	82.8	390.5	67.3	1 658.7	4.2	
Taxis	75.0	50.2	228.9	8.6 *	362.7	0.9	
Airline fares	1 274.5	1 197.1	1 637.6	139.4	4 248.7	10.7	
Organised tours, side trips	203.1	13.3 *	26.5 *	6.9 **	249.8	0.6	
Car hire costs	327.6	176.1	208.5	16.2 *	728.5	1.8	
Fuel (petrol, diesel)	1 785.2	1 200.0	915.5	158.6	4 059.3	10.2	
Vehicle maintenance or repairs	82.9	96.2	86.9	14.5 *	280.5	0.7	
Other long distance t'port costs	146.4	127.0	27.2 *	6.2 **	306.7	0.8	
Other local transport costs	57.0	30.2 *	12.5 *	3.3 **	103.0	0.3	
Accommodation	5 412.7	1 001.7	2 244.2	195.8	8 854.5	22.3	
Takeaway & restaurant meals	3 185.2	1 536.3	1 226.9	159.0	6 107.4	15.4	
Groceries etc for self-catering	1 403.0	648.5	245.9	62.3	2 359.7	5.9	
Alcohol and drinks (not elsewhere included)	1 181.1	686.8	340.1	39.5 *	2 247.5	5.7	
Shopping, gifts, souvenirs	2 420.6	1 827.2	540.8	194.2	4 982.9	12.6	
Entertainment, museums, movies, zoos etc	1 060.7	284.8	93.3	23.7 *	1 462.5	3.7	
Horse racing, gambling, casinos	171.2	68.8	33.8 *	2.3 **	276.1	0.7	
Conference fees	3.3 **	0.1 **	269.2	6.8 **	279.4	0.7	
Education, course fees	9.8 *	2.1 **	24.4 *	11.0 *	47.3 *	0.1	
Other expenditure on trip (b)	481.6	285.9	180.7	114.8	1 063.1	2.7	
<b>Total (c)</b>	<b>20 659.4</b>	<b>9 331.5</b>	<b>8 733.5</b>	<b>1 230.7</b>	<b>39955.0</b>	<b>100</b>	

\*\*\* Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 24 for further information.

(a) See Glossary on page 28 for information about what is included in each purpose of trip category.

(b) Other expenditure on trip includes miscellaneous trip expenditure such as postage, film processing, medical expenses and dry cleaning.

(c) Total includes visits where detailed expenditure items were not asked but excludes expenditure on capital items and on the purchase of motor vehicles.

Note: All figures relate to Australian residents aged 15 years and over.

### How to read this table:

This table shows that, during the year ended 31 December 2004, overnight holiday/leisure visitors spent a total of \$1 274.5 million on airline fares.

The total expenditure for all overnight visitors for the same period was \$40.0 billion.

*Tourism Research Australia National Visitors Survey Travel by Australians: December Quarter 2004*

## Expenditure by Day Visitors - AUSTRALIA:

Expenditure items	\$million	Items of expenditure by main purpose of visit				Total	Percent
		Holiday/Leisure VFR (a)	Business (a)		Other (a)		
Package tours	26.5	2.6 **	1.1 **	0.0 **	30.1	0.3	
Taxis	6.6 *	3.6 *	23.1	5.2 *	38.5	0.3	
Airline fares	28.2	11.8 *	145.2	133.7	318.9	2.9	
Organised tours, side trips	37.1	0.6 **	0.5 **	1.5 **	39.8	0.4	
Car hire costs	12.8 *	2.7 **	19.4 *	3.2 **	38.1	0.3	
Fuel (petrol, diesel)	1 189.1	714.1	283.2	269.1	2 455.5	22.0	
Vehicle maintenance or repairs	20.8 *	33.1	23.6	26.5	104.0	0.9	
Other long distance t'port costs	28.4	6.3 *	4.4 *	6.5 *	45.6	0.4	
Other local transport costs	30.0	7.5 *	5.1 *	3.5 *	46.1	0.4	
Takeaway & restaurant meals	1 225.7	449.9	158.0	163.5	1 997.1	17.9	
Groceries etc for self-catering	315.3	131.6	22.5	90.3	559.7	5.0	
Alcohol and drinks (not elsewhere included)	264.4	170.8	20.8 *	14.5 *	470.5	4.2	
Shopping, gifts, souvenirs	2 600.1	551.0	170.0	320.3	3 641.4	32.7	
Entertainment, museums, movies, zoos, etc	353.6	34.4	12.5 *	22.6	423.0	3.8	
Horse racing, gambling, casinos	60.4	10.8 *	1.5 **	1.7 **	74.4	0.7	
Conference fees	0.2 **	0.0 **	31.4	0.6 **	32.2	0.3	
Education, course fees	0.4 **	0.4 **	8.9 *	26.3	36.0	0.3	
Other expenditure on trip (b)	197.9	50.9	161.0	381.2	790.9	7.1	
<b>Total (c)</b>	<b>6 397.4</b>	<b>2 182.1</b>	<b>1 092.3</b>	<b>1 470.1</b>	<b>11 141.8</b>		

\* \*\* Subject to sampling variability too high for practical purposes; see section on Reliability of data on page 24 for further information.

(a) See Glossary on page 28 for information about what is included in each purpose of visit category.

(b) Other expenditure on trip includes miscellaneous trip expenditure such as postage, film processing, medical expenses and dry cleaning.

(c) Expenditure on capital items and on the purchase of motor vehicles is not included in total expenditure.

Note: All figures relate to Australian residents aged 15 years and over.

### How to read this table:

This table shows that, during the year ended 31 December 2004, day visitors spent \$38.1 million on car hire.

The overall total spent by day visitors during the same period was \$11.1 billion.

*Tourism Research Australia National Visitors Survey Travel by Australians: December Quarter 2004*