



# WINGECARRIBEE TOURISM SNAPSHOT

A SUMMARY OF IMPORTANT DATA ABOUT TOURISM IN THE WINGECARRIBEE LOCAL GOVERNMENT AREA.



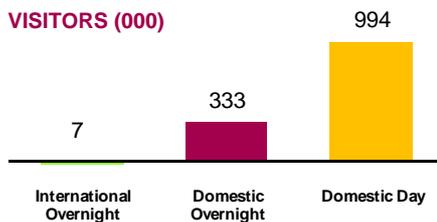
## Value of Tourism in the Wingecarribee:

- ▶ Each year the Wingecarribee hosts approximately 1.3 million visitors.
- ▶ These visitors spend approximately \$200 million each year.
- ▶ This expenditure supports around 2,330 full time equivalent jobs.

**THESE JOB ESTIMATES MAKE TOURISM ONE OF THE LARGEST EMPLOYER INDUSTRIES IN THE WINGECARRIBEE.**

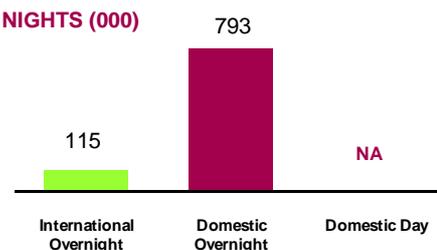
## Overall Wingecarribee Tourism Profile:

### VISITORS (000)



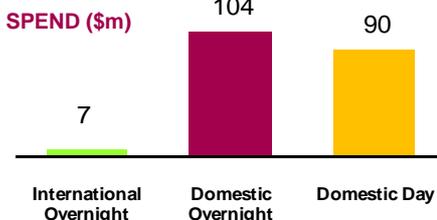
- ▶ The total number of visitors that come to the Wingecarribee LGA each year is in the order of 1.33million (not including international day visitors).
- ▶ Most visitors are domestic (ie Australians traveling within Australia). Almost 1million domestic day visitors and over 3300,000 domestic overnight visitors come to the Wingecarribee each year.
- ▶ A very broad estimate of international day visitors has been made but not included in the chart given the nature of the estimate. Including this estimate would see the total increase to around 1.37million.

### NIGHTS (000)



- ▶ The total number of nights spent by visitors in the Wingecarribee LGA in a typical year is in the order of 900,000.
- ▶ Domestic visitors that spend at least one night account for the large majority (almost 90%) emphasising the overall importance of domestic overnight visitors.
- ▶ International visitors that stay overnight average 115,000 p.a. however it should be noted that the nature of the data means that this estimate is subject to higher variation than the domestic figure.

### SPEND (\$m)



- ▶ Each year, visitors spend around \$200 million dollars in the Wingecarribee (not including spending by international day visitors).
- ▶ Domestic visitors account for most of the spending. in an average year domestic overnight visitors spend around \$104m and day visitors approximately \$90m.
- ▶ International overnight visitors spend around \$7m each year however a very broad estimate of spending by international day visitors would see international spending rise to around \$10m and the total Wingecarribee figure to approximately \$204m.

## Important Characteristics about Wingecarribee Domestic Overnight Visitors:

**ORIGIN:** Sydney stands out as THE major source region of domestic overnight visitors for the Wingecarribee accounting for over half (56%) of the total. Canberra and the South Coast account for around 6% each, with a small number of other regions contributing between 2-3%: Hunter, Mid North Coast, Melbourne, Central Coast, Brisbane, Central NSW and Capital Country itself.

**PURPOSE OF TRIP:** Almost half of the domestic overnight visitors (47%) are on a trip with "Holiday/Leisure" as the main purpose. A significant but slightly lower percentage (37%) are on a "Visiting Friends or Relatives" trip and a further 13% on a trip with "Business" as the main purpose.

**AGE:** Two major age groups account for around 70% of all domestic overnight visitors: 45-64 (37%) and 25-44 (33%). Just under 20% are over 65 years of age with the remainder in the age bracket of 15-24.

**GENDER:** Domestic overnight visitors are a little more likely to be female rather than male (55% female vs 45% male).

**SINGLE OR MULTI-DESTINATION TRIP:** Wingecarribee overnight visitors are far more likely to be on a trip with a single destination (i.e. in this case Wingecarribee). These single-destination visitors account for almost eight out of every 10 visitors.

**TYPE OF TRAVEL PARTY:** Adult Couples are the stand-out travel party type accounting for almost four in 10 visitors. Those traveling alone (22%) are marginally ahead of "Family Groups i.e. parents and children" (17%) and "Friends or relatives traveling together - without children" (14%). These four travel party types heavily dominate the profile—accounting for just over 90% of domestic overnight visitors.

**WHAT THEY DO:** Over eight out of every 10 (84%) visitors undertake activities in the category of "Social and other". have increased in importance (uptake of 87%). This is followed by activities in the category "Outdoor or nature" (32% visitor uptake) and "Sports/Active Outdoor" (23%). Activities in the category "Arts/Heritage/Festivals" have an uptake rate just under 20%.

**Data Sources:** Tourism Research Australia: 1. National Visitor Survey 1998-2011 2. International Visitor Survey 1999-2011, 3. Tourism Profiles for Local Government Areas in Regional Australia (New South Wales) 2008. Department of Industry Tourism and Resources: Tourism Impact Model for Australian Local Government (2006).

**Cautions:** All data are estimates—not actual. They are subject to sample survey error and modeling assumptions. It is therefore ESSENTIAL that the data be treated as indicative estimates with varying levels of sample survey error. Detailed information about the sources can be obtained from the data source providers noted above. This caution is essential information for any person or organisation that is exposed to the information.