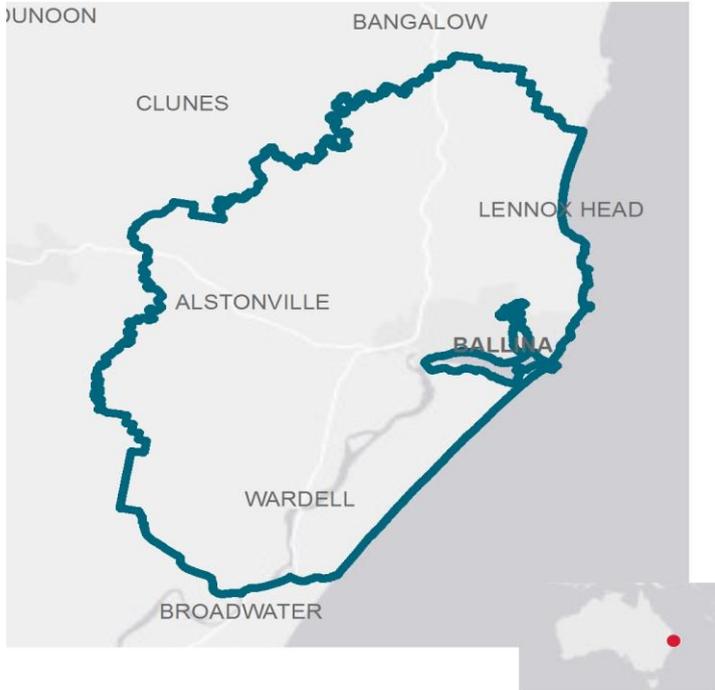




LOCAL GOVERNMENT AREA PROFILES, 2016*

BALLINA (A), NEW SOUTH WALES

AREA POPULATION^: 42,556



TOURISM BUSINESSES^	TOTAL
Non-employing	218
1 to 4 employees	191
5 to 19 employees	115
20 or more employees	29
Total	550

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	3	14
New Zealand	np	np
United States of America	1	15

KEY TOURISM METRICS FOR BALLINA (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	14	318	309	640
Nights ('000)	125	1,120	-	1,245
Average stay (nights)	9	4	-	4
Spend (\$m)	9	201	30	240
Average spend per trip (\$)	631	634	97	375
Average spend per night (\$)	69	180	-	169
Average spend (commercial accommodation) per night (\$)	135	211	-	206

TOURISM STATISTICS FOR BALLINA (A)

VISITORS TO BALLINA (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	9	125	169	303
Visiting friends or relatives	5	116	np	np
Business	np	57	np	np
Other	np	np	np	np
Travel party type (visitors '000)				
Unaccompanied	7	79	-	85
Couple	4	112	-	116
Family group	np	54	-	np
Friends/relatives travelling together	1	61	-	62
Accommodation (nights '000)				
Hotel or similar	14	186	-	200
Home of friend or relative	70	525	-	595
Commercial camping/caravan park	7	214	-	222
Backpacker	np	np	-	np
Other	29	192	-	221

KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2016[^]

Visitors ('000)	7,625	90,742	189,583	287,950
Percentage change	▲ 11	▲ 4	▲ 4	▲ 4
Nights ('000)	252,969	334,798	-	587,767
Percentage change	▲ 2	▲ 5	-	▲ 4
Average stay (nights)	33	4	-	6
Percentage change	▼ -8	▲ 2	-	▬ 0
Spend (\$m)	39,085	60,981	19,763	119,830
Percentage change	▲ 7	▲ 6	▲ 7	▲ 6

KEY TOURISM METRICS FOR NEW SOUTH WALES, 2016[^]

Visitors ('000)	3,872	29,188	57,571	90,631
Percentage change	▲ 13	▲ 5	▲ 6	▲ 6
Nights ('000)	87,533	95,183	-	182,716
Percentage change	▲ 2	▲ 6	-	▲ 4
Average stay (nights)	23	3	-	6
Percentage change	▼ -10	▲ 1	-	▼ -2
Spend (\$m)	9,520	16,701	6,019	32,240
Percentage change	▲ 13	▲ 6	▲ 6	▲ 8

* Data is based on a four year average from 2013 to 2016.

'np' = the estimate is unreliable and cannot be published. '-' = not available.

[^] Data for 2016.

Note: Data may not match totals due to rounding. For the purposes of confidentiality, Tourism Businesses data has been perturbed, therefore data may not match totals.

Sources:

Regional Population Growth - cat. no. 3218.0, ABS.

Counts of Australian Businesses - cat. no. 8165.0, ABS.

International Visitor Survey, Tourism Research Australia.

National Visitor Survey, Tourism Research Australia.

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