



SNAPSHOT BYRON BAY VISITOR ECONOMY

Key results for YE December 2019

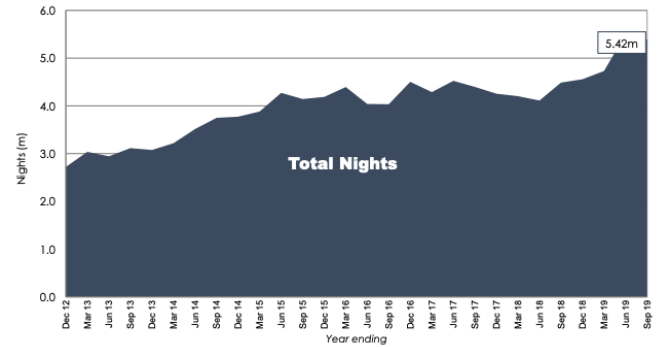
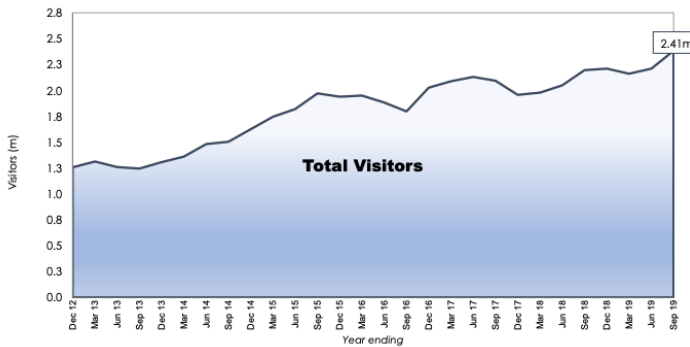
TOTAL VISITORS: 2.41 million **NEW RECORD**

UP 9.0% year-on-year

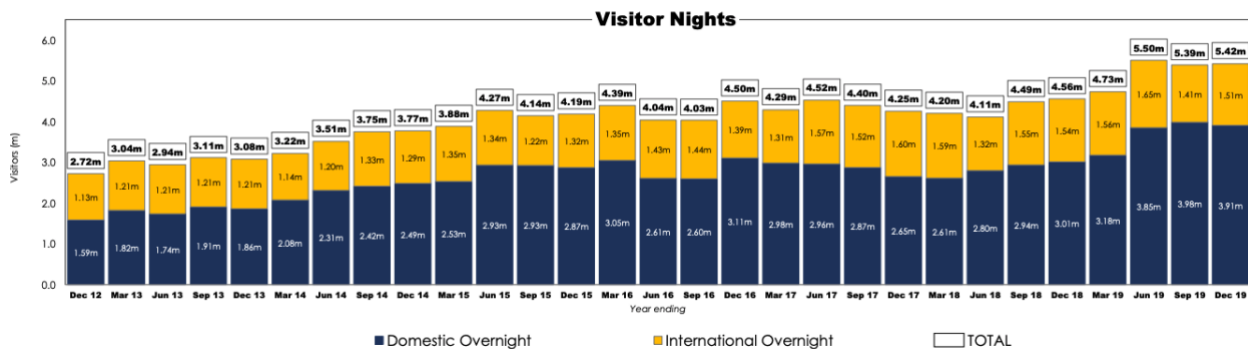
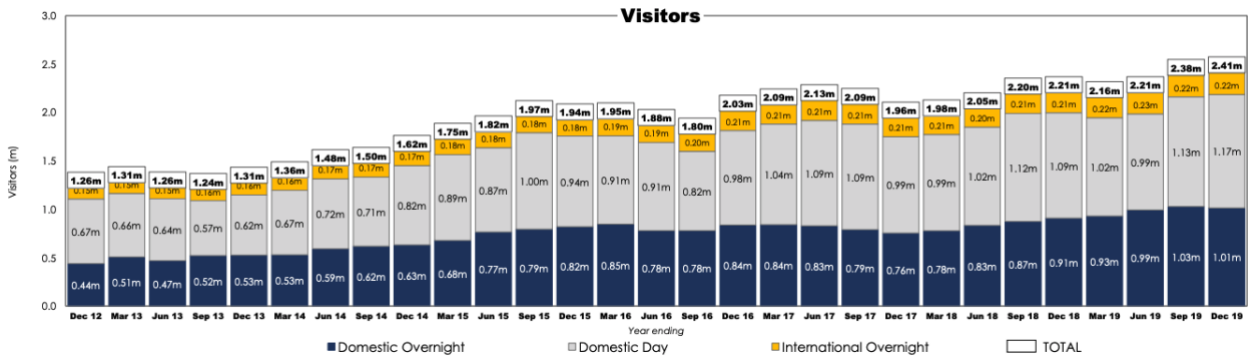
TOTAL NIGHTS: 5.42 million

UP 18.9% year-on-year.

Total estimated gross expenditure: \$883million



VISITOR & VISITOR NIGHTS BREAKDOWNS

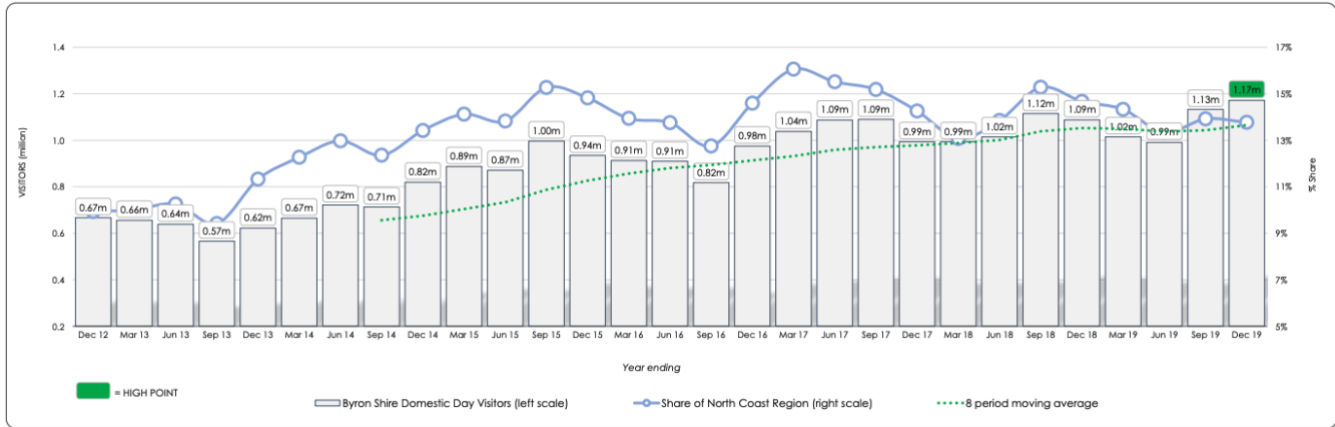


This report was commissioned by Destination Byron on behalf of its members to support their approach to a 'sustainable & responsible' visitor economy in the Byron Shire

more information email: info@destinationbyron.com.au

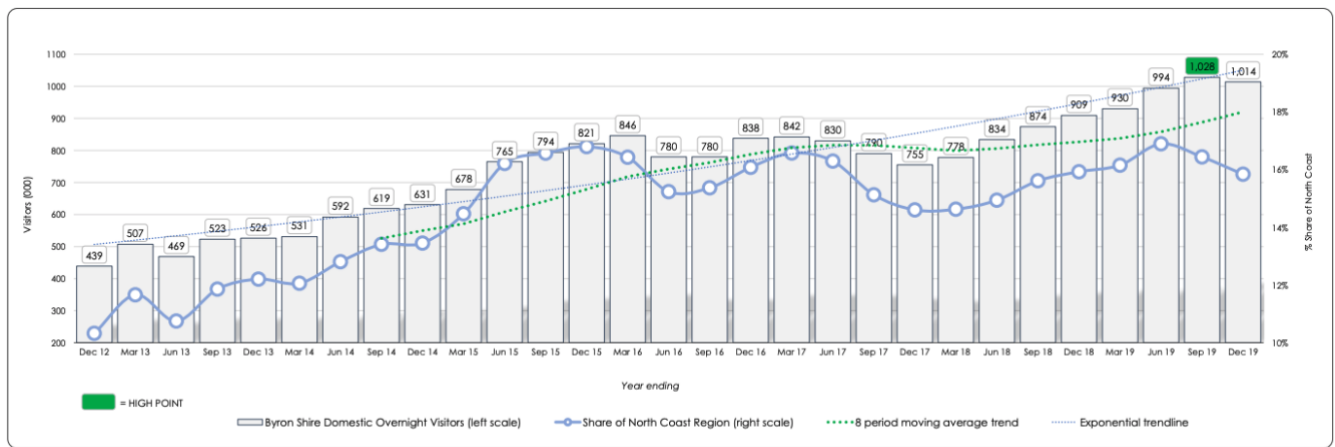
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DOMESTIC DAY VISITORS



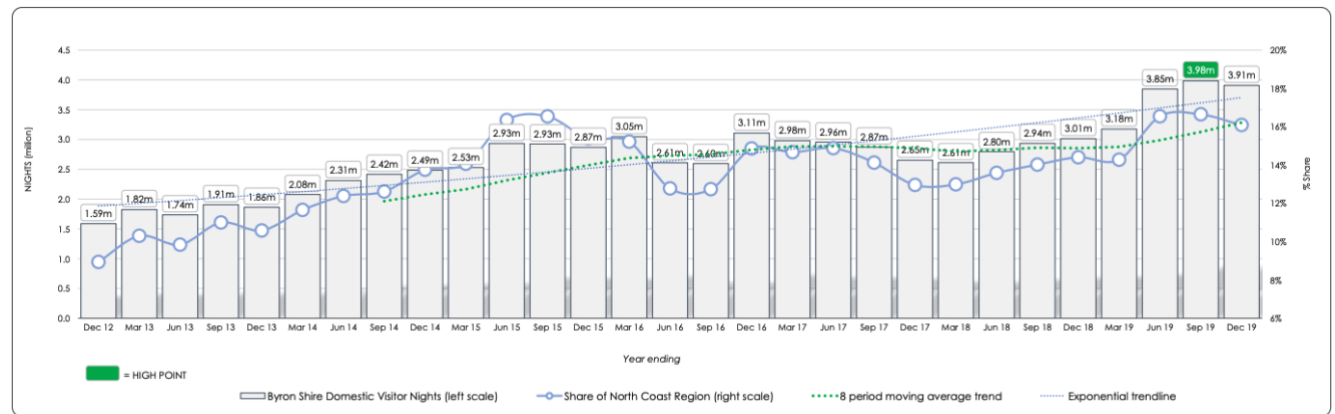
Source: Data-extracted from Tourism Research Australia's National Visitor Survey dataset. All data, the differences between data points, and percentage share calculations are subject to sample survey error.

DOMESTIC OVERNIGHT VISITORS

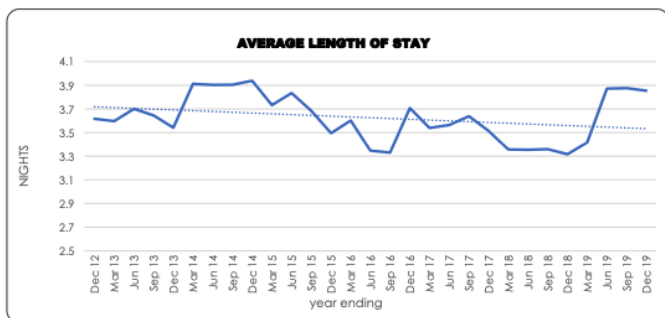


Source: Data-extracted from Tourism Research Australia's National Visitor Survey dataset. All data, the differences between data points and percentage share calculations are subject to sample survey error.

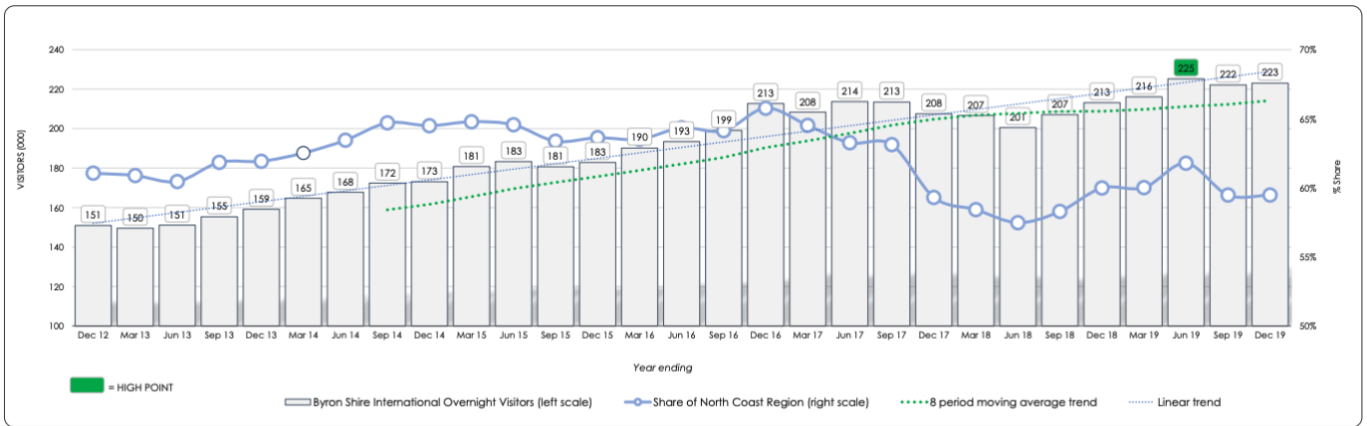
DOMESTIC VISITOR NIGHTS



Source: Data-extracted from Tourism Research Australia's National Visitor Survey dataset. All data, the differences between data points and percentage share calculations are subject to sample survey error.

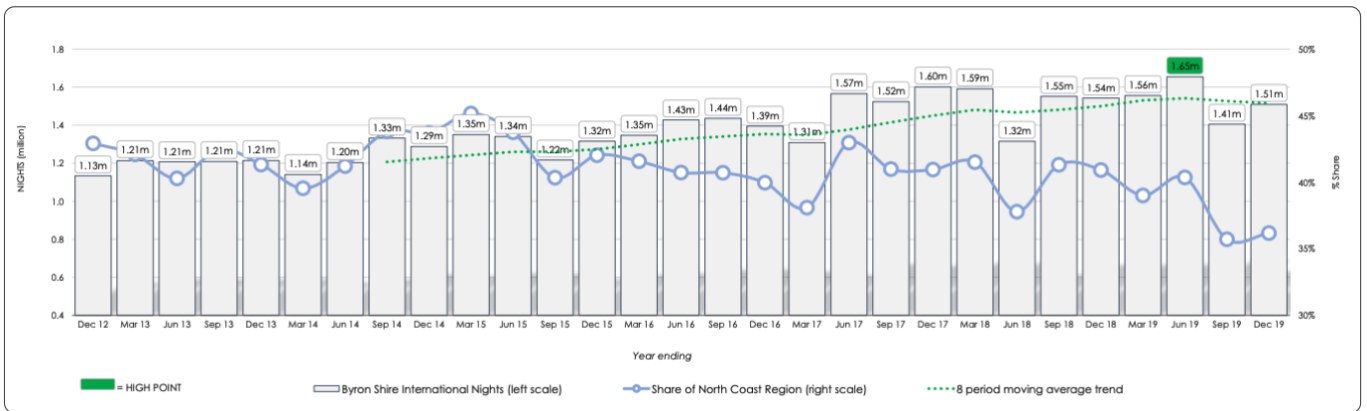


INTERNATIONAL OVERNIGHT VISITORS



Source: Data extracted from Tourism Research Australia's International Visitor Survey dataset. All data, the differences between data points, and percentage share calculations are subject to sample survey error.

INTERNATIONAL VISITOR NIGHTS



Source: Data extracted from Tourism Research Australia's International Visitor Survey dataset. All data, the differences between data points, and percentage share calculations are subject to sample survey error.

