



# LOCAL GOVERNMENT AREA PROFILES, 2017\*

## MID-COAST (A), NEW SOUTH WALES

AREA POPULATION<sup>^</sup>: 92,569



TOURISM BUSINESSES <sup>^</sup>	TOTAL
Non-employing	344
1 to 4 employees	297
5 to 19 employees	219
20 or more employees	44
<b>Total</b>	<b>905</b>

### TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	5	41
United States of America	3	18
New Zealand	3	27

## KEY TOURISM METRICS FOR MID-COAST (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	23	991	998	2,013
Nights ('000)	212	3,460	-	3,672
Average stay (nights)	9	3	-	4
Spend (\$m)	10	433	99	542
Average spend per trip (\$)	433	437	100	269
Average spend per night (\$)	47	125	-	121
Average spend (commercial accommodation) per night (\$)	65	167	-	161

## TOURISM STATISTICS FOR MID-COAST (A)

VISITORS TO MID-COAST (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
<b>Reason (visitors '000)</b>				
Holiday	17	586	519	1,122
Visiting friends or relatives	5	280	283	568
Business	np	72	np	np
Other	np	35	126	np
<b>Travel party type (visitors '000)</b>				
Unaccompanied	12	179	-	191
Couple	7	327	-	334
Family group	np	234	-	np
Friends/relatives travelling together	2	221	-	223
<b>Accommodation (nights '000)</b>				
Hotel or similar	13	404	-	417
Home of friend or relative	98	1,009	-	1,107
Commercial camping/caravan park	9	794	-	802
Backpacker	np	np	-	np
Other	91	1,249	-	1,339

## KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2017<sup>^</sup>

Visitors ('000)	8,119	97,203	191,920	297,242
Percentage change	▲ 6	▲ 7	▲ 1	▲ 3
Nights ('000)	265,224	350,911	-	616,135
Percentage change	▲ 5	▲ 5	-	▲ 5
Average stay (nights)	33	4	-	6
Percentage change	▼ -2	▼ -2	-	▼ -2
Spend (\$m)	41,308	64,517	20,444	126,268
Percentage change	▲ 6	▲ 6	▲ 3	▲ 5

## KEY TOURISM METRICS FOR NEW SOUTH WALES, 2017<sup>^</sup>

Visitors ('000)	4,158	31,575	57,942	93,676
Percentage change	▲ 7	▲ 8	■ 1	▲ 3
Nights ('000)	94,407	100,104	-	194,511
Percentage change	▲ 8	▲ 5	-	▲ 6
Average stay (nights)	23	3	-	5
Percentage change	■ 0	▼ -3	-	▼ -2
Spend (\$m)	10,423	18,644	6,120	35,187
Percentage change	▲ 9	▲ 12	▲ 2	▲ 9

\* Data is based on a four year average from 2014 to 2017.

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

<sup>^</sup> Data for 2017. Percentage change: compares previous year data.

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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