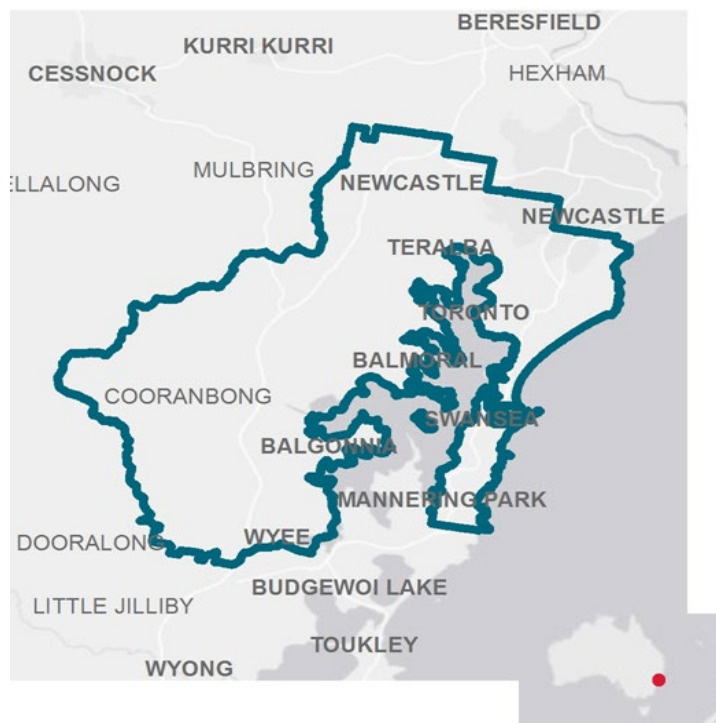




LOCAL GOVERNMENT AREA PROFILES, 2018*

LAKE MACQUARIE (C), NEW SOUTH WALES

AREA POPULATION^: 204,914



TOURISM BUSINESSES^	TOTAL
Non-employing	703
1 to 4 employees	574
5 to 19 employees	316
20 or more employees	68
Total	1,660

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	2	28
New Zealand	np	np
United States of America	np	np

KEY TOURISM METRICS FOR LAKE MACQUARIE (C)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	11	355	859	1,225
Nights ('000)	174	892	-	1,065
Average stay (nights)	16	3	-	3
Spend (\$m)	9	97	81	187
Average spend per trip (\$)	876	273	94	153
Average spend per night (\$)	53	109	-	100
Average spend (commercial accommodation) per night (\$)	105	181	-	171

TOURISM STATISTICS FOR LAKE MACQUARIE (C)

VISITORS TO LAKE MACQUARIE (C)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	4	131	430	565
Visiting friends or relatives	6	170	257	432
Business	np	35	np	np
Other	np	np	123	np
Travel party type (visitors '000)				
Unaccompanied	6	110	-	115
Couple	3	121	-	124
Family group	np	50	-	np
Friends/relatives travelling together	np	65	-	np
Accommodation (nights '000)				
Hotel or similar	np	94	-	np
Home of friend or relative	122	493	-	615
Commercial camping/caravan park	np	95	-	np
Backpacker	np	np	-	np
Other	38	206	-	244

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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