



Tourism Profiles for Local Government Areas in Regional Australia New South Wales

EUROBODALLA SHIRE

SUMMARY OF INTERNATIONAL AND DOMESTIC TRAVEL TO LOCAL GOVERNMENT AREA

Three or four year average to June 2007

	International	Domestic overnight	Domestic day
Visitors ('000)	23	677	469
Visitor nights ('000)	88	2 452	-
Spend (\$million)	5	232	40
Average stay (nights)	3.9	3.6	-
Average spend per trip (\$)	199	344	85
Average spend per night (\$)	51	95	-
State average			
Average stay (nights)	19.0	3.5	-
Average spend per trip (\$)	1 837	433	99
Average spend per night (\$)	97	124	-
National average			
Average stay (nights)	28.6	3.9	-
Average spend per trip (\$)	2 717	500	95
Average spend per night (\$)	95	127	-

SUMMARY OF TOURISM BUSINESSES IN LOCAL GOVERNMENT AREA

As at June 2007

Tourism businesses	Number	%	State average %	National average %
Non-employing businesses	477	46	50	50
Micro businesses (1-4 employees)	303	29	29	27
Small businesses (5-19 employees)	213	20	15	16
Medium to large businesses (20 or more employees)	51	5	6	7
TOTAL BUSINESSES	1 044	100	100	100

EUROBODALLA SHIRE

DETAILED PROFILE OF INTERNATIONAL TRAVEL TO LOCAL GOVERNMENT AREA

Three year average to June 2007

Characteristics	International visitors		State average	National average	Visitor nights		State average	National average
	('000)	%			('000)	%		
First or return visit								
First	11	50	51	42	40	45	46	46
Return	11	50	49	58	49	55	54	54
Top markets								
United Kingdom	6	28	15	13	25	29	14	15
Germany	3	14	4	3	7	8	3	4
New Zealand	2	10	13	19	6	7	8	9
Other Europe	2	10	4	3	11	12	6	5
Purpose								
Holiday/leisure	19	85	59	58	59	67	32	35
Visiting friends/relatives	3	13	25	33	27	31	24	23
Business	np	np	15	16	np	np	8	6
Other	np	np	10	17	np	np	36	36
Accommodation								
Hotel, resort, motel or motor inn	10	46	58	60	21	24	15	17
Rented house, apartment, flat or unit	1	4	6	10	5	6	35	30
Caravan park or commercial camping ground	6	27	3	6	18	20	1	3
Friends or relatives property	4	17	29	37	36	41	29	27
Backpackers	1	6	12	10	3	4	8	9
Other	np	np	6	14	np	np	12	14
Top activities								
Go to the beach	19	82	66	63	-	-	-	-
Eat out	18	81	88	89	-	-	-	-
Go shopping (pleasure)	12	54	83	83	-	-	-	-
Pubs, clubs, discos etc	8	36	46	42	-	-	-	-
National Parks/State Parks	7	31	51	46	-	-	-	-
Bushwalking/rainforest walks	np	np	29	25	-	-	-	-

EUROBODALLA SHIRE

DETAILED PROFILE OF INTERNATIONAL TRAVEL TO LOCAL GOVERNMENT AREA

(continued)

Characteristics	International visitors		State average	National average	Visitor nights		State average	National average
	('000)	%			('000)	%		
Duration of visit								
1 night	11	50	5	3	-	-	-	-
2 nights	3	15	14	3	-	-	-	-
3-4 nights	3	15	24	16	-	-	-	-
5-9 nights	3	11	25	26	-	-	-	-
10 nights or more	2	9	31	51	-	-	-	-
Age								
15-24 years	3	11	17	16	18	21	37	37
25-44 years	7	32	43	43	19	21	38	37
45-64 years	10	44	32	34	34	39	19	19
65 years and over	3	13	7	8	17	19	6	6
Travel party								
Unaccompanied traveller	8	36	50	50	35	39	73	69
Adult couple	12	51	26	25	44	50	15	16
Family group - parent(s) and children	1	6	9	11	3	3	5	5
Friends and/or relatives travelling together	1	6	10	10	6	7	6	8
Other	np	np	5	4	np	np	1	1
TOTAL	23	100	100	100	88	100	100	100

EUROBODALLA SHIRE

DETAILED PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

Three year average to June 2007

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%			('000)	%		
Origin								
Interstate	302	45	32	33	1 255	51	40	48
Intrastate	374	55	68	67	1 197	49	60	52
Top markets								
Other New South Wales	196	29	33	15	635	26	29	15
Australian Capital Territory	194	29	5	2	681	28	4	2
Sydney	178	26	35	18	562	23	31	17
Melbourne	47	7	9	16	241	10	10	16
Purpose								
Holiday/leisure	470	69	42	43	1 851	76	46	47
Visiting friends/relatives	148	22	37	35	495	20	35	32
Business	36	5	18	19	64	3	13	15
Other	24	4	6	6	42	2	6	6
Accommodation								
Hotel, resort, motel or motor inn	158	23	36	36	348	14	25	27
Rented house, apartment, flat or unit	73	11	6	7	363	15	9	9
Caravan park or commercial camping ground	113	17	8	7	461	19	11	10
Friends or relatives property	201	30	42	42	699	29	42	39
Caravan or camping near road or on private property	28	4	4	4	70	3	4	4
Other	110	16	9	10	510	21	10	11
Transport								
Air	np	np	15	21	-	-	-	-
Private car	642	95	78	73	-	-	-	-
Other	27	4	8	8	-	-	-	-

EUROBODALLA SHIRE

DETAILED PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

(continued)

Characteristics	Overnight visitors		State average		National average		Visitor nights		State average		National average	
	('000)	%	%		%		('000)	%	%		%	
Top activities												
Go to the beach	391	58	24		24		-	-	-		-	
Eat out/restaurants	347	51	52		52		-	-	-		-	
Just walk or drive around	254	38	27		28		-	-	-		-	
Visiting friends/relatives	234	35	45		45		-	-	-		-	
Go shopping (pleasure)	194	29	27		29		-	-	-		-	
Pubs, clubs, discos etc	168	25	25		24		-	-	-		-	
Duration of visit												
1 night	169	25	29		28		-	-	-		-	
2 nights	185	27	27		26		-	-	-		-	
3-4 nights	163	24	24		24		-	-	-		-	
5-9 nights	116	17	15		15		-	-	-		-	
10 nights or more	44	6	5		8		-	-	-		-	
Stopovers												
Destination was only stopover	530	78	86		89		-	-	-		-	
Trip included multiple stopovers	146	22	14		11		-	-	-		-	
Age												
15-24 years	82	12	16		17		254	10	15		15	
25-44 years	253	37	37		38		895	37	33		33	
45-64 years	248	37	34		34		850	35	33		34	
65 years and over	93	14	13		12		452	18	19		18	
Lifecycle group												
Young midlife single	94	14	19		20		313	13	18		18	
Young midlife couple	83	12	13		14		254	10	11		12	
Parent with youngest child under 6	93	14	13		13		338	14	12		12	
Parent with youngest child 6 or more	168	25	22		22		623	25	19		20	
Older working	100	15	15		15		323	13	13		14	
Older non-working	133	20	18		16		588	24	26		24	



EUROBODALLA SHIRE

DETAILED PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

(continued)

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
Travel party								
Travelling alone	93	14	25	26	280	11	23	23
Adult couple	244	36	28	28	871	36	30	31
Family group - parent(s) and children	170	25	21	21	730	30	23	22
Friends/relatives travelling together	155	23	20	19	538	22	19	18
Other	np	np	6	7	np	np	5	6
Quarter returned home								
March	255	38	27	27	1 119	46	32	30
June	147	22	25	25	457	19	22	23
September	103	15	23	23	293	12	22	24
December	172	25	25	25	582	24	23	24
TOTAL	677	100	100	100	2 452	100	100	100

EUROBODALLA SHIRE

PROFILE OF DOMESTIC DAY TRAVEL TO LOCAL GOVERNMENT AREA

Three year average to June 2007

Characteristics	Domestic day visitors		State average	National average
	('000)	%	%	%
Purpose				
Holiday/leisure	316	67	52	52
Visiting friends/relatives	93	20	29	29
Other	61	13	19	19
Top activities				
Eat out/restaurants	202	43	41	40
Go to the beach	160	34	12	13
Go shopping (pleasure)	146	31	22	22
Just walk or drive around	101	22	19	19
Age				
15-44 years	253	54	53	53
45-64 years	147	31	31	32
65 years and over	69	15	15	15
Lifecycle group				
Young midlife singles and couples	173	37	32	31
Parents with children	131	28	35	35
Older working	56	12	12	13
Older non-working	106	23	21	21
TOTAL	469	100	100	100

DATA SOURCES:

Tourism Research Australia International Visitor Survey (unpublished) and National Visitor Survey (unpublished)
Australia Bureau of Statistics, ABS Business Register (unpublished)

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Publication date: March 2008
ABN 99 657 548 712