



Australian Government  
Austrade



TOURISM  
RESEARCH  
AUSTRALIA

# LOCAL GOVERNMENT AREA PROFILES, 2015<sup>\*</sup>

## BALLINA (A), NEW SOUTH WALES

AREA POPULATION<sup>^</sup>: 41,828



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

### TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	3	12
New Zealand	2	16
United States of America	1	13

## KEY TOURISM METRICS FOR BALLINA (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	14	267	324	604
Nights ('000)	116	1,036	-	1,152
Average stay (nights)	8	4	-	4
Spend (\$m)	9	181	31	221
Average spend per trip (\$)	635	681	96	366
Average spend per night (\$)	75	175	-	165
Average spend (commercial accommodation) per night (\$)	128	180	-	176

## TOURISM STATISTICS FOR BALLINA (A)

VISITORS TO BALLINA (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
<b>Reason (visitors '000)</b>				
Holiday	9	104	157	269
Visiting friends or relatives	4	112	93	209
Business	np	35	np	np
Other	np	np	np	np
<b>Travel party type (visitors '000)</b>				
Unaccompanied	7	59	-	65
Couple	5	97	-	101
Family group	np	58	-	np
Friends/relatives travelling together	1	45	-	46
<b>Accommodation (nights '000)</b>				
Hotel or similar	15	161	-	176
Home of friend or relative	65	496	-	561
Commercial camping/caravan park	6	180	-	186
Backpacker	np	np	-	np
Other	26	197	-	223

## KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2015

Visitors ('000)	6,859	87,054	179,591	273,504
Percentage change	▲ 8	▲ 7	▲ 9	▲ 8
Nights ('000)	248,107	321,968	-	570,075
Percentage change	▲ 11	▲ 4	-	▲ 7
Average stay (nights)	36	4	-	6
Percentage change	▲ 3	▼ -2	-	▬ 0
Spend (\$m)	36,583	57,897	19,004	113,483
Percentage change	▲ 18	▲ 6	▲ 6	▲ 10

## KEY TOURISM METRICS FOR NEW SOUTH WALES, 2015

Visitors ('000)	3,421	28,098	55,414	86,933
Percentage change	▲ 7	▲ 4	▲ 9	▲ 7
Nights ('000)	85,766	91,072	-	176,838
Percentage change	▲ 13	▲ 4	-	▲ 8
Average stay (nights)	25	3	-	6
Percentage change	▲ 6	▬ 0	-	▲ 3
Spend (\$m)	8,449	16,109	6,048	30,606
Percentage change	▲ 19	▲ 5	▲ 7	▲ 9

\* Data is based on a four year average from 2012 to 2015.

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

^ Data for 2015.

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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