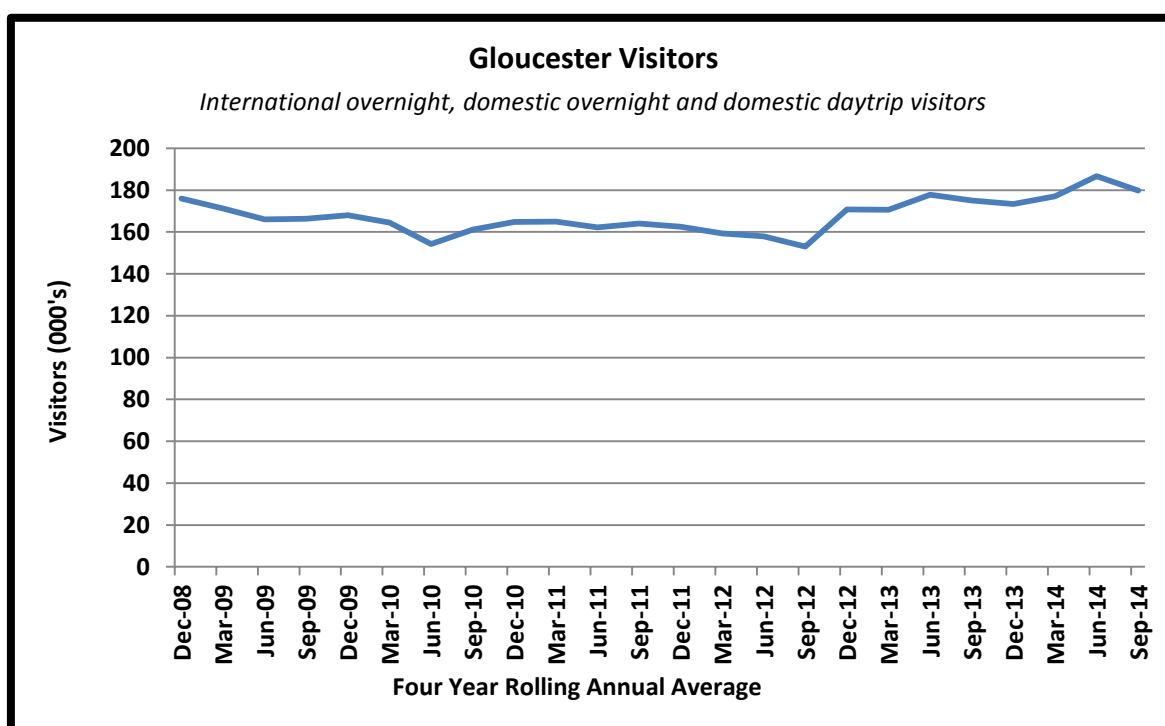


## OVERVIEW

Four year annual average to the year ending September 2014

Key Measures	Gloucester	NSW
Total Visitors (overnight and domestic daytrip) (000's)	180	80,316
Total Overnight Visitors (000's)	97	28,105
Total Nights (000's)	268	154,563
Total Spend (overnight and domestic daytrip) (\$ Million)	51	26,503
Total Overnight Visitor Spend (\$ Million)	43	20,955



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	Gloucester	NSW
Visitors (000's)	1	2,910
Nights (000's)	6	70,300
Average Length of Stay (nights)	5.5	24.2
Expenditure (\$ Million)	0	6,488
Spend per visitor (\$)	364	2,229
Spend per night (\$)	67	92

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.

\*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 2014

Key Measures	Gloucester	NSW
Visitors (000's)	96	25,194
Nights (000's)	262	84,263
Average Length of Stay (nights)	2.7	3.3
Expenditure (\$ Million)	43	14,467
Spend per visitor (\$)	445	574
Spend per night (\$)	164	172

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	61	64%	42%
VFR	27	28%	37%
Business	*	*	17%
Other	*	*	6%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	179	68%	47%
VFR	55	21%	35%
Business	*	*	13%
Other	*	*	5%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company vehicle	91	95%	76%
Camper van or motor home	*	*	0%
Bus or coach	*	*	2%

Origin (visitors)	000's	LGA %	NSW %
Sydney	33	34%	28%
Regional NSW	55	57%	41%
Total Intrastate	88	92%	68%
Victoria	*	*	11%
Queensland	*	*	11%
ACT	*	*	5%
Other Interstate	*	*	4%
Total Interstate	*	*	32%

Origin (nights)	000's	LGA %	NSW %
Sydney	107	41%	26%
Regional NSW	132	50%	36%
Total Intrastate	239	91%	62%
Victoria	*	*	13%
Queensland	*	*	14%
ACT	*	*	5%
Other Interstate	*	*	7%
Total Interstate	*	*	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	38	40%	58%
Visit friends and relatives	30	31%	49%
Bushwalking or rainforest walks	30	31%	10%
General sight seeing	26	28%	25%
Visit national parks or State parks	20	21%	9%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Caravan/camping near road or on private property	64	25%	4%
Caravan park or commercial camping ground	51	20%	13%
Friends or relatives property	44	17%	39%
Own property (e.g. holiday house)	*	*	4%
Rented house, apartment, flat or unit	*	*	10%

Travel Party (visitors)	000's	LGA %	NSW %
Adult couple (in a relationship sense)	29	31%	27%
Travelling with Children	27	28%	26%
Friends or relatives - without children	23	24%	15%
Travelling alone	*	*	26%
Business Associates	*	*	4%
Other	*	*	2%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	*	*	15%
25 - 34 years	*	*	17%
35 - 44 years	21	21%	18%
45 - 54 years	21	22%	19%
55 - 64 years	20	21%	16%
65 years or over	14	14%	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.

\*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 2014

Key Measures	Gloucester	NSW
Visitors (000's)	82	52,212
Expenditure (\$ Million)	8	5,548
Spend per visitor (\$)	100	106

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.

\*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.