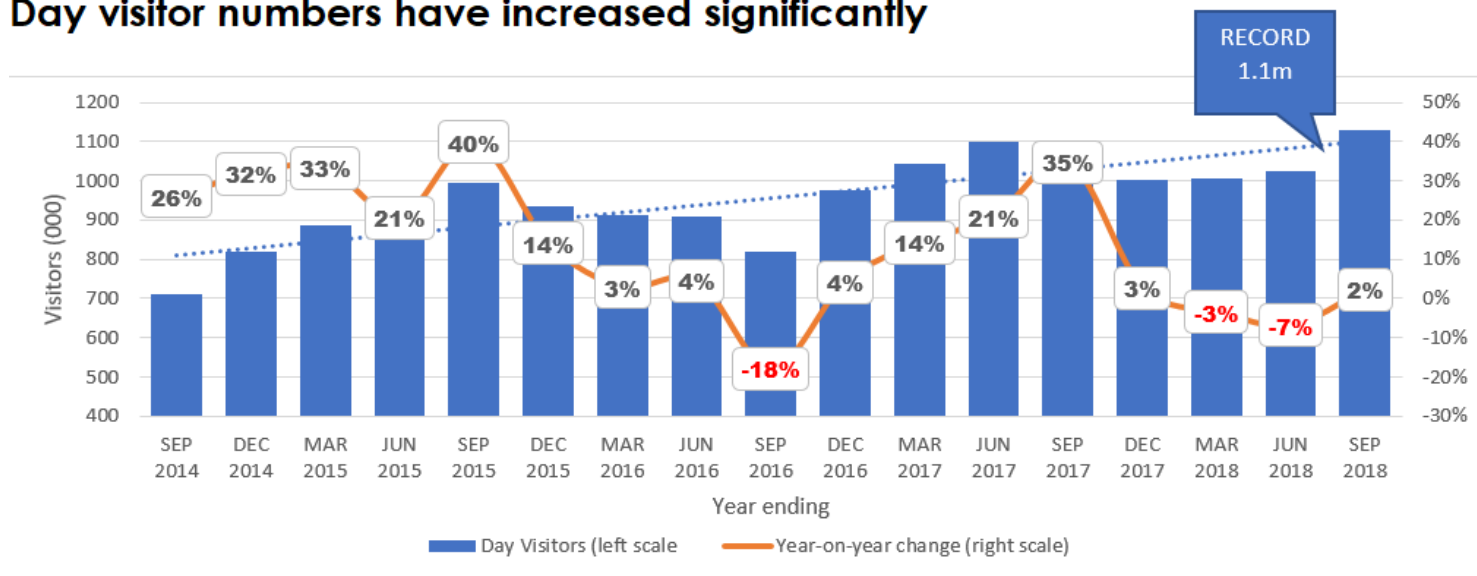




DOMESTIC DAY VISITOR MARKET

First ever analysis of the Byron Shire's
'Domestic Day Visitor Market' YE Sept 2018

Day visitor numbers have increased significantly



- 415,000 more day visitors in year ending September 2018 than YE Sept 2014 (58% increase)
- Reached the 1 million mark in the year ending March 2017 and hasn't dropped below since
- Record 1.1 million in the year ending September 2018
- Of the 17 year ending periods over the past five years 14 have been year-on-year increases*

***DAY VISITOR DEFINITION:** To qualify and be recorded as a day visitor the following criteria must be satisfied: Destination must be at least 50km from home; trip must be at least 4 hrs in length; can't involve an overnight stay; not travel to/from work or as part of a job and can't be to the same place to do the same thing at least once a week.

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

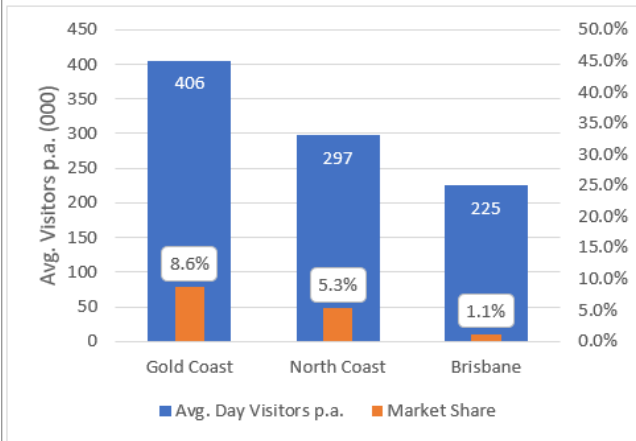
more information email: info@destinationbyron.com.au

destinationbyron.com.au

DAY VISITOR PROFILE

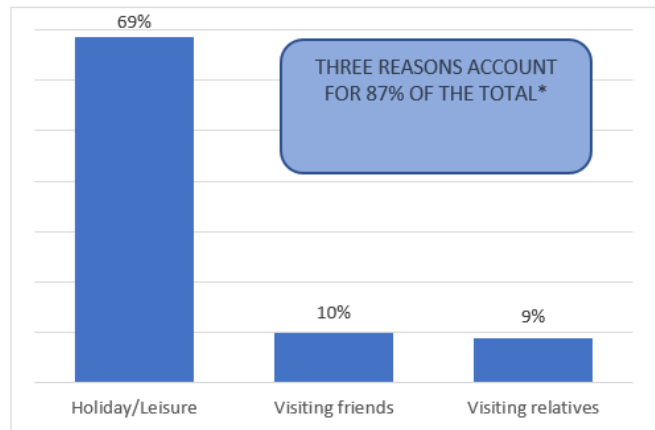
BASED ON THE AVERAGE OVER THE FIVE YEARS ENDING SEPT. 2018

ORIGIN OF VISITORS & MARKET SHARE



THREE REGIONS ACCOUNT FOR 97% OF THE TOTAL MARKET SHARE RANGES FROM LOW TO VERY LOW

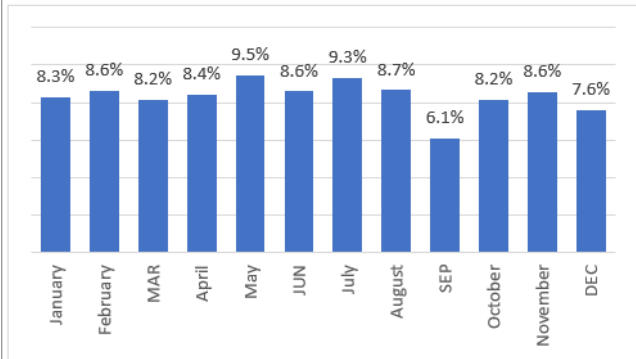
MAIN REASON OF VISIT



HOLIDAY/LEISURE ACCOUNT FOR 7 OUT OF EVERY 10 VISITORS

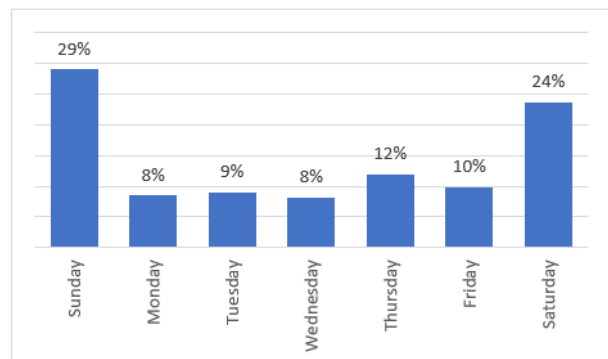
*14 other reasons account for the remaining 13%

MONTH OF VISIT



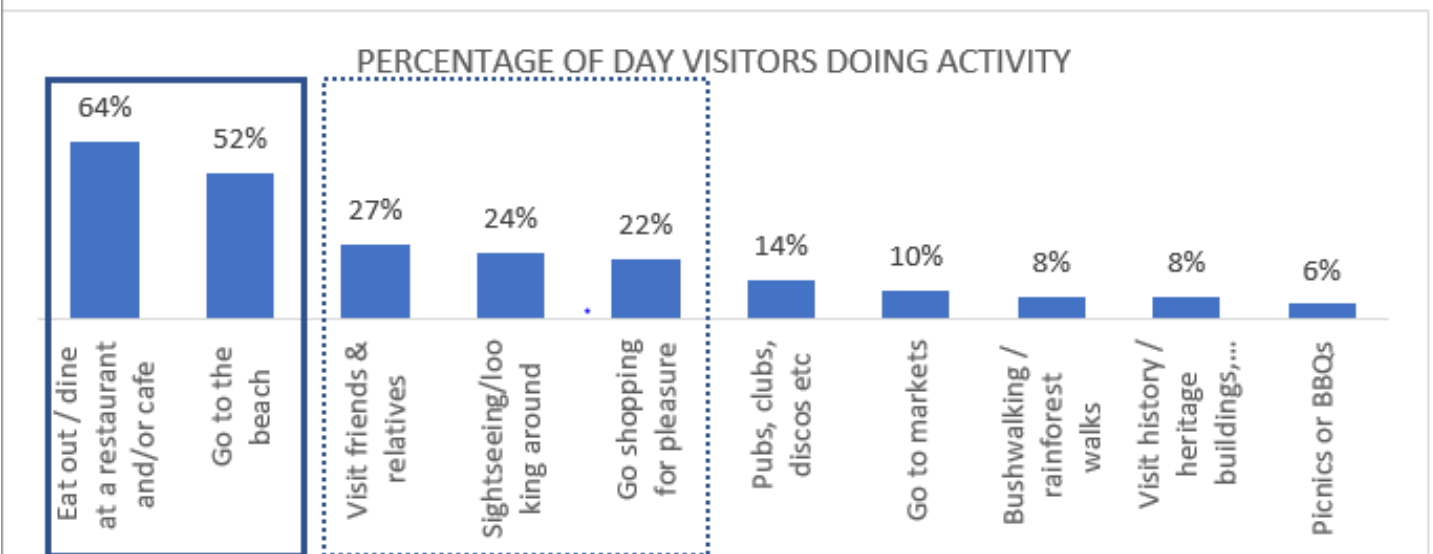
EVENLY SPREAD APART FROM DECEMBER AND SEPTEMBER

DAY OF WEEK



WEEKEND 53%; MIDWEEK 47% WITH AN AVERAGE PER DAY OF OF 9%

TOP 10 ACTIVITIES



TWO ACTIVITIES STAND OUT FOLLOWED BY A SECOND TIER