Destination NSW

# OVERVIEW

Four year annual average to the year ending September 2014

Key Measures	Ballina	NSW
Total Visitors (overnight and domestic daytrip) (000's)	620	80,316
Total Overnight Visitors (000's)	293	28,105
Total Nights (000's)	1,155	154,563
Total Spend (overnight and domestic daytrip) ($ Million)	181	26,503
Total Overnight Visitor Spend ($ Million)	146	20,955

Ballina Visitors

International overnight, domestic overnight and domestic daytrip visitors
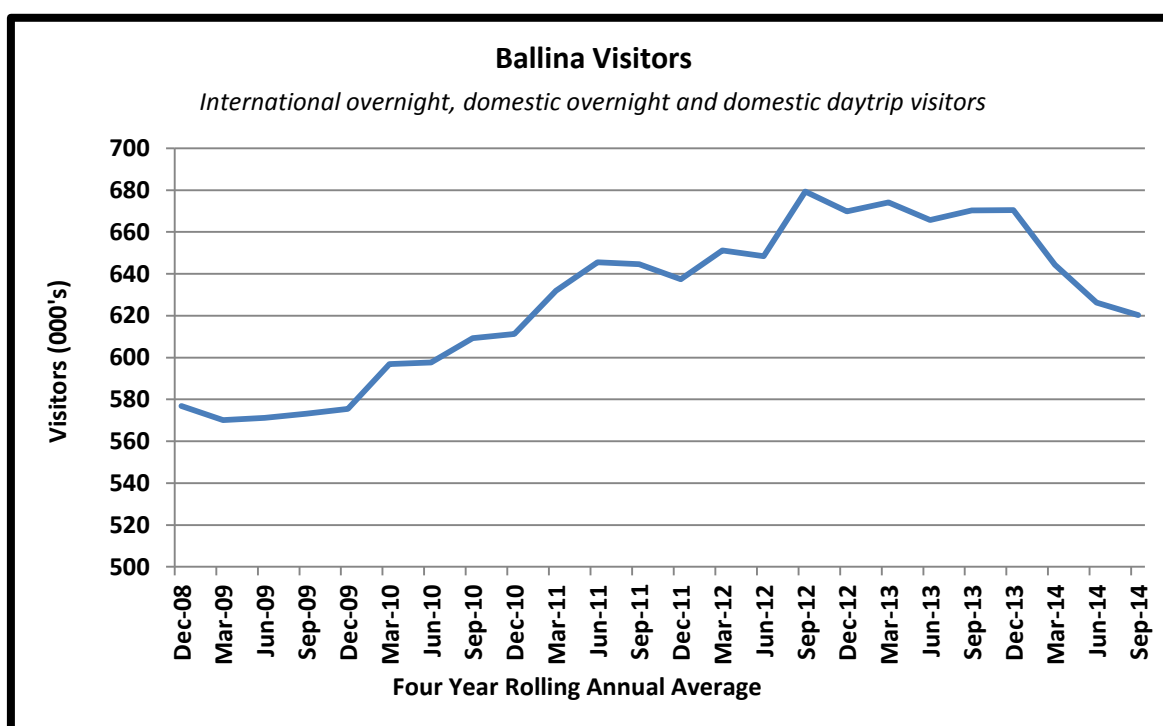
SOURCE: International Visitor Survey and National Visitor Survey, Tourism Research Australia (TRA)

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 2011 + YE Sep 2012 + YE Sep 2013 + YE Sep 2014) / 4 = Four year annual average ending September 2014.

***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 2014

Key Measures	Ballina	NSW
Visitors (000's)	13	2,910
Nights (000's)	127	70,300
Average Length of Stay (nights)	9.5	24.2
Expenditure ($ Million)	7	6,488
Spend per visitor ($)	551	2,229
Spend per night ($)	58	92

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	9	69%	56%
VFR	4	28%	27%
Business	*	*	13%
Education	*	*	5%
Employment	*	*	3%
Other	*	*	4%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	55	43%	32%
VFR	50	39%	24%
Business	*	*	6%
Education	*	*	26%
Employment	*	*	11%
Other	*	*	1%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company car	5	37%	28%
Rental car	3	25%	6%
Self-drive van, motor-home or campervan	2	19%	2%

Top 5 Origin Markets (visitors)	000's	LGA %	NSW %
United Kingdom	3	21%	11%
New Zealand	2	16%	13%
USA	1	10%	10%
Germany	1	10%	4%
France	1	8%	2%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Home of friend or relative (no payment required)	57	45%	30%
Rented house / apartment / unit / flat	*	*	42%
Hotel, resort, motel, motor Inn	13	10%	11%
Caravan	8	6%	1%
Backpacker / hostel	5	4%	6%

INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2014

Travel Party (visitors)	000's	LGA %	NSW %
Unaccompanied traveller	7	49%	54%
Adult couple	5	35%	20%
Friends and/ or relatives travelling together	1	9%	10%
Family group - parent(s) and children	1	7%	10%
Business associates travelling together	*	*	4%
School tour group (teachers and/or students)	*	*	1%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	3	22%	18%
25 - 34 years	3	22%	26%
35 - 44 years	*	*	17%
45 - 54 years	2	14%	16%
55 - 64 years	2	18%	15%
65 years or over	2	14%	8%

SOURCE: International Visitor Survey, YE September 2011 to YE September 2014, 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.

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DOMESTIC OVERNIGHT TRAVEL
Four year annual average to the year ending September 2014

Key Measures	Ballina	NSW
Visitors (000's)	280	25,194
Nights (000's)	1,028	84,263
Average Length of Stay (nights)	3.7	3.3
Expenditure ($ Million)	138	14,467
Spend per visitor ($)	494	574
Spend per night ($)	134	172

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	110	39%	42%
VFR	115	41%	37%
Business	34	12%	17%
Other	19	7%	6%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	430	42%	47%
VFR	437	43%	35%
Business	127	12%	13%
Other	31	3%	5%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company vehicle	224	80%	76%
Air transport	42	15%	17%
Bus or coach	*	*	2%

Origin (visitors)	000's	LGA %	NSW %
Sydney	49	18%	28%
Regional NSW	89	32%	41%
Total Intrastate	138	49%	68%
Victoria	*	*	11%
Queensland	109	39%	11%
ACT	*	*	5%
Other Interstate	8	3%	4%
Total Interstate	141	51%	32%

Origin (nights)	000's	LGA %	NSW %
Sydney	242	23%	26%
Regional NSW	277	27%	36%
Total Intrastate	519	50%	62%
Victoria	*	*	13%
Queensland	351	34%	14%
ACT	*	*	5%
Other Interstate	33	3%	7%
Total Interstate	509	50%	38%

DOMESTIC OVERNIGHT TRAVEL

Four year annual average to the year ending September 2014

Top 5 Activities (visitors)	000's	LGA %	NSW %
Eat out at restaurants	145	52%	58%
Visit friends and relatives	140	50%	49%
Go to the beach (including swimming)	111	40%	23%
General sight seeing	62	22%	25%
Go shopping (pleasure)	62	22%	26%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Friends or relatives property	460	45%	39%
Hotel, resort, motel or motor Inn	201	20%	25%
Caravan park or commercial camping ground	154	15%	13%
Rented house, apartment, flat or unit	129	13%	10%
Own property (e.g. holiday house)	*	*	4%

Travel Party (visitors)	000's	LGA %	NSW %
Adult couple (in a relationship sense)	103	37%	27%
Travelling with Children	78	28%	26%
Travelling alone	54	19%	26%
Friends or relatives - without children	34	12%	15%
Business Associates	*	*	4%
Other	*	*	2%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	*	*	15%
25 - 34 years	58	21%	17%
35 - 44 years	43	16%	18%
45 - 54 years	45	16%	19%
55 - 64 years	55	20%	16%
65 years or over	56	20%	15%

SOURCE: National Visitor Survey, YE September 2011 to YE September 2014 , 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.

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DOMESTIC DAYTRIP TRAVEL

Four year annual average to the year ending September 2014

Key Measures		Ballina	NSW
Visitors (000's)		327	52,212
Expenditure ($ Million)		36	5,548
Spend per visitor ($)		109	106

Purpose of Visit	000's	LGA %	NSW %
Holiday	150	46%	47%
VFR	96	29%	30%
Business	*	*	11%
Other	46	14%	13%

Top 5 Origin Markets	000's	LGA %	NSW %
North Coast NSW	251	77%	9%
Brisbane	*	*	1%
Gold Coast	*	*	1%
Hunter	*	*	10%
New England North West	*	*	3%

Top 5 Activities	000's	LGA %	NSW %
Eat out at restaurants	170	52%	44%
Visit friends and relatives	101	31%	36%
Go shopping (pleasure)	80	24%	21%
Go to the beach (including swimming)	*	*	10%
General sight seeing	*	*	15%

Age Group	000's	LGA %	NSW %
15 - 24 years	*	*	14%
25 - 34 years	*	*	16%
35 - 44 years	*	*	17%
45 - 54 years	*	*	17%
55 - 64 years	60	18%	17%
65 years or over	88	27%	19%

SOURCE: National Visitor Survey, YE September 2011 to YE September 2014, 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.

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