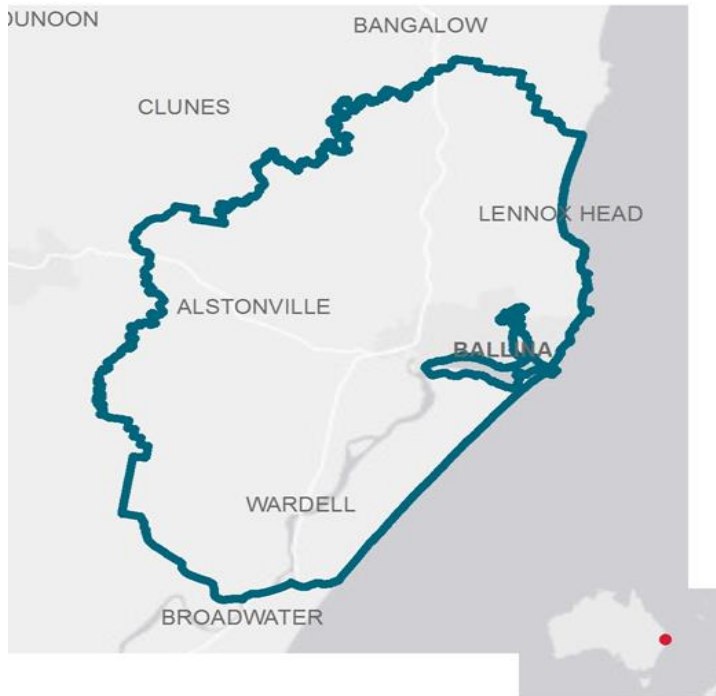




LOCAL GOVERNMENT AREA PROFILES, 2017*

BALLINA (A), NEW SOUTH WALES

AREA POPULATION[^]: 43,064



TOURISM BUSINESSES [^]	TOTAL
Non-employed	225
1 to 4 employees	171
5 to 19 employees	126
20 or more employees	29
Total	545

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	3	17
New Zealand	np	np
Canada	np	np

KEY TOURISM METRICS FOR BALLINA (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	14	333	381	728
Nights ('000)	133	1,093	-	1,226
Average stay (nights)	10	3	-	4
Spend (\$m)	9	213	33	255
Average spend per trip (\$)	657	639	87	350
Average spend per night (\$)	69	195	-	181
Average spend (commercial accommodation) per night (\$)	138	221	-	216

TOURISM STATISTICS FOR BALLINA (A)

VISITORS TO BALLINA (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	9	137	197	344
Visiting friends or relatives	4	117	np	np
Business	np	57	np	np
Other	np	np	np	np
Travel party type (visitors '000)				
Unaccompanied	7	78	-	85
Couple	5	114	-	119
Family group	np	55	-	np
Friends/relatives travelling together	np	72	-	np
Accommodation (nights '000)				
Hotel or similar	9	179	-	188
Home of friend or relative	78	455	-	534
Commercial camping/caravan park	12	211	-	223
Backpacker	np	np	-	np
Other	30	242	-	272

KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2017[^]

Visitors ('000)	8,119	97,203	191,920	297,242
Percentage change	▲ 6	▲ 7	▲ 1	▲ 3
Nights ('000)	265,224	350,911	-	616,135
Percentage change	▲ 5	▲ 5	-	▲ 5
Average stay (nights)	33	4	-	6
Percentage change	▼ -2	▼ -2	-	▼ -2
Spend (\$m)	41,308	64,517	20,444	126,268
Percentage change	▲ 6	▲ 6	▲ 3	▲ 5

KEY TOURISM METRICS FOR NEW SOUTH WALES, 2017[^]

Visitors ('000)	4,158	31,575	57,942	93,676
Percentage change	▲ 7	▲ 8	▬ 1	▲ 3
Nights ('000)	94,407	100,104	-	194,511
Percentage change	▲ 8	▲ 5	-	▲ 6
Average stay (nights)	23	3	-	5
Percentage change	▬ 0	▼ -3	-	▼ -2
Spend (\$m)	10,423	18,644	6,120	35,187
Percentage change	▲ 9	▲ 12	▲ 2	▲ 9

* Data is based on a four year average from 2014 to 2017.

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

[^] Data for 2017. 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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