

**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