



LOCAL GOVERNMENT AREA PROFILES, 2016*

MID-COAST (A), NEW SOUTH WALES

AREA POPULATION^: 91,648



TOURISM BUSINESSES^	TOTAL
Non-employing	340
1 to 4 employees	312
5 to 19 employees	199
20 or more employees	42
Total	897

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	5	34
United States of America	3	15
New Zealand	2	27

KEY TOURISM METRICS FOR MID-COAST (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	21	1,013	933	1,966
Nights ('000)	165	3,414	-	3,579
Average stay (nights)	8	3	-	3
Spend (\$m)	7	409	89	504
Average spend per trip (\$)	319	404	95	256
Average spend per night (\$)	41	120	-	116
Average spend (commercial accommodation) per night (\$)	57	153	-	150

TOURISM STATISTICS FOR MID-COAST (A)

VISITORS TO MID-COAST (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	15	595	469	1,078
Visiting friends or relatives	5	297	269	572
Business	np	73	np	np
Other	np	29	117	np
Travel party type (visitors '000)				
Unaccompanied	11	157	-	168
Couple	6	322	-	328
Family group	np	260	-	np
Friends/relatives travelling together	2	232	-	234
Accommodation (nights '000)				
Hotel or similar	12	395	-	406
Home of friend or relative	93	992	-	1,085
Commercial camping/caravan park	8	800	-	808
Backpacker	np	np	-	np
Other	50	1,224	-	1,274

KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2016[^]

Visitors ('000)	7,625	90,742	189,583	287,950
Percentage change	▲ 11	▲ 4	▲ 4	▲ 4
Nights ('000)	252,969	334,798	-	587,767
Percentage change	▲ 2	▲ 5	-	▲ 4
Average stay (nights)	33	4	-	6
Percentage change	▼ -8	▲ 2	-	▬ 0
Spend (\$m)	39,085	60,981	19,763	119,830
Percentage change	▲ 7	▲ 6	▲ 7	▲ 6

KEY TOURISM METRICS FOR NEW SOUTH WALES, 2016[^]

Visitors ('000)	3,872	29,188	57,571	90,631
Percentage change	▲ 13	▲ 5	▲ 6	▲ 6
Nights ('000)	87,533	95,183	-	182,716
Percentage change	▲ 2	▲ 6	-	▲ 4
Average stay (nights)	23	3	-	6
Percentage change	▼ -10	▲ 1	-	▼ -2
Spend (\$m)	9,520	16,701	6,019	32,240
Percentage change	▲ 13	▲ 6	▲ 6	▲ 8

* Data is based on a four year average from 2013 to 2016.

'np' = the estimate is unreliable and cannot be published. '-' = not available.

[^] Data for 2016.

Note: Data may not match totals due to rounding. For the purposes of confidentiality, Tourism Businesses data has been perturbed, therefore data may not match totals.

Sources:

Regional Population Growth - cat. no. 3218.0, ABS.

Counts of Australian Businesses - cat. no. 8165.0, ABS.

International Visitor Survey, Tourism Research Australia.

National Visitor Survey, Tourism Research Australia.

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