

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

## CITY OF LITHGOW

### 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	181
Visitor nights ('000)	np	294	-
Spend (\$million)	np	27	12
Average stay (nights)	np	2.4	-
Average spend per trip (\$)	np	217	68
Average spend per night (\$)	np	91	-
<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	198	46	50	50
Micro businesses (1-4 employees)	129	30	29	27
Small businesses (5-19 employees)	78	18	15	16
Medium to large businesses (20 or more employees)	30	7	6	7
<b>TOTAL BUSINESSES</b>	435	100	100	100

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

Three year average to June 2007

Characteristics	Overnight visitors		State average	National average	Visitor nights		State average	National average
	('000)	%	%	%	('000)	%	%	%
<b>Origin</b>								
Interstate	20	17	32	33	43	15	40	48
Intrastate	102	83	68	67	251	85	60	52
<b>Top markets</b>								
Sydney	67	54	35	18	137	47	31	17
Other New South Wales	35	29	33	15	114	39	30	15
<b>Purpose</b>								
Holiday/leisure	53	43	42	43	122	41	46	47
Visiting friends/relatives	42	34	37	35	129	44	36	33
Other	29	24	24	24	43	15	19	21
<b>Accommodation</b>								
Hotel, resort, motel or motor inn	35	29	35	35	61	21	25	26
Friends or relatives property	46	37	43	43	147	50	43	40
Caravan park, caravan, camping	26	21	12	12	50	17	15	14
Other	16	13	15	17	36	12	18	20
<b>Transport</b>								
Private car	105	86	78	74	-	-	-	-
Other	18	15	23	28	-	-	-	-
<b>Top activities</b>								
Visiting friends/relatives	49	40	45	45	-	-	-	-
Eat out/restaurants	47	38	50	51	-	-	-	-
Just walk or drive around	29	24	27	28	-	-	-	-
Pubs, clubs, discos etc	26	21	25	24	-	-	-	-
<b>Duration of visit</b>								
1-2 nights	83	68	57	54	-	-	-	-
3-4 nights	28	23	23	23	-	-	-	-
5 nights or more	np	np	20	23	-	-	-	-
<b>Stopovers</b>								
Destination was only stopover	101	83	85	89	-	-	-	-
Trip included multiple stopovers	21	17	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	65	53	54	55	145	49	48	49
45-64 years	40	32	34	34	93	32	34	34
65 years and over	19	15	12	11	56	19	18	18
<b>Lifecycle group</b>								
Young midlife singles and couples	40	32	33	34	97	33	29	30
Parents with children	44	36	35	35	94	32	32	32
Older working	18	15	14	15	34	12	13	14
Older non-working	20	16	17	16	68	23	25	25
<b>Travel party</b>								
Travelling alone	35	29	25	26	103	35	23	23
Adult couple	30	25	28	28	61	21	30	31
Family and/or friends/ relatives	44	35	41	40	109	37	42	40
Other	np	np	6	7	np	np	5	6
<b>TOTAL</b>	123	100	100	100	294	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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