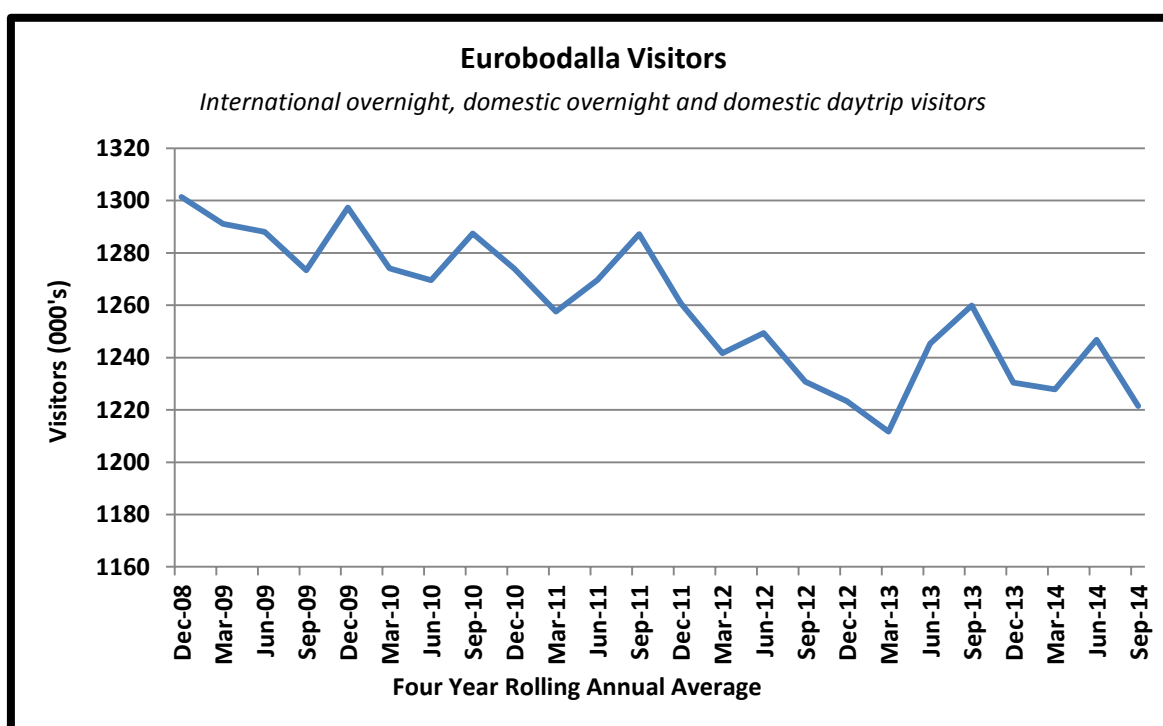


OVERVIEW

Four year annual average to the year ending September 2014

Key Measures	Eurobodalla	NSW
Total Visitors (overnight and domestic daytrip) (000's)	1,221	80,316
Total Overnight Visitors (000's)	724	28,105
Total Nights (000's)	2,757	154,563
Total Spend (overnight and domestic daytrip) (\$ Million)	388	26,503
Total Overnight Visitor Spend (\$ Million)	345	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	Eurobodalla	NSW
Visitors (000's)	24	2,910
Nights (000's)	109	70,300
Average Length of Stay (nights)	4.5	24.2
Expenditure (\$ Million)	8	6,488
Spend per visitor (\$)	334	2,229
Spend per night (\$)	75	92

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	21	85%	56%
VFR	3	11%	27%
Business	*	*	13%
Education	*	*	5%
Employment	*	*	3%
Other	*	*	4%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	67	61%	32%
VFR	21	19%	24%
Business	*	*	6%
Education	*	*	26%
Employment	*	*	11%
Other	*	*	1%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Rental car	10	40%	6%
Private or company car	7	29%	28%
Self-drive van, motor-home or campervan	5	21%	2%

Top 5 Origin Markets (visitors)	000's	LGA %	NSW %
United Kingdom	5	20%	11%
Germany	4	15%	4%
USA	3	11%	10%
New Zealand	2	8%	13%
Switzerland	1	6%	1%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Home of friend or relative (no payment required)	27	25%	30%
Rented house / apartment / unit / flat	25	23%	42%
Caravan	23	21%	1%
Hotel, resort, motel, motor Inn	13	12%	11%
Own property (eg Holiday house)	*	*	1%

INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2014

Travel Party (visitors)	000's	LGA %	NSW %
Unaccompanied traveller	10	39%	54%
Adult couple	9	38%	20%
Friends and/ or relatives travelling together	3	13%	10%
Family group - parent(s) and children	2	9%	10%
Business associates travelling together	*	*	4%
School tour group (teachers and/or students)	*	*	1%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	4	17%	18%
25 - 34 years	5	21%	26%
35 - 44 years	3	12%	17%
45 - 54 years	4	16%	16%
55 - 64 years	5	21%	15%
65 years or over	3	14%	8%

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	Eurobodalla	NSW
Visitors (000's)	700	25,194
Nights (000's)	2,647	84,263
Average Length of Stay (nights)	3.8	3.3
Expenditure (\$ Million)	337	14,467
Spend per visitor (\$)	482	574
Spend per night (\$)	127	172

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	481	69%	42%
VFR	155	22%	37%
Business	48	7%	17%
Other	15	2%	6%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	1,979	75%	47%
VFR	506	19%	35%
Business	87	3%	13%
Other	66	2%	5%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company vehicle	662	95%	76%
Bus or coach	*	*	2%
Camper van or motor home	*	*	0%

Origin (visitors)	000's	LGA %	NSW %
Sydney	179	26%	28%
Regional NSW	214	31%	41%
Total Intrastate	394	56%	68%
Victoria	71	10%	11%
Queensland	*	*	11%
ACT	207	30%	5%
Other Interstate	12	2%	4%
Total Interstate	306	44%	32%

Origin (nights)	000's	LGA %	NSW %
Sydney	754	28%	26%
Regional NSW	757	29%	36%
Total Intrastate	1,511	57%	62%
Victoria	397	15%	13%
Queensland	*	*	14%
ACT	620	23%	5%
Other Interstate	63	2%	7%
Total Interstate	1,136	43%	38%

DOMESTIC OVERNIGHT TRAVEL

Four year annual average to the year ending September 2014

Top 5 Activities (visitors)	000's	LGA %	NSW %
Go to the beach (including swimming)	392	56%	23%
Eat out at restaurants	379	54%	58%
Visit friends and relatives	263	38%	49%
General sight seeing	223	32%	25%
Go shopping (pleasure)	170	24%	26%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Friends or relatives property	720	27%	39%
Caravan park or commercial camping ground	617	23%	13%
Rented house, apartment, flat or unit	439	17%	10%
Own property (e.g. holiday house)	324	12%	4%
Hotel, resort, motel or motor Inn	295	11%	25%

Travel Party (visitors)	000's	LGA %	NSW %
Travelling with Children	249	36%	26%
Adult couple (in a relationship sense)	241	34%	27%
Friends or relatives - without children	112	16%	15%
Travelling alone	82	12%	26%
Business Associates	*	*	4%
Other	*	*	2%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	75	11%	15%
25 - 34 years	103	15%	17%
35 - 44 years	114	16%	18%
45 - 54 years	140	20%	19%
55 - 64 years	146	21%	16%
65 years or over	122	17%	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	Eurobodalla	NSW
Visitors (000's)	497	52,212
Expenditure (\$ Million)	43	5,548
Spend per visitor (\$)	86	106

Purpose of Visit	000's	LGA %	NSW %
Holiday	288	58%	47%
VFR	86	17%	30%
Business	*	*	11%
Other	82	17%	13%

Top 5 Origin Markets	000's	LGA %	NSW %
South Coast	333	67%	9%
Sydney	*	*	42%
Capital Country	*	*	2%
Riverina	*	*	2%
#N/A	*	#N/A	#N/A

Top 5 Activities	000's	LGA %	NSW %
Eat out at restaurants	226	45%	44%
Go shopping (pleasure)	142	29%	21%
Go to the beach (including swimming)	130	26%	10%
Visit friends and relatives	105	21%	36%
General sight seeing	67	13%	15%

Age Group	000's	LGA %	NSW %
15 - 24 years	*	*	14%
25 - 34 years	*	*	16%
35 - 44 years	*	*	17%
45 - 54 years	52	11%	17%
55 - 64 years	117	24%	17%
65 years or over	135	27%	19%

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.