



# LOCAL GOVERNMENT AREA PROFILES, 2018\*

## CESSNOCK (C), NEW SOUTH WALES

AREA POPULATION^: 59,101



TOURISM BUSINESSES^	TOTAL
Non-employing	226
1 to 4 employees	164
5 to 19 employees	87
20 or more employees	34
<b>Total</b>	<b>506</b>

### TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	3	13
New Zealand	np	np
United States of America	np	np

## KEY TOURISM METRICS FOR CESSNOCK (C)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	11	443	608	1,062
Nights ('000)	81	982	-	1,062
Average stay (nights)	7	2	-	2
Spend (\$m)	5	257	80	341
Average spend per trip (\$)	408	580	131	321
Average spend per night (\$)	58	261	-	246
Average spend (commercial accommodation) per night (\$)	99	334	-	327



## TOURISM STATISTICS FOR CESSNOCK (C)

VISITORS TO CESSNOCK (C)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
<b>Reason (visitors '000)</b>				
Holiday	8	263	360	630
Visiting friends or relatives	3	138	191	331
Business	np	30	np	np
Other	np	np	np	np
<b>Travel party type (visitors '000)</b>				
Unaccompanied	5	58	-	63
Couple	5	159	-	163
Family group	np	71	-	np
Friends/relatives travelling together	np	133	-	np
<b>Accommodation (nights '000)</b>				
Hotel or similar	8	432	-	440
Home of friend or relative	34	241	-	274
Commercial camping/caravan park	np	np	-	np
Backpacker	np	np	-	np
Other	37	282	-	318

## KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2018^

Visitors ('000)	8,524	105,600	206,051	320,174
Percentage change	▲ 5	▲ 9	▲ 7	▲ 8
Nights ('000)	273,793	376,087	-	649,881
Percentage change	▲ 4	▲ 7	-	▲ 6
Average stay (nights)	32	4	-	6
Percentage change	■ -1	▼ -1	-	▼ -2
Spend (\$m)	43,918	72,705	22,526	139,150
Percentage change	▲ 7	▲ 13	▲ 10	▲ 11

## KEY TOURISM METRICS FOR NEW SOUTH WALES, 2018^

Visitors ('000)	4,370	34,554	61,718	100,642
Percentage change	▲ 3	▲ 9	▲ 7	▲ 7
Nights ('000)	96,204	107,413	-	203,617
Percentage change	▲ 2	▲ 7	-	▲ 5
Average stay (nights)	22	3	-	5
Percentage change	■ -1	▼ -2	-	▼ -3
Spend (\$m)	10,729	21,095	6,935	38,759
Percentage change	▲ 4	▲ 13	▲ 13	▲ 11

\* Data is based on a four year average from 2015 to 2018.

'np' = the estimate is unreliable and cannot be published. '-' = not available.

^ Data for 2018. Percentage change: compares previous year data.

Note: Data may not match totals due to rounding. For the purposes of confidentiality, Tourism Businesses data has been perturbed, therefore data may not match totals.

Sources:

Regional Population Growth - cat. no. 3218.0, ABS.

Counts of Australian Businesses - cat. no. 8165.0, ABS.

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