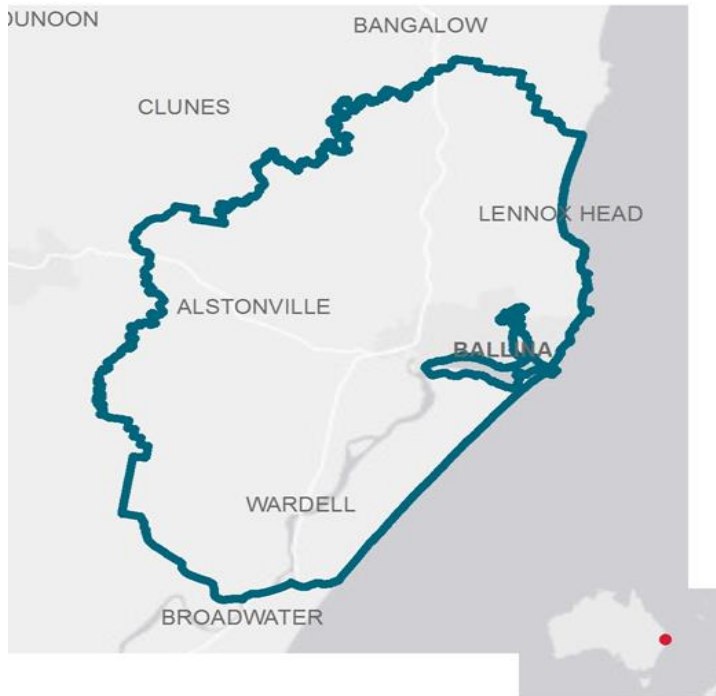




LOCAL GOVERNMENT AREA PROFILES, 2018*

BALLINA (A), NEW SOUTH WALES

AREA POPULATION[^]: 44,208



TOURISM BUSINESSES [^]	TOTAL
Non-employed	236
1 to 4 employees	179
5 to 19 employees	115
20 or more employees	27
Total	562

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	3	20
New Zealand	np	np
Germany	np	np

KEY TOURISM METRICS FOR BALLINA (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	14	337	465	816
Nights ('000)	132	1,054	-	1,186
Average stay (nights)	9	3	-	3
Spend (\$m)	9	224	41	275
Average spend per trip (\$)	658	664	88	336
Average spend per night (\$)	71	213	-	197
Average spend (commercial accommodation) per night (\$)	135	160	-	158

TOURISM STATISTICS FOR BALLINA (A)

VISITORS TO BALLINA (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	9	145	250	404
Visiting friends or relatives	4	122	94	221
Business	np	50	np	np
Other	np	21	np	np
Travel party type (visitors '000)				
Unaccompanied	7	70	-	77
Couple	5	124	-	128
Family group	np	56	-	np
Friends/relatives travelling together	np	75	-	np
Accommodation (nights '000)				
Hotel or similar	7	159	-	166
Home of friend or relative	81	459	-	539
Commercial camping/caravan park	11	215	-	226
Backpacker	np	np	-	np
Other	30	222	-	252

KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2018[^]

Visitors ('000)	8,524	105,600	206,051	320,174
Percentage change	▲ 5	▲ 9	▲ 7	▲ 8
Nights ('000)	273,793	376,087	-	649,881
Percentage change	▲ 4	▲ 7	-	▲ 6
Average stay (nights)	32	4	-	6
Percentage change	■ -1	▼ -1	-	▼ -2
Spend (\$m)	43,918	72,705	22,526	139,150
Percentage change	▲ 7	▲ 13	▲ 10	▲ 11

KEY TOURISM METRICS FOR NEW SOUTH WALES, 2018[^]

Visitors ('000)	4,370	34,554	61,718	100,642
Percentage change	▲ 3	▲ 9	▲ 7	▲ 7
Nights ('000)	96,204	107,413	-	203,617
Percentage change	▲ 2	▲ 7	-	▲ 5
Average stay (nights)	22	3	-	5
Percentage change	■ -1	▼ -2	-	▼ -3
Spend (\$m)	10,729	21,095	6,935	38,759
Percentage change	▲ 4	▲ 13	▲ 13	▲ 11

* Data is based on a four year average from 2015 to 2018.

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

[^] Data for 2018. Percentage change: compares previous year data.

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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