

# Southern Highlands

## Tourism Snapshot

### Tourism in the year ending December 2024 Overview

1.89

Million

Total Domestic Visitors

1.97

Million

Total Domestic Nights

\$628

Million

Total Domestic Expenditure

Estimated jobs Filled because of this expenditure 2,900

### Domestic Visitor Spend Estimates

#### Domestic Overnight Visitors

\$449

Million

Total

Expenditure

\$525

Per Visit

\$232

Per Night

\$120  
Million

Restaurant &  
Takeaway Meals



\$27  
Million

Groceries for Self  
Contained Accommodation



\$71  
Million

Shopping  
(other than food & drinks)



\$34  
Million

Alcohol & Drinks  
(not included in above)



\$25  
Million

Entertainment



#### Domestic Day Visitors

\$166

Million

Total

Expenditure

\$163

Per Visit

#### International Overnight Visitors

\$13 Million Total Expenditure

\$884

Per Visit

\$71

Per Night

SOURCES & NOTES: Visitor, visitor nights and visitor profile estimates have been drawn from Tourism Research Australia's (TRA) National Visitor Survey (NVS) and International Visitor Survey (IVS) for the year ending June 2024. NVS & IVS are sample surveys and therefore subject to sample survey error. Expenditure estimates are created using NVS and IVS expenditure data for Wingecarribee Local Government Area (LGA) and discounted based on the long term relationship between this expenditure data and TRA's Regional Expenditure Allocation Model (REX) expenditure estimates for the Shire. Domestic overnight visitor category estimates represent the combined spend of domestic overnight visitors and domestic day visitors. For the domestic overnight component it is assumed the spend profile of visitors that spend all trip nights in the Wingecarribee LGA (typically 80-90% of the total) is the same as all domestic overnight visitors to the Shire. Expenditure category estimates have been discounted to estimate the trip spend that may have occurred outside of the Wingecarribee Local Government Area. The jobs filled estimate uses the relationship between visitor expenditure in Capital County (REX) and jobs filled as per the Regional Tourism Satellite Account (RTSA) for Capital Country. The jobs filled estimate is included to encourage discussion on methods used to estimate the employment effects of tourism in the Shire.

# Visitor Categories in the year ending December 2024

## Domestic Overnight Visitors

855 Thousand Visitors      2.1 Average Nights

## Domestic Day Visitors

1,019 Thousand Visitors

## International Overnight Visitors

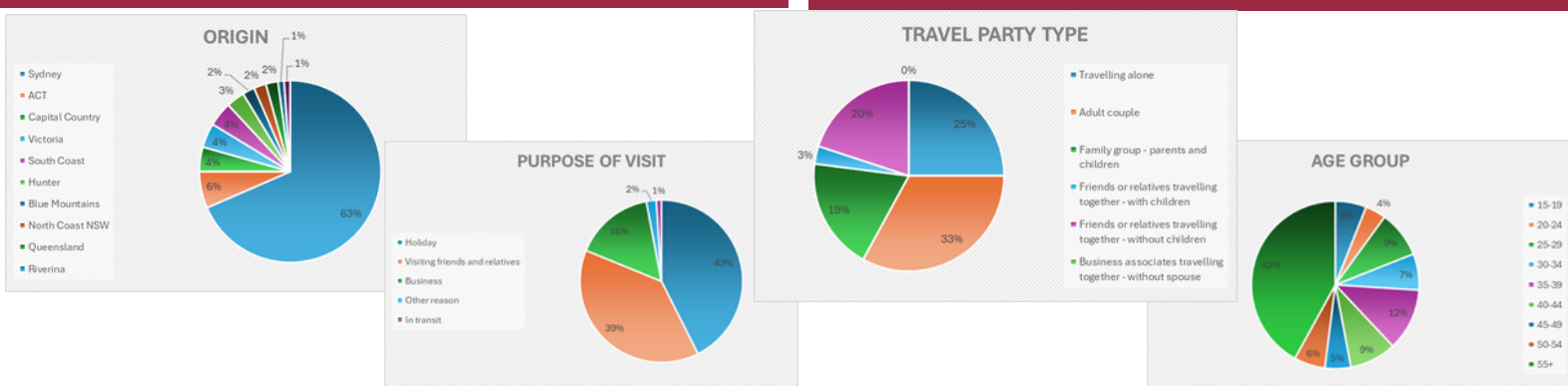
14.3 Thousand Visitors      176 Nights

## International Day Visitors Estimate

Not Available

## Domestic Overnight Visitor Profile<sup>(a)</sup>

<b>Gender</b>	52% Female, 48% Male	<b>Number of Stopovers on Trip</b>	83% - 1 Stopover, 8% - 2 Stopovers, 1% - 3 Stopovers, 6% - 4-7 Stopovers, 2% - 8-20 Stopovers
<b>Top 10 Activities</b>	62% Eat out / dine at a restaurant/cafe 40% Visit friends or relatives 23% Bushwalking 27% Sightseeing/looking around 23% Go shopping for pleasure 22% Pubs, clubs, etc 15% Visit national parks/state parks 13% Visit wineries 10% Visit museums or art galleries 9% Go to markets	<b>Length of Stay</b>	22% one night, 30% 2 nights, 15% 3 nights, 29% 4-7 nights
		<b>Household Income</b>	37% \$55k p.a. or more
		<b>Employment Status</b>	50% working full time, 20% working part time, 21% retired or on a pension



## Domestic Day Visitor Profile<sup>(b)</sup>

<b>Main Origins</b>	66% Sydney; 18% South Coast; 8% Capital Country; 4% ACT; 5% Other
<b>Main Age Groups</b>	43% 55+, 9% 50-54, 8% 35-39, 11% 30-34
<b>Top 10 Activities</b>	56% Eat out/dine at a restaurant and/or cafe 25% Visit friends or relatives 21% Sightseeing/looking around 13% Go shopping for pleasure 12% Bushwalking/rainforest walks 12% Visit national parks/state parks 10% Pubs, clubs, etc 10% Visit botanical or other public gardens 5% Go to markets 18% None of these

## International Overnight Visitor Profile<sup>(c)</sup>

<b>Main Origins</b>	19% UK, 14% NZ, 13% Other Countries, 9% USA, 9% HK, 8% Canada, 7% France
<b>Purpose of Visit</b>	38% Holiday, 49% VFR, 7% Business
<b>Travel Party Type</b>	58% Unaccompanied traveller 23% Adult couple 6% Family group - parent (s) and children 6% Friends & relatives travelling together 2% Business associates travelling with or without spouses

(a) Based on the year ending December 2024 | (b) Based on the three years ending December 2024 | (c) Based on the year ending December 2024 for Capital Country

SOURCES & NOTES: Visitor, visitor nights and visitor profile estimates have been drawn from Tourism Research Australia's (TRA) National Visitor Survey (NVS) and International Visitor Survey (IVS) for the year ending December 2024 with the exception of the day visitor profile which uses a three year annual average ending December 2024. NVS and IVS are sample surveys and, therefore, subject to sample survey error.