

# Tourism Profiles for Local Government Areas in Regional Australia New South Wales

## COROWA SHIRE

### SUMMARY OF INTERNATIONAL AND DOMESTIC TRAVEL TO LOCAL GOVERNMENT AREA

Three or four year average to June 2007

	International	Domestic overnight	Domestic day
Visitors ('000)	np	123	np
Visitor nights ('000)	np	433	-
Spend (\$million)	np	46	np
Average stay (nights)	np	3.5	-
Average spend per trip (\$)	np	376	np
Average spend per night (\$)	np	107	-
<b>State average</b>			
Average stay (nights)	19.0	3.4	-
Average spend per trip (\$)	1 849	429	97
Average spend per night (\$)	99	125	-
<b>National average</b>			
Average stay (nights)	28.6	3.9	-
Average spend per trip (\$)	2 758	498	94
Average spend per night (\$)	97	126	-

### SUMMARY OF TOURISM BUSINESSES IN LOCAL GOVERNMENT AREA

As at June 2007

Tourism businesses	Number	%	State average %	National average %
Non-employing businesses	96	32	50	50
Micro businesses (1-4 employees)	111	37	29	27
Small businesses (5-19 employees)	69	23	15	16
Medium to large businesses (20 or more employees)	27	9	6	7
<b>TOTAL BUSINESSES</b>	303	100	100	100

# COROWA SHIRE

## BASIC PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

Four year average to June 2007

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>Origin</b>								
Interstate	95	77	32	33	348	80	40	48
Intrastate	29	23	68	67	86	20	60	52
<b>Top markets</b>								
Melbourne	66	53	9	16	243	56	10	16
Other New South Wales	26	21	33	15	80	18	30	15
<b>Purpose</b>								
Holiday/leisure	80	64	42	43	288	66	46	47
Visiting friends/relatives	36	30	37	35	106	24	36	33
Other	np	np	24	24	np	np	19	21
<b>Accommodation</b>								
Hotel, resort, motel or motor inn	50	41	35	35	105	24	25	26
Friends or relatives property	36	29	43	43	107	25	43	40
Caravan park, caravan, camping	29	23	12	12	179	41	15	14
Other	np	np	15	17	np	np	18	20
<b>Transport</b>								
Private car	114	92	78	74	-	-	-	-
Other	np	np	23	28	-	-	-	-
<b>Top activities</b>								
Eat out/restaurants	75	61	50	51	-	-	-	-
Pubs, clubs, discos etc	60	48	25	24	-	-	-	-
Visiting friends/relatives	48	39	45	45	-	-	-	-
Just walk or drive around	40	32	27	28	-	-	-	-
<b>Duration of visit</b>								
1-2 nights	70	57	57	54	-	-	-	-
3-4 nights	32	26	23	23	-	-	-	-
5 nights or more	21	17	20	23	-	-	-	-
<b>Stopovers</b>								
Destination was only stopover	93	75	85	89	-	-	-	-
Trip included multiple stopovers	30	25	15	11	-	-	-	-

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## BASIC PROFILE OF DOMESTIC OVERNIGHT TRAVEL TO LOCAL GOVERNMENT AREA

(continued)

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>Age</b>								
15-44 years	47	38	54	55	173	40	48	49
45-64 years	45	36	34	34	133	31	34	34
65 years and over	32	26	12	11	127	29	18	18
<b>Lifecycle group</b>								
Young midlife singles and couples	33	26	33	34	103	24	29	30
Parents with children	28	22	35	35	112	26	32	32
Older working	25	20	14	15	62	14	13	14
Older non-working	38	31	17	16	157	36	25	25
<b>Travel party</b>								
Travelling alone	20	16	25	26	56	13	23	23
Adult couple	48	39	28	28	158	36	30	31
Family and/or friends/ relatives	44	36	41	40	197	45	42	40
Other	np	np	6	7	np	np	5	6
<b>TOTAL</b>	123	100	100	100	433	100	100	100

### DATA SOURCES:

Tourism Research Australia International Visitor Survey (unpublished) and National Visitor Survey (unpublished)  
Australia Bureau of Statistics, ABS Business Register (unpublished)

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