

VISITATION OVERVIEW

1.4 MILLION

TOTAL VISITORS

200K

DOMESTIC OVERNIGHT VISITORS

1.1 MILLION

DOMESTIC DAYTRIP VISITORS

70K

INTERNATIONAL OVERNIGHT VISITORS

DOMESTIC OVERNIGHT VISITORS



VISITING FRIENDS & RELATIVES



STAY WITH FRIENDS OR RELATIVES



TRAVEL ALONE

2.5 NIGHTS

AVERAGE LENGTH OF STAY

\$302

AVERAGE SPEND PER NIGHT



DOMESTIC DAYTRIP VISITORS



VISITING FRIENDS & RELATIVES



VISITING FOR A HOLIDAY



AGED 25-29 YEARS OF AGE



MALE VISITORS

\$112

AVERAGE SPEND PER TRIP



INTERNATIONAL OVERNIGHT VISITORS



VISITING FRIENDS & RELATIVES



STAY WITH FRIENDS AND RELATIVES



TRAVEL ALONE



AGED 55-59 YEARS OF AGE

\$119

AVERAGE SPEND PER NIGHT

VISITING
VISIT FRIENDS
& FAMILY

VISITING
FOR A HOLIDAY/
LEISURE

VISITING
FOR BUSINESS
REASONS



TRAVEL
PARTY

46%

TRAVEL ALONE

25%

ADULT COUPLES

35%

ADULT COUPLES

27%

FRIENDS AND/OR
RELATIVES

72%

TRAVEL ALONE



ACCOMMODATION

93%

STAY WITH FRIENDS &
RELATIVES

3%

STAY IN HOTELS/
MOTELS

37%

STAY WITH FRIENDS &
RELATIVES

29%

STAY IN HOTELS/
MOTELS

45%

STAY WITH FRIENDS &
RELATIVES

24%

STAY IN HOTELS/
MOTELS



ACTIVITIES

43%

EAT OUT AT
RESTAURANTS

21%

GO SHOPPING
FOR PLEASURE

56%

EAT OUT AT
RESTAURANTS

21%

VISIT A PUBLIC
GARDEN

44%

EAT OUT AT
RESTAURANTS

7%

VISIT PUBS
AND CLUBS



AVERAGE
STAY

3.9

NIGHTS

3.0

NIGHTS

2.2

NIGHTS