

# Visitor Profile

## Ballina Coast and Hinterland

*Year Ending 30 June 2021*

Year end June '000	2017	2018	2019	2020	2021	5 year average
<b>Domestic overnight visitors</b>	<b>323</b>	<b>341</b>	<b>343</b>	<b>335</b>	<b>362</b>	<b>341</b>
% change	-17%	6%	1%	-2%	8%	-1%
<b>Domestic nights</b>	<b>1,020</b>	<b>928</b>	<b>1,107</b>	<b>970</b>	<b>1,066</b>	<b>1018</b>
% change	-22%	-9%	19%	-12%	10%	-3%
av night stay	3.2	2.7	3.2	2.9	2.9	3.0
<b>Domestic day visitors</b>	<b>476</b>	<b>671</b>	<b>496</b>	<b>417</b>	<b>375</b>	<b>487</b>
% change	55%	41%	-26%	-16%	-10%	9%
<b>International overnight visitors</b>	<b>14</b>	<b>16</b>	<b>13</b>	<b>12</b>	<b>0</b>	<b>11</b>
% change	-18%	13%	-17%	-8%	-100%	-26%
<b>International Nights</b>	<b>195</b>	<b>88</b>	<b>103</b>	<b>103</b>	<b>0</b>	<b>98</b>
<b>Year end June Total Visitors</b>	<b>812</b>	<b>1028</b>	<b>852</b>	<b>764</b>	<b>737</b>	<b>839</b>
% change	14%	26%	-17%	-10%	-4%	2%
<b>Year end June Total Nights</b>	<b>1215</b>	<b>1016</b>	<b>1210</b>	<b>1073</b>	<b>1066</b>	<b>1116</b>
% change	-19%	-16%	19%	-11%	-1%	-6%

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

<sup>1</sup> <https://www.tra.gov.au/data-and-research/reports/national-visitor-survey-results-june-2021/national-visitor-survey-results-june-2021>

## Domestic Visitors

The majority of domestic visitors came from within NSW (57%), with a quarter from Sydney (26%). Both overnight visitors and day visitors coming from SE Queensland have been impacted by the Covid\_19 travel restrictions.

The numbers of domestic day visitors have decreased on the previous year, with approx. 375,000 visitors spending a day in the Ballina area. Visitors predominantly came from neighbouring areas of NSW North coast (including Lismore 16%, Casino 10% and MacLean 10%), with a 14% decrease from Queensland.

### Domestic Source Markets (Year end June 2021)

State	Region	Overnight 2021	Overnight 5 year av	Day 2021	Day 5 year av
<b>NSW</b>	<b>Sydney</b>	<b>26%</b>	<b>16%</b>	<b>&lt;1%</b>	<b>&lt;1%</b>
	<b>North Coast NSW</b>	<b>12%</b>	<b>14%</b>	<b>81%</b>	<b>71%</b>
	<b>Hunter</b>	<b>5%</b>	<b>6%</b>		
	<b>Central Coast</b>	<b>3%</b>	<b>3%</b>		
	<b>New England North West</b>	<b>4%</b>	<b>3%</b>		
	<b>Other NSW</b>	<b>7%</b>	<b>7%</b>		
			<b>57%</b>	<b>49%</b>	
<b>QLD</b>	<b>Brisbane</b>	<b>27%</b>	<b>30%</b>	<b>10%</b>	<b>12%</b>
	<b>Gold Coast</b>	<b>10%</b>	<b>8%</b>	<b>9%</b>	<b>21%</b>
	<b>Sunshine Coast</b>	<b>1%</b>	<b>3%</b>		
	<b>Other QLD</b>	<b>2%</b>	<b>2%</b>		
			<b>40%</b>	<b>43%</b>	
<b>VIC</b>	<b>Melbourne</b>	<b>2%</b>	<b>5%</b>		
	<b>Other VIC</b>	<b>0%</b>	<b>1%</b>		
		<b>2%</b>	<b>6%</b>		
<b>Other States</b>	<b>SA (ADL)</b>	<b>1%</b>	<b>1%</b>		
	<b>ACT (CBR)</b>	<b>0%</b>	<b>1%</b>		
	<b>TAS (Hobart)</b>	<b>0%</b>	<b>&lt;1%</b>		
	<b>WA (Perth)</b>	<b>0%</b>	<b>&lt;1%</b>		
	<b>NT</b>	<b>0%</b>	<b>&lt;1%</b>		

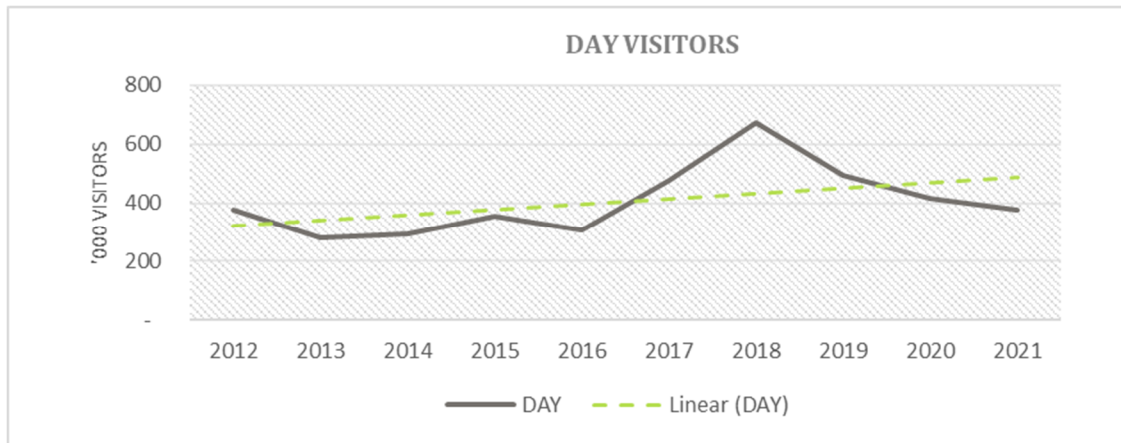
Source: National Visitor Survey, Tourism Research Australia

### Reason to travel

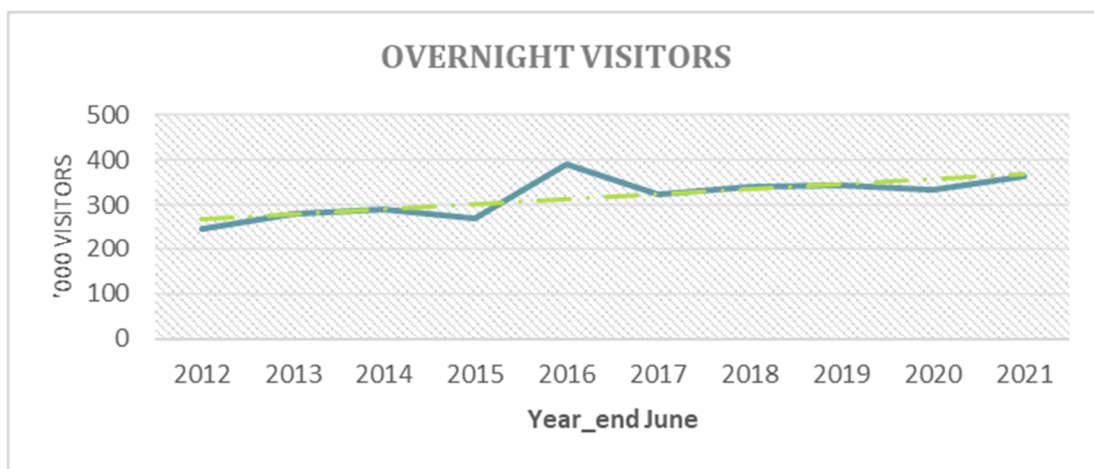
In 2021, 41% domestic overnight visitors came to Ballina for the purpose of a **holiday** while 34 % were visiting friends and relatives, and 13% on business. This is in line with previous 5 year trends.

## Segment growth

The overall growth of day visitors has been very positive over the past 10 years with an average growth rate of 2%. Day visitors reached over 0.6 million for the first time in 2018/9 before decreasing again in the years following, this decrease has been compounded again by the impact of COVID\_19 travel restrictions especially from Qld.



While the day visitor market has been variable, the growth of overnight domestic visitors has been more consistent. Despite the higher than average growth in 2016, overnight visitors have maintained a stable positive growth rate of 4% over the past 10 years.



## Accommodation

In 2021, 51% of domestic overnight visitors stayed in commercial accommodation, while 49% stayed in private accommodation such as Visiting Friends and Relatives.

## Quarterly analysis

The impact of COVID19 is highlighted in the Jan-Mar quarter with a decrease in the domestic overnight segment from the previous quarter of 25%, and a decrease in day visitors of 14%. This is partly related to Covid\_19 restrictions, but also seasonal, as decreases around 20% are often seen in domestic visitors at that time of year.

The April to June quarter did provide some very positive growth in overnight visitors to contribute to the higher yearly results, however this growth was not seen in day visitors in that quarter.

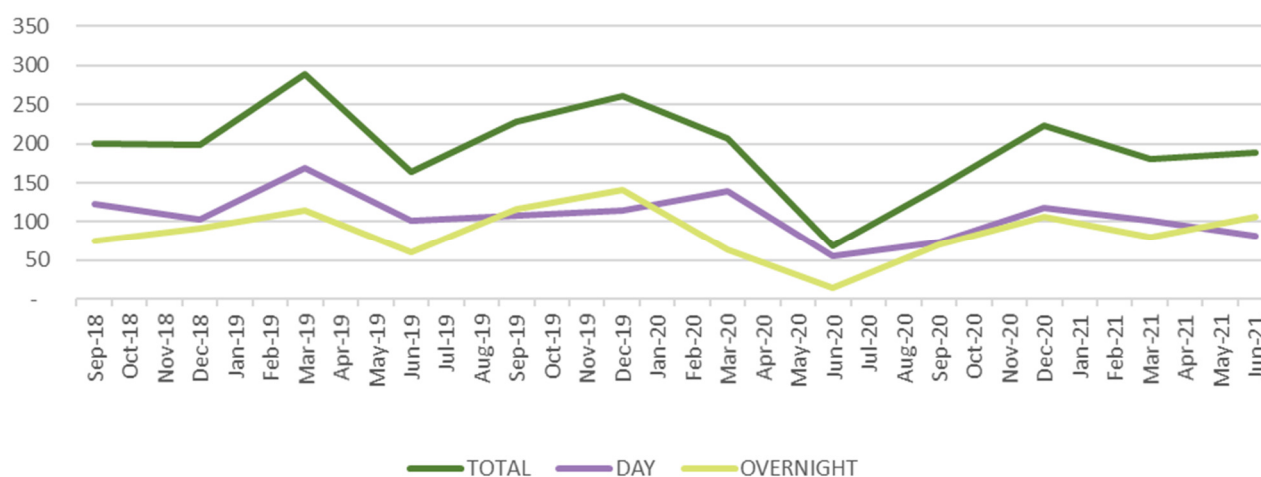
	Quarter '000	Jul-Sept 2020	Oct-Dec 2020	Jan-Mar 2021	Apr- June 2021	Annual year-end June
Domestic overnight visitors		70	106	80	106	362
% change on previous qtr			51%	-25%	33%	
Nights		175	367	253	271	1066
% change on previous qtr			110%	-31%	7%	
av night stay		2.5	3.5	3.2	2.6	2.9
Domestic day visitors		74	118	101	82	375
% change on previous qtr			59%	-14%	-19%	
International*		0	0	0	0	0
% change on previous qtr		^	^	^	^	^
total visitors		144	224	181	188	737
% change			56%	-19%	4%	
total nights '000		175	367	253	271	1066

^ international visitation has not been reported for 2020-21, as international travel restrictions have interrupted data collection.

## Year to date analysis

Analysis of the past three years shows positive signs of recovery in 2020/21 from the low ebb of the June quarter in 2020. While the market remains very volatile, there is still a positive trajectory shown, especially in overnight visitors.

Re-opening the Qld border in December will further strengthen both day and overnight visitation in the future quarters. However, it should be noted that the lockdowns in Sydney (July to September 2021) will impact immediate results in the next reporting quarter.



## Competitor Analysis

When looking at the end of the 2020-21 financial year across different destinations, it is clear that the biggest impact has been on international travellers, with every region seeing a decrease of 100%. The impacts on domestic visitors has been varied amongst the other destinations as shown below. Byron Bay and Lismore appears to have suffered the most from the impacts of Covid-19 and related travel restrictions.

Financial Year		2017	2018	2019	2020	2021	change on previous year
Ballina	Domestic overnight	321	342	343	335	362	8%
	Domestic day	473	670	496	417	375	-10%
	International	14	16	12	12	-	-100%
	<b>Total</b>	<b>808</b>	<b>1,028</b>	<b>851</b>	<b>764</b>	<b>737</b>	<b>-4%</b>
Coffs Coast	Domestic overnight	798	985	1,005	843	1,017	21%
	Domestic day	706	965	869	998	928	-7%
	International	84	94	96	71	-	-100%
	<b>Total</b>	<b>1,588</b>	<b>2,044</b>	<b>1,970</b>	<b>1,912</b>	<b>1,945</b>	<b>2%</b>
Lismore	Domestic overnight	235	232	185	213	184	-14%
	Domestic day	548	591	531	577	403	-30%
	International	11	13	11	9	-	-100%
	<b>Total</b>	<b>794</b>	<b>836</b>	<b>727</b>	<b>799</b>	<b>587</b>	<b>-27%</b>
Byron Bay	Domestic overnight	830	834	994	659	829	26%
	Domestic day	1,071	1,015	661	964	538	-44%
	International	204	201	225	151	-	-100%
	<b>Total</b>	<b>2,105</b>	<b>2,050</b>	<b>1,880</b>	<b>1,774</b>	<b>1,367</b>	<b>-23%</b>
Port Macquarie	Domestic overnight	758	851	808	745	802	8%
	Domestic day	750	717	991	793	798	1%
	International	65	75	81	50	-	-100%
	<b>Total</b>	<b>1,573</b>	<b>1,643</b>	<b>1,880</b>	<b>1,588</b>	<b>1,600</b>	<b>1%</b>

TRA data is recorded at SA2 level to include the following areas for the LGA of Ballina Coast and Hinterland

1. Ballina
2. Lennox Head
3. Alstonville
4. Other regional Ballina e.g. Knockrow

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This report has been compiled by researchers from Destination Research. The visitation statistics contained in this report are based on the sample data collected and therefore provide an indication of visitor trends rather than actual performance measures. The information presented in this report is accurate at the time of printing. Whilst all care is taken to ensure its accuracy, no liability is accepted for loss or damage as a result of its content. Findings and recommendations are based on the data of the current study; further research may be required in some areas to validate the findings of this study.