

SOUTHERN HIGHLANDS TOURISM SNAPSHOT

Tourism benefits the local visitor economy in a number of ways. What our visitors spend supports thousands of jobs that would otherwise not exist. Tourism also plays a fundamental role in shaping the image of the Highlands. This image not only influences whether or not the Highlands is chosen as a place to visit, it also influences whether the Highlands is chosen as a place to do business, live or invest.

TOURISM IN THE YEAR ENDING JUNE 2016

1.7 
MILLION
VISITORS

1.2 
MILLION
VISITOR NIGHTS

\$261 
MILLION
VISITOR EXPENDITURE

This visitor expenditure supported almost **2,500 JOBS!**

DOMESTIC VISITOR SPEND

DOMESTIC OVERNIGHT VISITORS

\$166
MILLION
TOTAL
EXDENITURE

\$324
PER VISIT

\$170
PER NIGHT

\$70
MILLION

Restaurant & Takeaway Meals



\$14
MILLION

Groceries for Self Contained Accomodation



DOMESTIC DAY VISITORS

\$188
MILLION
TOTAL
EXDENITURE

\$78
PER VISIT

\$30
MILLION

Shopping
(other than food & drinks)



\$15
MILLION

Alcohol & drinks
(not included above)



International overnight visitors spent approximately **\$7.3 million** in the year ending June 2016 This represents **\$660** per visit.

No estimates are available for international day visitor spend.

SOURCES & NOTES: Visitor and visitor nights estimates have been drawn from Tourism Research Australia's (TRA) National Visitor Survey and International Visitor Survey (unpublished data) for the year ending June 2016. Expenditure estimates are also sourced from TRA. This data relates specifically to the Wingecarribee Local Government Area. Jobs estimates are full time equivalent (FTE). They as estimated using Wingecarribee expenditure data for 2015/16 in combination with expenditure to employment ratios implicit in the Capital Country Tourism Satellite Account 2013/14 (TRA & Destination NSW). All data is subject to sample error and other modelling assumptions.

Copywrite for all TRA data remains with the Commonwealth of Australia and cannot be sold.

Destination 
Southern
Highlands®

SOUTHERN HIGHLANDS TOURISM SNAPSHOT

OUR VISITORS IN THE YEAR ENDING JUNE 2016

DOMESTIC OVERNIGHT VISITORS

512,000
VISITORS

976,000
NIGHTS

INTERNATIONAL OVERNIGHT VISITORS

11,100
VISITORS

187,000
NIGHTS

DOMESTIC DAY VISITORS

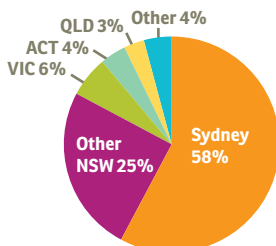
1.13 MILLION

INTERNATIONAL DAY VISITORS

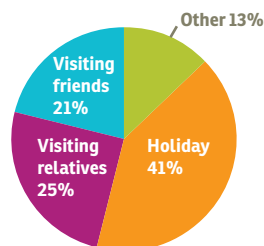
APPROX* 34,000 VISITORS

Domestic visitors are by far the most important for the Southern Highlands. They typically account for 98% of total visitors. The Southern Highlands is suitable for both overnight visits and day trips for a range of purposes. Throughout the year the same people can therefore visit on both types of trip. This helps strengthen the 'destination bond' with the Highlands and is a reminder that day visitors may be the same people that stay overnight on other trips.

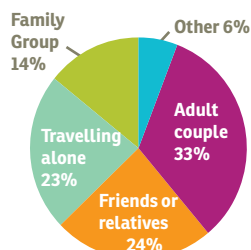
DOMESTIC OVERNIGHT VISITOR PROFILE



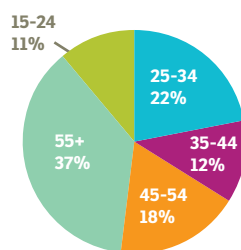
ORIGIN



PURPOSE



TRAVEL PARTY



AGE GROUP

LENGTH OF STAY: Average 2 nights with 24% staying 3 nights or more

HOUSEHOLD INCOME: 63% earn \$100K p.a. or more

EMPLOYMENT STATUS: 48% working full time: 20% working part time 20% retired

TOP ACTIVITIES: 59% Eat out/dine at a restaurant/cafe
28% Sightseeing
23% Shopping for pleasure

GENDER: 52% Female 48% Male

TRIP DESTINATIONS: 82% Wingecarribee LGA the only overnight destination for of visitors use

DOMESTIC DAY VISITOR PROFILE

MAIN ORIGIN: Sydney (70%)

AGE: 55+ (53%), 35-54 (25%), <35 (22%)

TOP ACTIVITIES: Eating out, sightseeing, shopping

INTERNATIONAL VISITOR PROFILE

MAIN ORIGINS: UK (23%), USA (19%), NZ (12%)

AGE: 55+ (33%), 35-54 (38%), <29 (29%)

TOP ACTIVITIES: VFR (49%), Holiday (40%), Other (11%)

Expenditure category estimates represent the combined spend of domestic overnight visitors and domestic day visitors. Domestic overnight visitor category expenditure assumes the spend profile of visitors that spend all trip nights in the Wingecarribee Local Government Area (82% of total) is the same as all domestic overnight visitors. Both domestic overnight and domestic day visitor spend has been discounted to estimate the trip spend that may have occurred outside of the Wingecarribee Local Government Area. *International day visitor estimate is based on the relationship between international visitors that visited the 'Southern Highlands' in the year 2005 and those who stayed overnight in the Wingecarribee Local Government Area in the same year. This relationship has been applied to 2015/16 overnight visitor data.