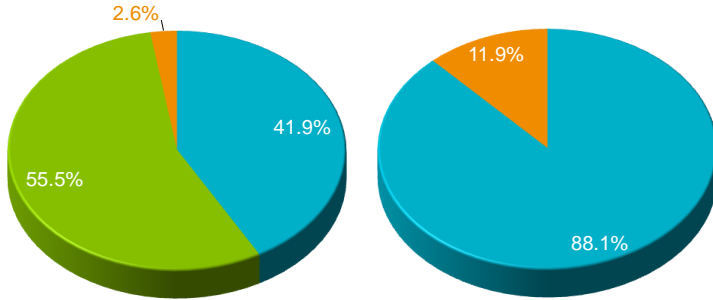


Overview

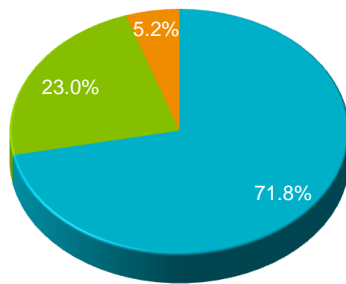
Key measures	Ballina	NSW
Total visitors (overnight & daytrips) ('000)	627	73,759
Total nights ('000)	946	142,271
Total spend (\$million) ¹	\$149	\$23,592

■ Domestic overnight
 ■ Domestic daytrips
 ■ International



Visitors

Nights



Expenditure

Domestic Overnight Travel

Key measures	Ballina	NSW
Visitors ('000)	263	23,482
Nights ('000)	833	79,847
Average stay (nights)	3.2	3.4
Spend (\$million) ¹	\$107	\$12,487
Spend per visitor (\$)	\$407	\$532
Spend per night (\$)	\$128	\$156

Purpose of visit (visitors)	('000)	%	NSW %
Holiday	106	40.2%	43.9%
Visiting friends and relatives	103	39.1%	35.0%
Business	35	13.1%	17.5%
Other	18	6.7%	5.3%

Purpose of visit (nights)	('000)	%	NSW %
Holiday	391	46.9%	49.3%
Visiting friends and relatives	344	41.2%	33.0%
Business	70	8.4%	12.8%
Other	25	3.0%	4.6%

Top 3 transport types (visitors)	('000)	%	NSW %
Private or company vehicle	213	82.0%	77.2%
Air transport	35	13.4%	16.6%
Rented or hire vehicle	4	1.4%	0.9%

Domestic Overnight Travel (cont)

Origin (visitors)	('000)	%	NSW %
Regional NSW	78	29.6%	39.7%
Sydney	54	20.4%	28.6%
Total intrastate	131	50.0%	68.3%
Victoria	12	4.4%	11.5%
Queensland	103	39.4%	11.0%
ACT	10	3.6%	5.0%
Other interstate	7	2.6%	4.1%
Total interstate	131	50.0%	31.7%

Origin (nights)	('000)	%	NSW %
Regional NSW	203	24.3%	35.5%
Sydney	204	24.4%	26.6%
Total intrastate	407	48.8%	62.2%
Victoria	49	5.9%	13.9%
Queensland	316	37.8%	13.3%
ACT	35	4.2%	4.2%
Other interstate	27	3.2%	6.4%
Total interstate	427	51.2%	37.8%

Top 5 activities undertaken (visitors)	('000)	%	NSW %
Eat out at restaurants	135	51.7%	56.3%
Visit friends and relatives	126	48.5%	47.0%
Go to the beach	88	33.9%	22.4%
General sight seeing	69	26.5%	26.6%
Pubs clubs discos etc	67	25.6%	22.0%

Top 5 accommodation types (nights)	('000)	%	NSW %
Friends or relatives property	364	43.9%	39.1%
Hotel, resort, motel or motor inn	219	26.4%	23.4%
Caravan park or commercial camping ground	143	17.2%	12.4%
Rented house, apartment, flat or unit	58	7.0%	9.9%
Own property	17	2.0%	3.9%

Travel party (visitors)	('000)	%	NSW %
Adult couple, no children	92	34.9%	27.6%
Travelling with children	79	30.1%	27.6%
Alone	47	17.8%	24.4%
Friends or relatives, no children	31	11.8%	14.1%
Business associates	11	4.0%	4.6%
Other	4	1.4%	1.7%

Age group (visitors)	('000)	%	NSW %
15 to 24 years	20	7.7%	14.5%
25 to 34 years	34	12.8%	14.0%
35 to 44 years	54	20.7%	21.5%
45 to 54 years	53	20.3%	19.0%
55 to 64 years	48	18.4%	16.6%
65 years and over	53	20.2%	14.4%

Lifecycle grouping (visitors)	('000)	%	NSW %
Single, aged 15 to 44	33	12.7%	17.3%
Couple (no kids), aged 15 to 44	20	7.5%	10.8%
Parent, youngest child aged 14 or less	67	25.5%	28.2%
Parent, youngest child aged 15+	35	13.4%	10.0%
Working, aged 45+	41	15.4%	15.0%
Non-working, aged 45+	66	25.2%	18.4%

Domestic Daytrip Travel

Key measures	Ballina	NSW	
Visitors ('000)	348	47,504	
Spend (\$million) ¹	\$34	\$4,902	
Spend per visitor (\$)	\$98	\$103	
Main purpose of trip			
	('000)	%	NSW %
Holiday	172	49.4%	48.7%
Visiting friends and relatives	103	29.5%	30.0%
Business	39	11.3%	10.1%
Other	34	9.8%	11.1%
Top 5 origin markets			
	('000)	%	NSW %
Northern Rivers	208	59.7%	4.3%
Brisbane	42	12.1%	1.6%
Gold Coast	39	11.3%	1.6%
Sydney	29	8.2%	42.0%
Mid North Coast	15	4.2%	6.9%
Top 5 activities undertaken			
	('000)	%	NSW %
Eat out at restaurants	142	40.8%	43.9%
Visit friends and relatives	125	36.0%	34.6%
Go shopping for pleasure	101	29.0%	21.3%
Go to the beach	73	20.9%	10.2%
General sight seeing	55	15.8%	16.8%
Age group			
	('000)	%	NSW %
15 to 24 years	32	9.2%	14.4%
25 to 34 years	59	16.8%	13.4%
35 to 44 years	71	20.5%	19.6%
45 to 54 years	56	16.0%	18.1%
55 to 64 years	58	16.7%	16.8%
65 years and over	72	20.8%	17.7%
Lifecycle grouping			
	('000)	%	NSW %
Single, aged 15 to 44	42	12.0%	16.9%
Couple (no kids), aged 15 to 44	31	9.0%	9.1%
Parent, youngest child aged 14 or less	108	31.0%	27.5%
Parent, youngest child aged 15+	18	5.0%	9.6%
Working, aged 45+	45	12.9%	13.2%
Non-working, aged 45+	105	30.2%	23.3%

International Overnight Travel

Key measures	Ballina	NSW	
Visitors ('000)	16	2,773	
Nights ('000)	113	62,424	
Average stay (nights)	7.0	22.5	
Spend (\$million) ¹	\$8	\$6,203	
Spend per visitor (\$)	\$481	\$2,213	
Spend per night (\$)	\$68	\$99	
Purpose of visit (visitors)			
	('000)	%	NSW %
Holiday	12	74.5%	56.4%
Visiting friends and relatives	4	22.2%	24.9%
Business	np	np	15.3%
Education	np	np	6.1%
Employment	np	np	1.8%
Other	np	np	3.9%
Top 5 origin markets (visitors)			
	('000)	%	NSW %
United Kingdom	4	24.9%	13.3%
New Zealand	3	19.1%	13.3%
Germany	2	10.3%	3.8%
USA	1	7.3%	10.6%
Canada	1	3.8%	2.9%
Top 3 accommodation (nights)			
	('000)	%	NSW %
Home of friend or relative	45	40.0%	27.5%
Homestay	13	11.3%	5.0%
Backpacker / hostel	11	10.0%	6.9%
Top 3 transport types (visitors)			
	('000)	%	NSW %
Rental car	6	34.6%	6.9%
Private or company car	5	31.1%	28.4%
Self-drive van, motor-home or campervan	3	17.0%	1.5%
Travel party (visitors)			
	('000)	%	NSW %
Unaccompanied	7	42.7%	57.2%
Adult couple	6	37.6%	21.3%
Friends or relatives	2	11.8%	9.1%
Family group	1	7.7%	8.1%
Business associates	np	np	4.1%
School group	np	np	0.1%
Age group (visitors)			
	('000)	%	NSW %
15 to 24 years	4	21.8%	18.8%
25 to 34 years	4	23.3%	24.8%
35 to 44 years	2	13.1%	17.4%
45 to 54 years	2	11.0%	17.2%
55 to 64 years	3	18.4%	14.8%
65 years and over	2	12.3%	6.9%

Notes and definitions

⁽¹⁾ The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions. Total LGA expenditure = per night expenditure in the tourism region x number of nights in the LGA (note: daytrip expenditure is based on visitors).

Comparability: Due to changes to local government area definitions and methodological aspects, the results in this profile may not be comparable with previously published profiles.

Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (but no more than 12 months) at a place at least 40 km from home.

Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a domestic daytrip involving a round trip for a distance of at least 50km and of a duration of at least 4 hours but not involving a night away from home (routine travel and same day travel as part of overnight travel are excluded).

International overnight visitor = an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months and stayed at least one night in the LGA.

Further information

Please refer to the following websites for further information on

- travel to other local government areas in NSW: www.destinationnsw.com.au/LocalAreaProfiles.
- tourist accommodation in local government areas in NSW: www.destinationnsw.com.au/tourism/research-and-reports.
- detailed profiles on travel to tourism regions in NSW: www.destinationnsw.com.au/tourism/research-and-reports.