

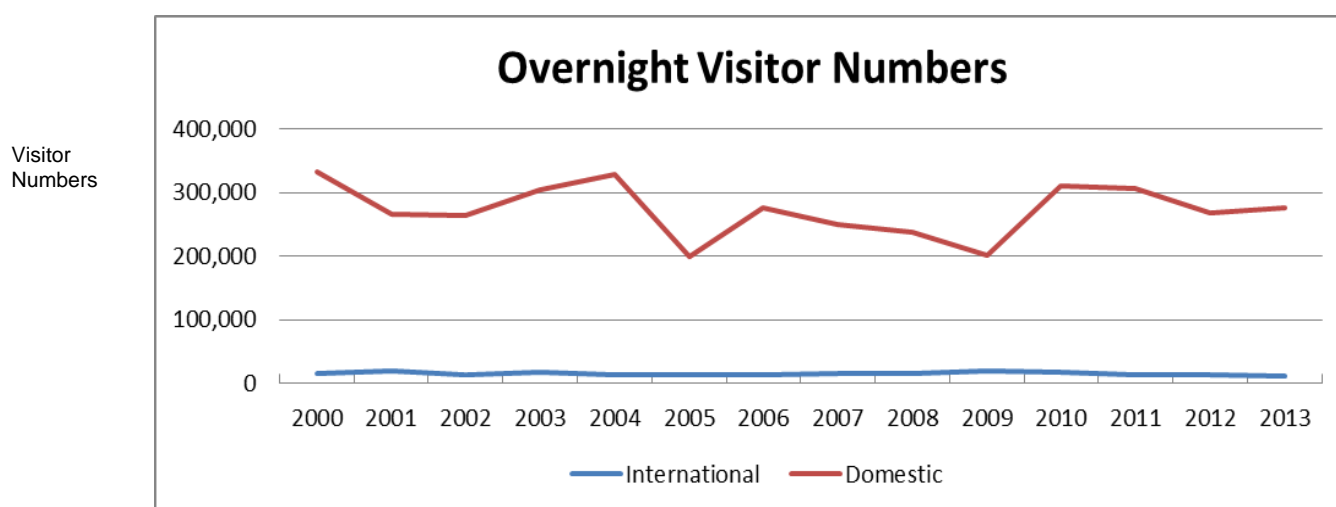


**ballina**  
shire council

# Ballina Shire Visitor Statistics

Year ending September 2000 – Year ending September 2013

## Overnight Visitor Numbers to the Ballina Shire



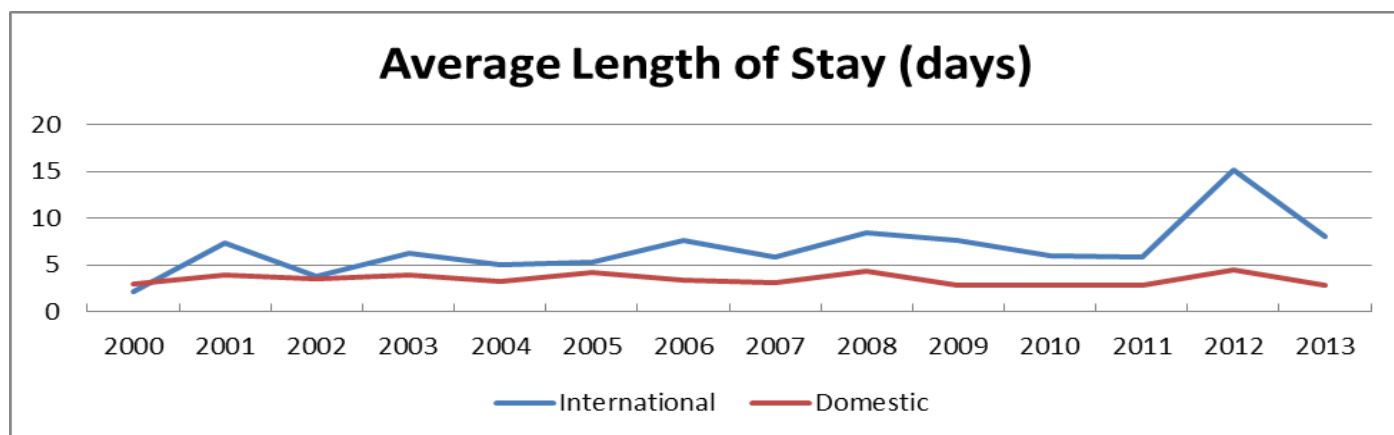
Overnight Visitor Numbers		
Year ending Sept	International Visitor Numbers	Domestic Visitor Numbers
2000	14,127	332,797
2001	18,407	266,508
2002	13,682	263,547
2003	17,260	303,857
2004	14,041	329,529
2005	12,310	199,874
2006	12,955	275,399
2007	14,777	248,974
2008	16,032	237,394
2009	18,159	200,525
2010	17,524	311,173
2011	12,948	306,000
2012	13,756	268,000
2013	11,261	276,000

**Visitor Nights in the Ballina Shire**



Visitor Nights		
Year ending Sept	International Visitor Nights	Domestic Visitor Nights
2000	31,590	1,014,824
2001	135,407	1,051,993
2002	52,143	913,151
2003	108,998	1,170,915
2004	70,989	1,070,210
2005	64,704	847,355
2006	98,259	934,582
2007	84,975	771,946
2008	134,372	1,042,393
2009	140,260	563,211
2010	104,658	908,968
2011	75,153	856,000
2012	208,189	1,195,000
2013	91,420	784,000

Average Length of Stay (days)



Average Length of Stay			
Year ending Sept		International	Domestic
	2000	2.2	3
	2001	7.4	3.9
	2002	3.8	3.5
	2003	6.3	3.9
	2004	5.1	3.2
	2005	5.3	4.2
	2006	7.6	3.4
	2007	5.8	3.1
	2008	8.4	4.4
	2009	7.7	2.8
	2010	6	2.9
	2011	5.8	2.8
	2012	15.1	4.5
	2013	8.1	2.8

Source: Tourism Research Australia – January 2014

Further Information

Please contact Caroline Klose – Tourism Coordinator on 02 6686 1296.