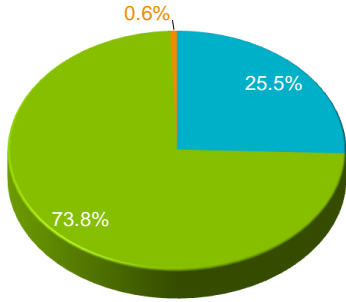


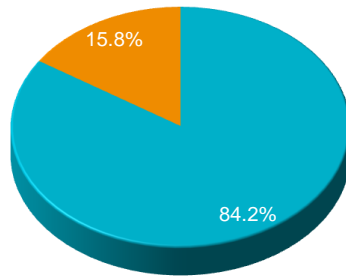
Overview

Key measures	Wingecarribee	NSW
Total visitors (overnight & daytrips) ('000)	1,232	73,759
Total nights ('000)	925	142,271
Total spend (\$million) ¹	\$182	\$23,592

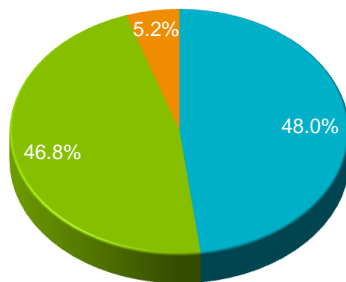
■ Domestic overnight
 ■ Domestic daytrips
 ■ International



Visitors



Nights



Expenditure

Domestic Overnight Travel

Key measures	Wingecarribee	NSW
Visitors ('000)	314	23,482
Nights ('000)	779	79,847
Average stay (nights)	2.5	3.4
Spend (\$million) ¹	\$87	\$12,487
Spend per visitor (\$)	\$278	\$532
Spend per night (\$)	\$112	\$156

Purpose of visit (visitors)	('000)	%	NSW %
Holiday	142	45.1%	43.9%
Visiting friends and relatives	123	39.1%	35.0%
Business	36	11.3%	17.5%
Other	14	4.4%	5.3%

Purpose of visit (nights)	('000)	%	NSW %
Holiday	365	46.9%	49.3%
Visiting friends and relatives	318	40.8%	33.0%
Business	67	8.6%	12.8%
Other	27	3.5%	4.6%

Top 3 transport types (visitors)	('000)	%	NSW %
Private or company vehicle	276	88.1%	77.2%
Railway	17	5.3%	3.7%
Air transport	9	2.7%	16.6%

Domestic Overnight Travel (cont)

Origin (visitors)	('000)	%	NSW %
Regional NSW	76	24.3%	39.7%
Sydney	175	55.5%	28.6%
Total intrastate	251	79.7%	68.3%
Victoria	23	7.3%	11.5%
Queensland	17	5.3%	11.0%
ACT	19	6.1%	5.0%
Other interstate	5	1.6%	4.1%
Total interstate	64	20.3%	31.7%

Origin (nights)	('000)	%	NSW %
Regional NSW	199	25.6%	35.5%
Sydney	410	52.7%	26.6%
Total intrastate	607	78.0%	62.2%
Victoria	49	6.3%	13.9%
Queensland	63	8.1%	13.3%
ACT	41	5.3%	4.2%
Other interstate	17	2.2%	6.4%
Total interstate	171	22.0%	37.8%

Top 5 activities undertaken (visitors)	('000)	%	NSW %
Eat out at restaurants	161	51.4%	56.3%
Visit friends and relatives	150	47.8%	47.0%
General sight seeing	82	26.1%	26.6%
Go shopping for pleasure	72	22.8%	26.3%
Pubs clubs discos etc	48	15.3%	22.0%

Top 5 accommodation types (nights)	('000)	%	NSW %
Friends or relatives property	334	42.9%	39.1%
Hotel, resort, motel or motor inn	212	27.3%	23.4%
Own property	52	6.7%	3.9%
Guest house or B&B	50	6.4%	1.1%
Rented house, apartment, flat or unit	49	6.4%	9.9%

Travel party (visitors)	('000)	%	NSW %
Adult couple, no children	121	38.4%	27.6%
Alone	70	22.2%	24.4%
Travelling with children	64	20.2%	27.6%
Friends or relatives, no children	45	14.2%	14.1%
Business associates	9	2.7%	4.6%
Other	7	2.2%	1.7%

Age group (visitors)	('000)	%	NSW %
15 to 24 years	22	7.0%	14.5%
25 to 34 years	37	11.9%	14.0%
35 to 44 years	54	17.1%	21.5%
45 to 54 years	52	16.7%	19.0%
55 to 64 years	69	22.0%	16.6%
65 years and over	79	25.2%	14.4%

Lifecycle grouping (visitors)	('000)	%	NSW %
Single, aged 15 to 44	38	12.2%	17.3%
Couple (no kids), aged 15 to 44	32	10.2%	10.8%
Parent, youngest child aged 14 or less	59	18.6%	28.2%
Parent, youngest child aged 15+	37	11.7%	10.0%
Working, aged 45+	52	16.5%	15.0%
Non-working, aged 45+	95	30.4%	18.4%

Domestic Daytrip Travel

Key measures	Wingecarribee	NSW	
Visitors ('000)	910	47,504	
Spend (\$million) ¹	\$85	\$4,902	
Spend per visitor (\$)	\$94	\$103	
Main purpose of trip	('000)	%	NSW %
Holiday	485	53.3%	48.7%
Visiting friends and relatives	333	36.6%	30.0%
Business	57	6.3%	10.1%
Other	34	3.8%	11.1%
Top 5 origin markets	('000)	%	NSW %
Sydney	635	69.8%	42.0%
South Coast	135	14.9%	7.8%
Canberra	53	5.8%	2.5%
Capital Country (2)	42	4.6%	2.2%
Central Coast	13	1.4%	5.9%
Top 5 activities undertaken	('000)	%	NSW %
Eat out at restaurants	475	52.2%	43.9%
Visit friends and relatives	361	39.7%	34.6%
Go shopping for pleasure	237	26.0%	21.3%
General sight seeing	232	25.5%	16.8%
Pubs clubs discos etc	71	7.7%	6.9%
Age group	('000)	%	NSW %
15 to 24 years	39	4.3%	14.4%
25 to 34 years	118	13.0%	13.4%
35 to 44 years	156	17.2%	19.6%
45 to 54 years	180	19.8%	18.1%
55 to 64 years	217	23.9%	16.8%
65 years and over	199	21.9%	17.7%
Lifecycle grouping	('000)	%	NSW %
Single, aged 15 to 44	63	6.9%	16.9%
Couple (no kids), aged 15 to 44	65	7.1%	9.1%
Parent, youngest child aged 14 or less	244	26.9%	27.5%
Parent, youngest child aged 15+	124	13.6%	9.6%
Working, aged 45+	156	17.2%	13.2%
Non-working, aged 45+	254	27.9%	23.3%

Notes and definitions

⁽¹⁾ The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions. Total LGA expenditure = per night expenditure in the tourism region x number of nights in the LGA (note: daytrip expenditure is based on visitors).

⁽²⁾ Capital Country includes: Boorowa; Goulburn Mulwaree; Harden; Palerang; Queanbeyan; Upper Lachlan; Wingecarribee; Yass Valley; and Young.

Comparability: Due to changes to local government area definitions and methodological aspects, the results in this profile may not be comparable with previously published profiles.

Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (but no more than 12 months) at a place at least 40 km from home.

Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a domestic daytrip involving a round trip for a distance of at least 50km and of a duration of at least 4 hours but not involving a night away from home (routine travel and same day travel as part of overnight travel are excluded).

International overnight visitor = an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months and stayed at least one night in the LGA.

International Overnight Travel

Key measures	Wingecarribee	NSW	
Visitors ('000)	8	2,773	
Nights ('000)	147	62,424	
Average stay (nights)	18.4	22.5	
Spend (\$million) ¹	\$9	\$6,203	
Spend per visitor (\$)	\$1,175	\$2,213	
Spend per night (\$)	\$64	\$99	
Purpose of visit (visitors)	('000)	%	NSW %
Holiday	3	40.8%	56.4%
Visiting friends and relatives	4	45.1%	24.9%
Business	np	np	15.3%
Education	1	8.0%	6.1%
Employment	np	np	1.8%
Other	np	np	3.9%
Top 5 origin markets (visitors)	('000)	%	NSW %
United Kingdom	2	27.9%	13.3%
New Zealand	2	19.8%	13.3%
USA	1	13.5%	10.6%
Germany	1	7.1%	3.8%
Canada	np	np	2.9%
Top 3 accommodation (nights)	('000)	%	NSW %
Educational institution	68	46.1%	3.6%
Home of friend or relative	58	39.5%	27.5%
Hotel, resort, motel or motor inn	6	4.1%	10.2%
Top 3 transport types (visitors)	('000)	%	NSW %
Private or company car	4	48.1%	28.4%
Rental car	2	25.9%	6.9%
Long distance train	1	10.8%	3.6%
Travel party (visitors)	('000)	%	NSW %
Unaccompanied	5	59.5%	57.2%
Adult couple	2	25.5%	21.3%
Family group	1	8.1%	8.1%
Friends or relatives	np	np	9.1%
Business associates	np	np	4.1%
School group	np	np	0.1%
Age group (visitors)	('000)	%	NSW %
15 to 24 years	1	14.9%	18.8%
25 to 34 years	1	16.7%	24.8%
35 to 44 years	1	12.7%	17.4%
45 to 54 years	1	15.3%	17.2%
55 to 64 years	2	23.7%	14.8%
65 years and over	1	16.8%	6.9%

Further information

Please refer to the following websites for further information on

- travel to other local government areas in NSW:
www.destinationnsw.com.au/LocalAreaProfiles.
- tourist accommodation in local government areas in NSW:
www.destinationnsw.com.au/tourism/research-and-reports.
- detailed profiles on travel to tourism regions in NSW:
www.destinationnsw.com.au/tourism/research-and-reports.