



LOCAL GOVERNMENT AREA PROFILES, 2018*

PORT STEPHENS (A), NEW SOUTH WALES

AREA POPULATION[^]: 72,695



TOURISM BUSINESSES [^]	TOTAL
Non-employing	243
1 to 4 employees	198
5 to 19 employees	165
20 or more employees	31
Total	637

TOP INTERNATIONAL MARKETS

COUNTRY OF RESIDENCE	VISITORS ('000)	NIGHTS ('000)
United Kingdom	6	19
Korea	3	7
Germany	3	8

KEY TOURISM METRICS FOR PORT STEPHENS (A)

	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Visitors ('000)	37	666	751	1,454
Nights ('000)	141	2,163	-	2,304
Average stay (nights)	4	3	-	3
Spend (\$m)	11	452	70	533
Average spend per trip (\$)	299	680	93	367
Average spend per night (\$)	79	209	-	201
Average spend (commercial accommodation) per night (\$)	105	212	-	207

TOURISM STATISTICS FOR PORT STEPHENS (A)

VISITORS TO PORT STEPHENS (A)	INTERNATIONAL	DOMESTIC OVERNIGHT	DOMESTIC DAY	TOTAL
Reason (visitors '000)				
Holiday	32	454	468	954
Visiting friends or relatives	4	165	207	376
Business	np	29	np	np
Other	np	np	np	np
Travel party type (visitors '000)				
Unaccompanied	14	85	-	98
Couple	11	222	-	233
Family group	6	161	-	167
Friends/relatives travelling together	5	181	-	186
Accommodation (nights '000)				
Hotel or similar	28	498	-	526
Home of friend or relative	51	564	-	615
Commercial camping/caravan park	11	365	-	376
Backpacker	5	np	-	np
Other	46	736	-	782

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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