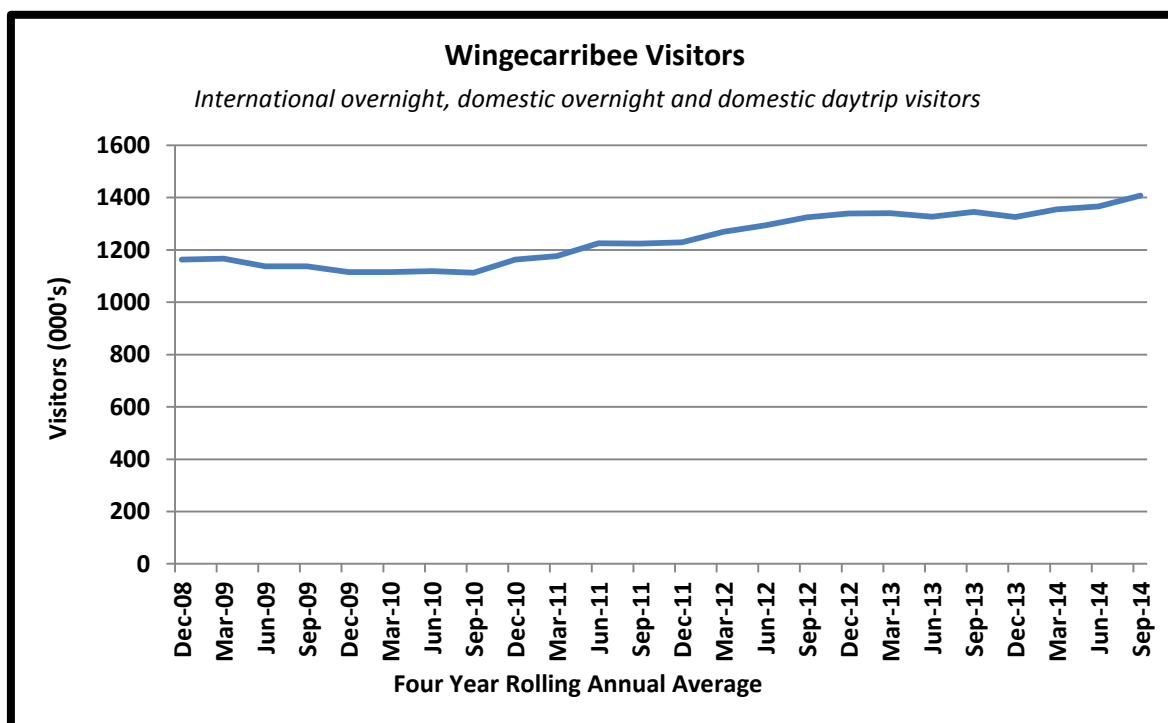


OVERVIEW

Four year annual average to the year ending September 2014

Key Measures	Wingecarribee	NSW
Total Visitors (overnight and domestic daytrip) (000's)	1,407	80,316
Total Overnight Visitors (000's)	373	28,105
Total Nights (000's)	921	154,563
Total Spend (overnight and domestic daytrip) (\$ Million)	209	26,503
Total Overnight Visitor Spend (\$ Million)	114	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	Wingecarribee	NSW
Visitors (000's)	7	2,910
Nights (000's)	94	70,300
Average Length of Stay (nights)	12.5	24.2
Expenditure (\$ Million)	5	6,488
Spend per visitor (\$)	617	2,229
Spend per night (\$)	49	92

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	3	44%	56%
VFR	3	41%	27%
Business	*	*	13%
Education	*	*	5%
Employment	*	*	3%
Other	*	*	4%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	29	31%	32%
VFR	27	29%	24%
Business	*	*	6%
Education	*	*	26%
Employment	*	*	11%
Other	*	*	1%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company car	3	46%	28%
Rental car	2	28%	6%
Long distance train (non-suburban)	1	10%	4%

Top 5 Origin Markets (visitors)	000's	LGA %	NSW %
United Kingdom	2	27%	11%
USA	1	17%	10%
New Zealand	*	*	13%
Germany	*	*	4%
Hong Kong	*	*	3%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Home of friend or relative (no payment required)	40	42%	30%
Rented house / apartment / unit / flat	*	*	42%
Educational institution (eg university)	*	*	2%
Hotel, resort, motel, motor Inn	10	11%	11%
Homestay	*	*	4%

INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2014

Travel Party (visitors)	000's	LGA %	NSW %
Unaccompanied traveller	4	58%	54%
Adult couple	2	27%	20%
Family group - parent(s) and children	*	*	10%
Friends and/ or relatives travelling together	*	*	10%
Business associates travelling together	*	*	4%
School tour group (teachers and/or students)	*	*	1%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	1	10%	18%
25 - 34 years	2	26%	26%
35 - 44 years	*	*	17%
45 - 54 years	*	*	16%
55 - 64 years	*	*	15%
65 years or over	*	*	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	Wingecarribee	NSW
Visitors (000's)	366	25,194
Nights (000's)	828	84,263
Average Length of Stay (nights)	2.3	3.3
Expenditure (\$ Million)	109	14,467
Spend per visitor (\$)	298	574
Spend per night (\$)	132	172

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	148	40%	42%
VFR	152	42%	37%
Business	40	11%	17%
Other	24	7%	6%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	344	42%	47%
VFR	346	42%	35%
Business	75	9%	13%
Other	61	7%	5%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company vehicle	313	86%	76%
Air transport	19	5%	17%
Railway	16	4%	4%

Origin (visitors)	000's	LGA %	NSW %
Sydney	187	51%	28%
Regional NSW	109	30%	41%
Total Intrastate	296	81%	68%
Victoria	30	8%	11%
Queensland	*	*	11%
ACT	20	6%	5%
Other Interstate	6	2%	4%
Total Interstate	70	19%	32%

Origin (nights)	000's	LGA %	NSW %
Sydney	380	46%	26%
Regional NSW	256	31%	36%
Total Intrastate	637	77%	62%
Victoria	79	9%	13%
Queensland	*	*	14%
ACT	49	6%	5%
Other Interstate	18	2%	7%
Total Interstate	191	23%	38%

DOMESTIC OVERNIGHT TRAVEL

Four year annual average to the year ending September 2014

Top 5 Activities (visitors)	000's	LGA %	NSW %
Eat out at restaurants	195	53%	58%
Visit friends and relatives	180	49%	49%
General sight seeing	96	26%	25%
Go shopping (pleasure)	94	26%	26%
Pubs clubs discos etc	60	16%	22%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Friends or relatives property	384	46%	39%
Hotel, resort, motel or motor Inn	224	27%	25%
Rented house, apartment, flat or unit	55	7%	10%
Own property (e.g. holiday house)	*	*	4%
Guest house or B&B	36	4%	1%

Travel Party (visitors)	000's	LGA %	NSW %
Adult couple (in a relationship sense)	130	36%	27%
Travelling with Children	79	22%	26%
Travelling alone	74	20%	26%
Friends or relatives - without children	59	16%	15%
Other	*	*	2%
Business Associates	*	*	4%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	43	12%	15%
25 - 34 years	49	13%	17%
35 - 44 years	43	12%	18%
45 - 54 years	73	20%	19%
55 - 64 years	68	19%	16%
65 years or over	90	25%	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	Wingecarribee	NSW
Visitors (000's)	1,034	52,212
Expenditure (\$ Million)	95	5,548
Spend per visitor (\$)	92	106

Purpose of Visit	000's	LGA %	NSW %
Holiday	490	47%	47%
VFR	383	37%	30%
Business	101	10%	11%
Other	60	6%	13%

Top 5 Origin Markets	000's	LGA %	NSW %
Sydney	747	72%	42%
South Coast	163	16%	9%
Capital Country	50	5%	2%
Blue Mountains	*	*	3%
Central Coast	*	*	6%

Top 5 Activities	000's	LGA %	NSW %
Eat out at restaurants	536	52%	44%
Visit friends and relatives	433	42%	36%
Go shopping (pleasure)	276	27%	21%
General sight seeing	241	23%	15%
Visit national parks or State parks	68	7%	4%

Age Group	000's	LGA %	NSW %
15 - 24 years	*	*	14%
25 - 34 years	177	17%	16%
35 - 44 years	131	13%	17%
45 - 54 years	200	19%	17%
55 - 64 years	209	20%	17%
65 years or over	236	23%	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.