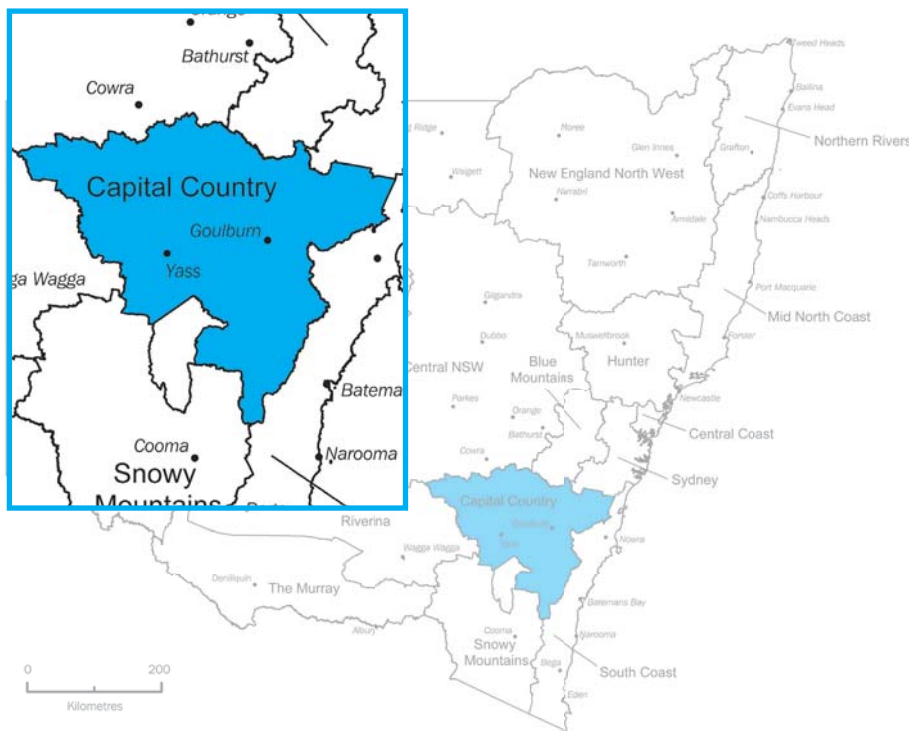




Regional Tourism Profiles 2008/09

New South Wales

Capital Country region



In 2008/09:

- \$439 million was spent by visitors in the region – 48% was by domestic day visitors
- A total of 3.1 million visitors went to the region – 71% were domestic day visitors
- 2.4 million nights were spent in the region – 89% were by domestic overnight visitors

In June 2007, there were more than 4,000 tourism-related businesses in the region:

- 50% were non-employing businesses
- 44% were micro or small businesses

Capital Country region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	213	2 183	-	-	98	-
Domestic overnight	205	863	2 151	2	238	95
International	np	19	278	14	np	np



Visitors to Capital Country region

Domestic overnight	Visitors	Nights	Share of visits	Share of nights	Average stay	International	Visitors	Nights	Share of visits	Share of nights	Average stay
	'000	'000	%	%	Nights		'000	'000	%	%	Nights
Top 3 SLAs visited*											
Wingecarribee (A)	288	634	33	29	2.2	Goulburn Mulwaree (A) - Goulburn	6	34	29	12	6.2
Goulburn Mulwaree (A) - Goulburn	160	335	19	16	2.1	Wingecarribee (A)	5	82	24	29	17.3
Young (A)	78	220	9	10	2.8	Queanbeyan (C)	3	49	14	18	17.9
Purpose of visit											
Holiday	368	841	43	39	2.3	Holiday	10	90	51	32	9.2
Visiting friends/relatives	328	947	38	44	2.9	Visiting friends/relatives	7	98	38	35	13.4
Business	123	259	14	12	2.1	Business	np	np	np	np	np
Other	48	105	6	5	2.2	Education	np	np	np	np	np
						Other	np	np	np	np	np
Top 3 accommodation											
Property of friends or relatives	356	1 047	41	49	2.9	Property of friends or relatives	7	92	36	33	13.3
Hotel, motel, serviced apartment	254	494	29	23	1.9	Rented house, apartment, flat or unit	np	np	np	np	np
Caravan or camping	124	291	14	14	2.3	Caravan or camping	3	27	17	10	8.1
Transport											
Air	np	np	np	np	np	Air	np	np	np	np	np
Drive	798	1 878	93	87	2.4	Drive	14	92	71	33	6.7
Other	39	163	5	8	4.2	Other	5	130	25	47	27.2
Experiences											
Culture and heritage	85	-	10	-	-	Culture and heritage	14	-	75	-	-
Nature based	137	-	16	-	-	Nature based	15	-	80	-	-
Indigenous	np	-	np	-	-	Indigenous	5	-	28	-	-
Food and wine	382	-	44	-	-	Food and wine	18	-	91	-	-
Top 3 information sources											
Internet	260	671	30	31	2.6	Internet	8	94	43	34	11.4
Previous visit	128	284	15	13	2.2	Friends or relatives	6	80	33	29	12.6
Friends or relatives	117	247	14	11	2.1	Travel agent	3	54	17	19	16
Top 3 visitor origins											
NSW	653	1 530	76	71	2.3	UK	4	49	22	18	11.9
Vic	87	210	10	10	2.4	NZ	4	30	20	11	7.8
ACT	58	105	7	5	1.8	Netherlands	np	np	np	np	np
Lifecycle groups											
Young/midlife single	146	392	17	18	2.7	Young/midlife single	7	179	37	64	25.4
Young/midlife couple, no kids	118	273	14	13	2.3	Young/midlife couple, no kids	2	12	12	4	4.9
Parent	275	669	32	31	2.4	Parent	3	23	18	8	6.6
Older working	119	241	14	11	2.0	Older	6	56	32	20	9.1
Older non-working	206	576	24	27	2.8						
Total domestic overnight	863	2 151	100	100	2.5	Total international	19	278	100	100	14.4
Total all visitors (including day visitors)	3 065	2 429	100	100	0.8						

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
64	1	60	76	5	6	213

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	113	62	1 088	104
Visiting friends/relatives	41	22	711	58
Business	np	np	np	np
Other	np	np	np	np

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
53	67	np	4	45	20	5	8	1	205

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	110	57	368	841	298	130	2
Visiting friends and relatives	53	28	328	947	162	56	3
Business	21	11	123	259	170	81	2
Other	np	np	np	np	np	np	np

Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	143	75	653	1 530	219	93	2
Interstate	48	25	210	621	231	78	3
Total expenditure	191	100	863	2 151	222	89	2

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

Tourism businesses 2006/07

	Employing businesses					Total employing	Non-employing businesses (includes owner/manager)	Total businesses
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)				
Tourism Characteristic Industries	147	141	72	0	360	396	756	
Tourism Connected Industries	978	579	192	6	1 755	1 686	3 441	
Total Tourism Characteristic and Connected Industries	1 125	720	264	6	2 115	2 082	4 197	

Accommodation supply (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	93	819	53.1	52
Caravan parks	16	94	49	10

Key

np Not published due to reliability concerns.

*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 - Glossary* at www.ret.gov.au/tra.

Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

b 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

Tourism Research Australia
Department of Resources, Energy and Tourism
GPO Box 1564
Canberra ACT 2601
ABN: 46 252 861 927

Contact us at tourism.research@ret.gov.au

Image: Bittangabee Bay, South Coast, NSW
Courtesy of Tourism Australia

Publication date: February 2010