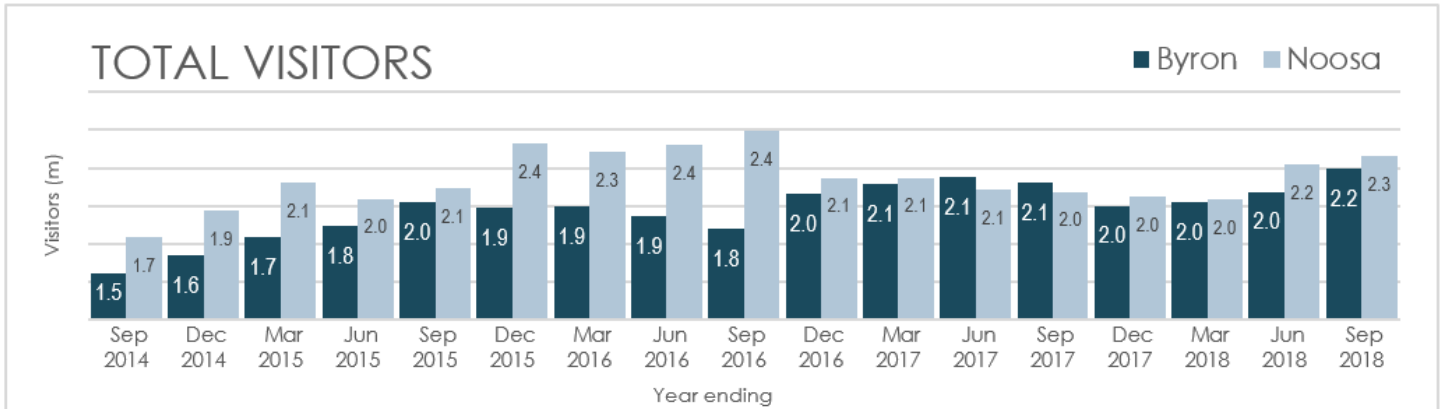




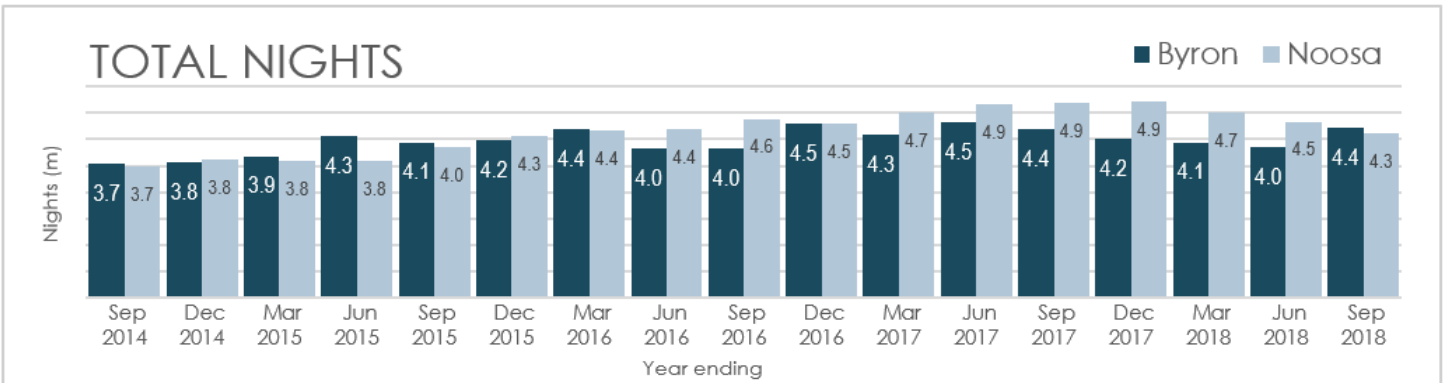
'BYRON BAY' vs. 'NOOSA' LGA VISITOR ECONOMY COMPARISON

YE Sept 2014 to YE Sept 2018



TOTAL VISITORS: Byron 9.6m; Noosa 10.6m
AVERAGE PER YE PERIOD: Byron 1.93m; Noosa 2.13m
AVERAGE PAST FOUR PERIODS: Byron 2.04; Noosa 2.13m

FUNDAMENTAL CHANGE COMMENCING YEAR END DECEMBER 2016 DUE TO REDUCTION IN NOOSA VISITATION.



TOTAL NIGHTS: Byron 20.7m; Noosa 21.5m
AVERAGE PER YE PERIOD: Byron 4.18m; Noosa 4.36m
AVERAGE PAST FOUR PERIODS: Byron 4.20; Noosa 4.62m

SIMILAR VOLUMES FOR MANY PERIODS BUT NOOSA CLEARLY AHEAD IN A NUMBER OF RECENT PERIODS.

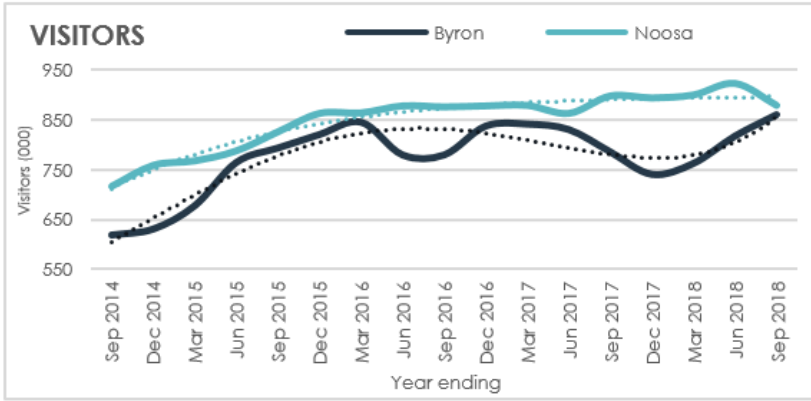
This report was commissioned by Destination Byron on behalf of its members to support their approach to a 'sustainable & responsible' visitor economy in the Byron Shire

more information email: info@destinationbyron.com.au

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DOMESTIC VISITORS

DOMESTIC OVERNIGHT VISITORS ACCOUNTED FOR AROUND 75% OF TOTAL VISITOR EXPENDITURE IN THE BYRON SHIRE OVER THE PAST FIVE YEARS.

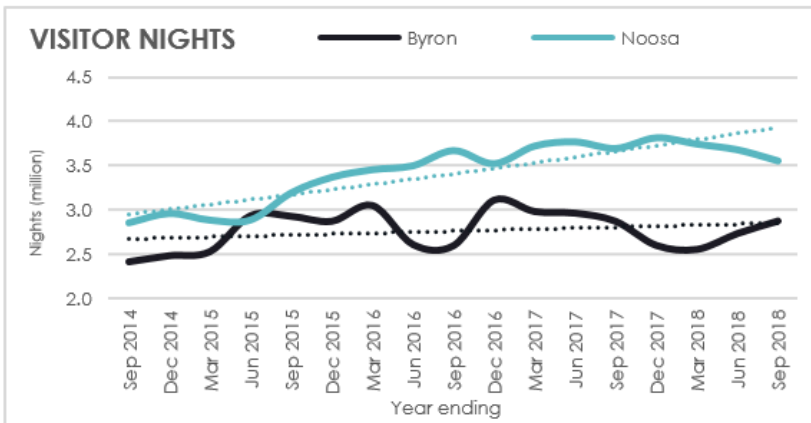


DOMESTIC OVERNIGHT VISITATION HAS GROWN CONSIDERABLY IN BOTH DESTINATIONS BUT BYRON'S GROWTH HAS BEEN MORE VOLATILE THAN NOOSA'S.

TOTAL CHANGE OVER TIME
Byron +39% Noosa +23%

AVG ANNUAL GROWTH
Byron +8.6% Noosa 5.2%

These changes see Byron draw almost level as at the year ending Sept 2018.

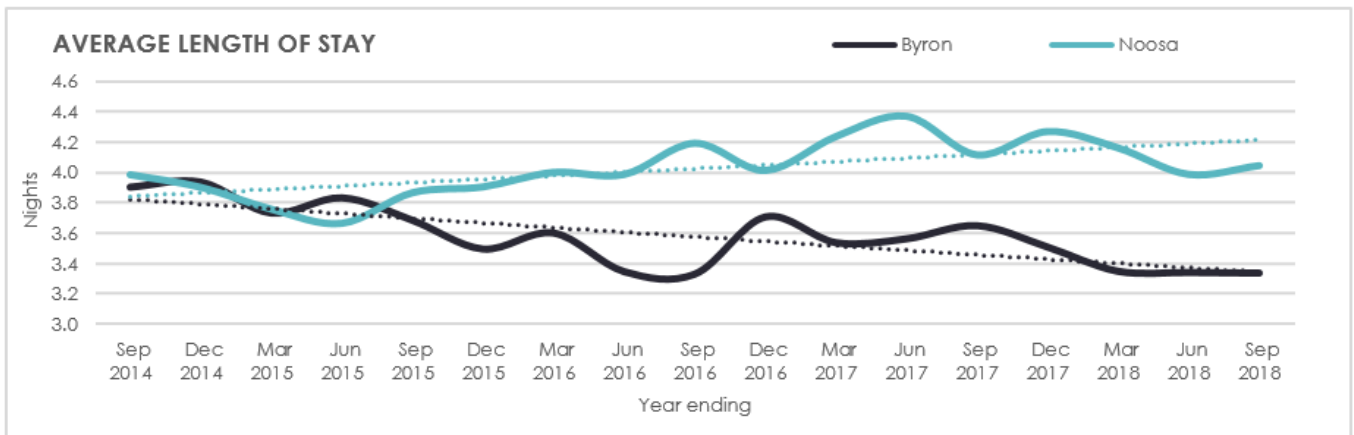


DOMESTIC VISITOR NIGHTS VOLUME HAS ALSO GROWN IN BOTH DESTINATIONS BUT BYRON'S GROWTH HAS BEEN MARGINALLY LOWER

TOTAL CHANGE OVER TIME
Byron +19% Noosa +24%

AVG ANNUAL GROWTH
Byron +4.4% Noosa +5.6%

Visitor nights volume in Byron trended down for a number of recent periods whilst volume in Noosa was relatively stable.



APART FROM THE EARLY PERIODS NOOSA'S AVERAGE LENGTH OF STAY HAS BEEN LONGER THAN BYRON'S.

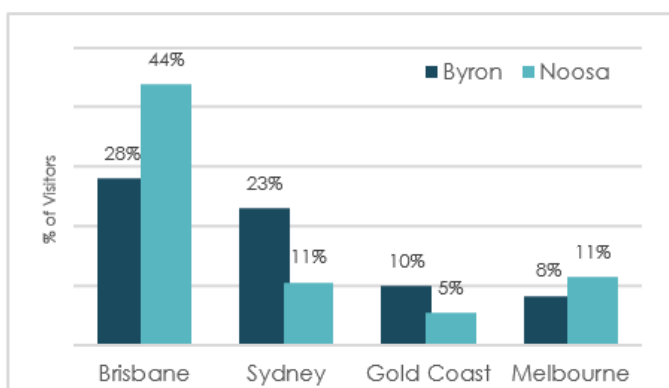
There is a clear difference in the trajectory of the changes over time between the two destinations. Byron's average length of stay is trending downwards over the period. The opposite is true for Noosa.

AVERAGE LENGTH OF STAY: Byron 3.6 nights; Noosa 4.0 nights.

MAXIMUM: Byron 3.9 nights (YE Sept & Dec '14); Noosa 4.4 nights (YE June '17)

MINIMUM: Byron 3.3 nights (past 3 YE periods & YE June & Sep '16); Noosa 3.7 nights (YE June '15)

KEY SOURCE MARKETS

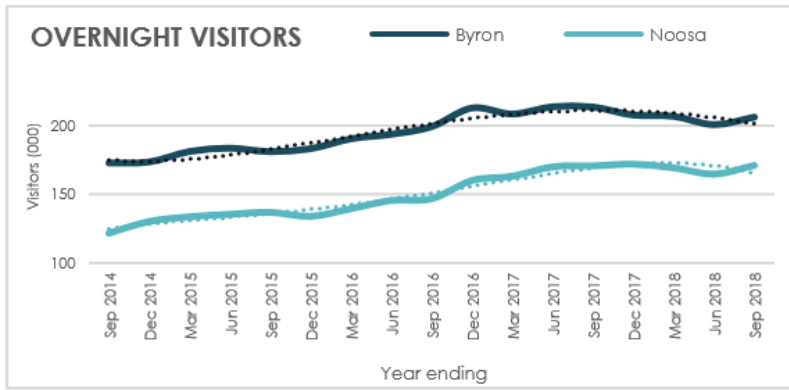


Over the five years ending September 2018, Byron and Noosa share similar key source markets for domestic overnight visitors. There are four common markets that stand out:

- Brisbane
- Sydney
- Gold Coast
- Melbourne

THESE FOUR MARKETS ACCOUNT FOR 69% OF BYRON'S AND 71% OF NOOSA'S DOMESTIC OVERNIGHT VISITORS.

INTERNATIONAL OVERNIGHT VISITORS

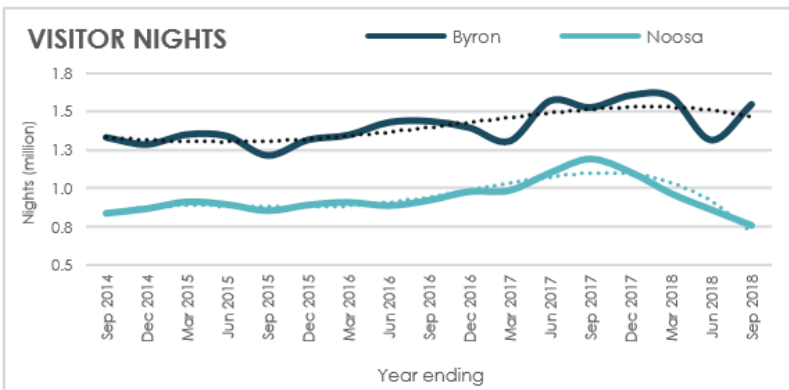


INTERNATIONAL OVERNIGHT VISITATION HAS GROWN CONSIDERABLY IN BOTH DESTINATIONS BUT NOOSA'S INCREASE HAS BEEN DOUBLE THAT OF BYRON.

TOTAL CHANGE OVER TIME
Byron +20% Noosa +40%

AVG ANNUAL GROWTH
Byron +4.6% Noosa 8.8%

The gap between Byron and Noosa has reduced from around 50,000 to 35,000 visitors.

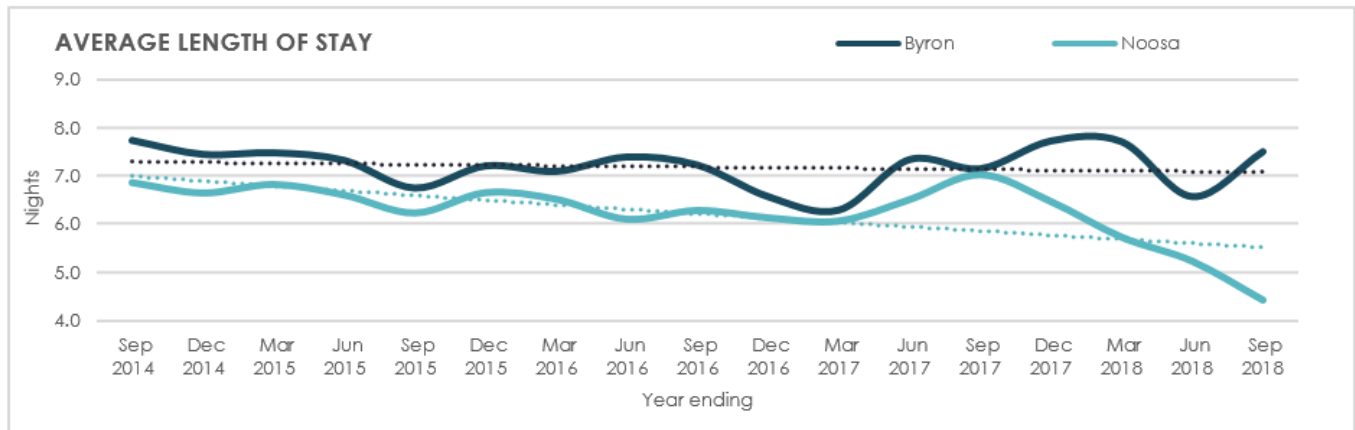


CHANGE IN INTERNATIONAL VISITOR NIGHT VOLUME WAS SIMILAR BUT RECENT CHANGES HAS CAUSED A VARIATION.

TOTAL CHANGE OVER TIME
Byron +16% Noosa -10%

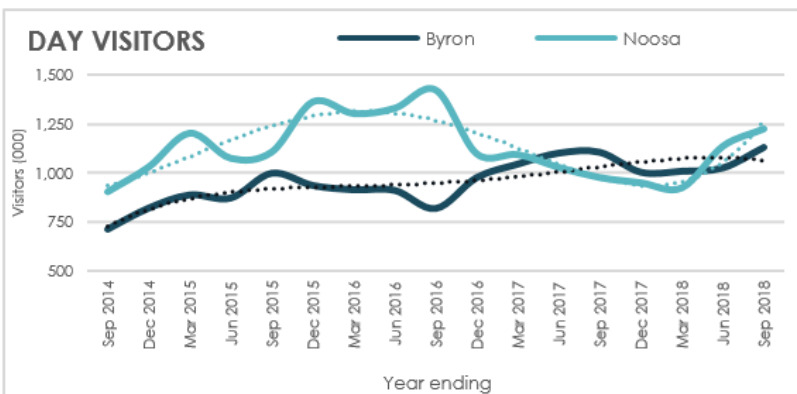
AVG ANNUAL GROWTH
Byron +3.8% Noosa -2.5%

Compared to recent estimates for Noosa Byron's international visitor nights outcome looks positive.



AVERAGE LENGTH OF STAY: Byron 7.2 nights; Noosa 6.2 nights.
MINIMUM: Byron 6.3 nights (YE Mar '17); Noosa 4.4 nights (YE Sep '18)
MAXIMUM: Byron 7.7 nights (YE Sep '14; Dec '17, Mar '18); Noosa 7.0 nights (YE Sep '17)

DOMESTIC DAY VISITORS



DOMESTIC DAY VISITATION HAS GROWN CONSIDERABLY IN BOTH DESTINATIONS BUT BYRON'S GROWTH IS MUCH HIGHER.

TOTAL CHANGE OVER TIME
Byron +58% Noosa +36%

AVG ANNUAL GROWTH
Byron +12.2% Noosa 7.9%

A fundamental change over recent periods has resulted in Byron 'level-pegging' with Noosa.