



LOCAL GOVERNMENT AREA PROFILES, 2014*

BALLINA (A), NEW SOUTH WALES

AREA POPULATION^: 41,644



TOURISM BUSINESSES^	TOTAL
Non-employing	223
1 to 4 employees	194
5 to 19 employees	112
20 or more employees	25
Total	555

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	2	31
New Zealand	2	13
United States of America	1	14

KEY TOURISM METRICS FOR BALLINA (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	13	269	333	615
Nights ('000)	131	1,009	-	1,140
Average stay (nights)	10	4	-	4
Spend (\$m)	10	177	35	222
Average spend per trip (\$)	727	658	99	361
Average spend per night (\$)	73	175	-	164
Average spend (commercial accommodation) per night (\$)	101	188	-	177

TOURISM STATISTICS FOR BALLINA (A)

VISITORS TO BALLINA (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	9	109	155	273
Visiting friends or relatives	4	110	np	np
Business	np	np	np	np
Other	np	np	np	np
Travel party type (visitors '000)				
Unaccompanied	6	56	-	62
Couple	5	98	-	103
Family group	np	61	-	np
Friends/relatives travelling together	1	44	-	45
Accommodation (nights '000)				
Hotel or similar	13	189	-	202
Home of friend or relative	60	463	-	523
Commercial camping/caravan park	7	142	-	149
Backpacker	np	np	-	np
Other	46	214	-	260

KEY TOURISM METRICS FOR AUSTRALIA AND STATE/TERRITORY, 2014

VISITORS TO AUSTRALIA	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	6,357	81,436	164,361	252,154
Nights ('000)	222,908	308,908	-	531,816
Average stay (nights)	35	4	-	6
Spend (\$m)	31,080	54,432	17,969	103,481

VISITORS TO NEW SOUTH WALES	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	3,208	26,920	50,999	81,127
Nights ('000)	75,991	87,524	-	163,515
Average stay (nights)	24	3	-	5
Spend (\$m)	7,087	15,329	5,655	28,071

*Four year averages to 2014. ^Data for 2014. 'np' = the estimate is unreliable and cannot be published. '-' = not available. Note: Data may not match totals due to rounding. Sources: ABS Population Estimates - SA2 - Cat. No. 3235.0. ABS Count of Australian Businesses - Cat. No. 8165.0. International Visitor Survey and National Visitor Survey, Tourism Research Australia.

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