



LOCAL GOVERNMENT AREA PROFILES, 2018*

MAITLAND (C), NEW SOUTH WALES

AREA POPULATION[^]: 83,203



TOURISM BUSINESSES [^]	TOTAL
Non-employing	309
1 to 4 employees	206
5 to 19 employees	150
20 or more employees	46
Total	711

TOP INTERNATIONAL MARKETS

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

KEY TOURISM METRICS FOR MAITLAND (C)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	5	142	531	678
Nights ('000)	170	347	-	517
Average stay (nights)	35	2	-	4
Spend (\$m)	4	43	56	104
Average spend per trip (\$)	897	306	105	153
Average spend per night (\$)	25	125	-	92
Average spend (commercial accommodation) per night (\$)	np	188	-	np

TOURISM STATISTICS FOR MAITLAND (C)

VISITORS TO MAITLAND (C)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	np	31	211	np
Visiting friends or relatives	3	79	149	230
Business	np	np	np	np
Other	np	np	107	np
Travel party type (visitors '000)				
Unaccompanied	3	45	-	49
Couple	np	46	-	np
Family group	np	np	-	np
Friends/relatives travelling together	np	np	-	np
Accommodation (nights '000)				
Hotel or similar	np	53	-	np
Home of friend or relative	138	235	-	372
Commercial camping/caravan park	np	np	-	np
Backpacker	np	np	-	np
Other	np	np	-	np

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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