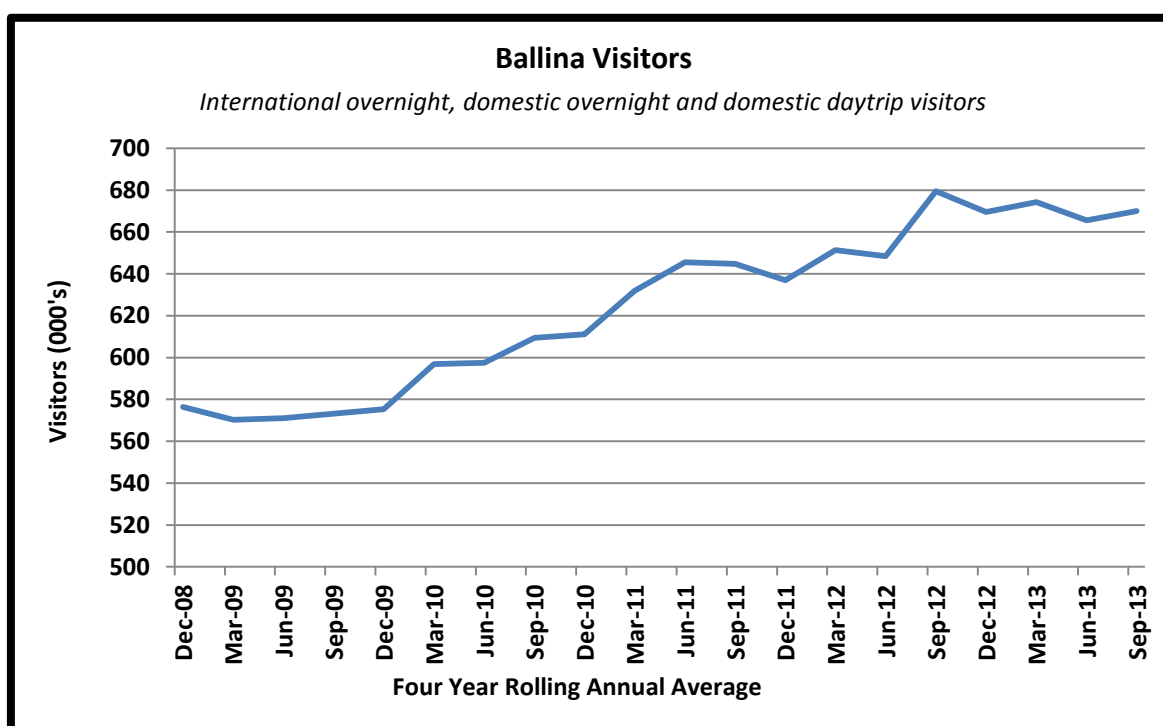


OVERVIEW

Four year annual average to the year ending September 2013

Key Measures	Ballina	NSW
Total Visitors (overnight and domestic daytrip) (000's)	670	79,269
Total Overnight Visitors (000's)	307	27,396
Total Nights (000's)	1,065	149,488
Total Spend (overnight and domestic daytrip) (\$ Million)	182	25,645
Total Overnight Visitor Spend (\$ Million)	141	20,187



SOURCE: International Visitor Survey and National Visitor Survey, Tourism Research Australia (TRA)

NOTES:

Geographical groupings: The information contained within this document is based on statistical geographical areas known as SA2s which have been drawn by the Australian Bureau of Statistics (ABS). The use of SA2 regions rather than Local Government Areas (LGAs) means that the above data is for a geographic region that may not exactly match the boundaries of the LGA in question. As such, the data in this report should be considered as the best approximation of the visitor profile in each LGA.

TRA's change to SA2 reporting means that this profile is not comparable with previous LGA profile reports.

Expenditure: Expenditure for this LGA is based on the TRA estimates for the larger tourism region. Expenditure = spend per night in the tourism region x number of nights spent in the LGA (daytrip visitor spend based on visitor numbers).

Four Year Annual Average: A four year annual average is the sum of the figures (visitors, nights or expenditure) from the last four years divided by four. Year Ending (YE) Sep 2010 + YE Sep 2011 + YE Sep 2012 + YE Sep 2013 / 4 = Four year annual average ending September 2013.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.

INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2013

Key Measures	Ballina	NSW
Visitors (000's)	14	2,859
Nights (000's)	121	66,745
Average Length of Stay (nights)	8.6	23.3
Expenditure (\$ Million)	8	6,224
Spend per visitor (\$)	547	2,177
Spend per night (\$)	64	93

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	10	74%	55%
VFR	3	23%	26%
Business	*	*	15%
Education	*	*	5%
Employment	*	*	3%
Other	*	*	4%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	52	43%	32%
VFR	47	39%	23%
Business	*	*	6%
Education	*	*	27%
Employment	*	*	10%
Other	*	*	1%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Rental car	4	32%	6%
Private or company car	4	31%	28%
Self-drive van, motor-home or campervan	3	19%	2%

Top 5 Origin Markets (visitors)	000's	LGA %	NSW %
United Kingdom	3	24%	12%
New Zealand	2	16%	13%
Germany	1	9%	4%
USA	1	8%	10%
France	1	5%	2%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Home of friend or relative (no payment required)	52	43%	30%
Rented house / apartment / unit / flat	*	*	42%
Hotel, resort, motel, motor Inn	12	10%	11%
Caravan	10	8%	1%
Backpacker / hostel	7	6%	6%

INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2013

Travel Party (visitors)	000's	LGA %	NSW %
Unaccompanied traveller	6	46%	56%
Adult couple	5	35%	20%
Friends and/ or relatives travelling together	1	10%	10%
Family group - parent(s) and children	1	9%	9%
Business associates travelling together	*	*	4%
School tour group (teachers and/or students)	*	*	0%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	3	23%	18%
25 - 34 years	3	21%	26%
35 - 44 years	2	12%	18%
45 - 54 years	2	11%	17%
55 - 64 years	3	21%	15%
65 years or over	2	12%	8%

SOURCE: International Visitor Survey, YE September 2010 to YE September 2013, TRA

An **International Visitor** is a foreign resident over 15 years of age who visited Australia for a period of less than 12 months and spent at least one night in the respective LGA.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.

DOMESTIC OVERNIGHT TRAVEL

Four year annual average to the year ending September 2013

Key Measures	Ballina	NSW
Visitors (000's)	293	24,537
Nights (000's)	945	82,743
Average Length of Stay (nights)	3.2	3.4
Expenditure (\$ Million)	134	13,963
Spend per visitor (\$)	457	569
Spend per night (\$)	142	169

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	117	40%	43%
VFR	124	42%	36%
Business	31	10%	17%
Other	19	7%	6%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	437	46%	48%
VFR	430	46%	34%
Business	49	5%	13%
Other	26	3%	5%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company vehicle	236	81%	77%
Air transport	42	14%	17%
Bus or coach	*	*	2%

Origin (visitors)	000's	LGA %	NSW %
Sydney	52	18%	28%
Regional NSW	97	33%	41%
Total Intrastate	150	51%	68%
Victoria	*	*	11%
Queensland	111	38%	11%
ACT	*	*	5%
Other Interstate	8	3%	4%
Total Interstate	144	49%	32%

Origin (nights)	000's	LGA %	NSW %
Sydney	204	22%	26%
Regional NSW	278	29%	36%
Total Intrastate	481	51%	62%
Victoria	*	*	13%
Queensland	342	36%	14%
ACT	*	*	4%
Other Interstate	24	3%	7%
Total Interstate	464	49%	38%

DOMESTIC OVERNIGHT TRAVEL

Four year annual average to the year ending September 2013

Top 5 Activities (visitors)	000's	LGA %	NSW %
Eat out at restaurants	158	54%	58%
Visit friends and relatives	150	51%	48%
Go to the beach (including swimming)	112	38%	22%
Go shopping (pleasure)	71	24%	26%
General sight seeing	70	24%	26%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Friends or relatives property	416	44%	39%
Hotel, resort, motel or motor Inn	212	22%	25%
Caravan park or commercial camping ground	138	15%	13%
Rented house, apartment, flat or unit	*	*	10%
Own property (e.g. holiday house)	*	*	4%

Travel Party (visitors)	000's	LGA %	NSW %
Adult couple (in a relationship sense)	104	36%	27%
Travelling with Children	91	31%	27%
Travelling alone	51	17%	25%
Friends or relatives - without children	33	11%	14%
Business Associates	*	*	5%
Other	*	*	2%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	*	*	15%
25 - 34 years	60	20%	17%
35 - 44 years	44	15%	18%
45 - 54 years	54	18%	19%
55 - 64 years	54	19%	17%
65 years or over	62	21%	15%

SOURCE: National Visitor Survey, YE September 2010 to YE September 2013, TRA

A **Domestic Overnight Visitor** is an Australian resident over 15 years of age who spent at least one night away from home (but no more than 12 months) at a location at least 40 km from home.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.

DOMESTIC DAYTRIP TRAVEL

Four year annual average to the year ending September 2013

Key Measures	Ballina	NSW
Visitors (000's)	363	51,873
Expenditure (\$ Million)	41	5,458
Spend per visitor (\$)	113	105

Purpose of Visit	000's	LGA %	NSW %
Holiday	164	45%	47%
VFR	115	32%	30%
Business	*	*	11%
Other	*	*	12%

Top 5 Origin Markets	000's	LGA %	NSW %
Northern Rivers Tropical NSW	240	66%	4%
Gold Coast	*	*	1%
Brisbane	*	*	1%
Sydney	*	*	42%
North Coast NSW	*	*	7%

Top 5 Activities	000's	LGA %	NSW %
Eat out at restaurants	160	44%	44%
Visit friends and relatives	128	35%	35%
Go shopping (pleasure)	95	26%	21%
Go to the beach (including swimming)	*	*	10%
General sight seeing	*	*	16%

Age Group	000's	LGA %	NSW %
15 - 24 years	*	*	15%
25 - 34 years	*	*	16%
35 - 44 years	*	*	17%
45 - 54 years	*	*	17%
55 - 64 years	60	17%	17%
65 years or over	82	22%	18%

SOURCE: National Visitor Survey, YE September 2010 to YE September 2013, TRA

A **Domestic Daytrip Visitor** is an Australian resident over 15 years of age who went on a trip of at least four hours duration (but did not stay the night) and with a round trip distance of at least 50 km. Routine trips (such as travel to work) and daytrips undertaken as part of a longer overnight trip are not included.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.