

BYRON SHIRE TOURISM MONITOR

Monitoring Byron Local Government Area's Visitor Volume and Market Share

Year ending December 2021

An independent report prepared each quarter for Byron Shire Council by Peter



PREPARED BY PETER VALERIO
ANALYSING THE TOURISM MARKET SINCE 1990
TOURISM STRATEGY DEVELOPMENT SERVICES
ABN: 78661014505

IMPORTANT NOTES: This monitor uses data extracted from Tourism Research Australia's (TRA) National and International Visitor Surveys under licence by Peter Valerio. Copyright remains with TRA and the Commonwealth of Australia. TRA and the surveys must be acknowledged.

OVERVIEW FOR THE YEAR ENDING DECEMBER 2021

TOTAL VISITORS: 1.13m

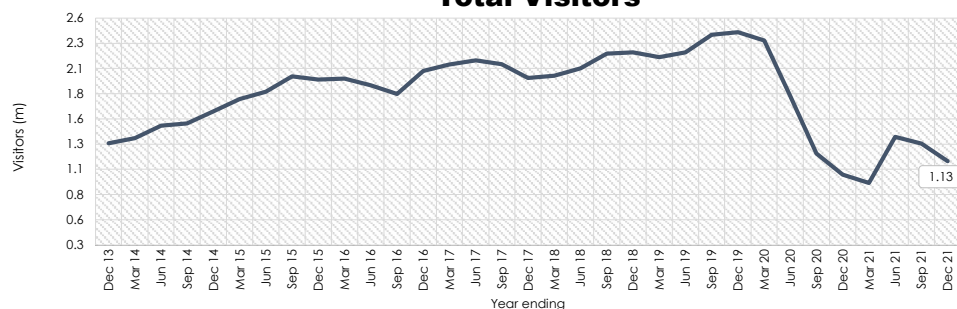
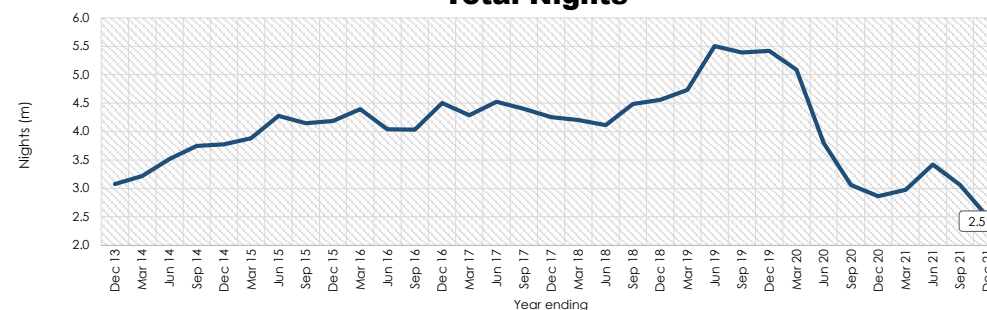
UP 14% on 2020

TOTAL NIGHTS: 2.5 million

DOWN 13% on 2020

TOTAL SPEND: \$504* million

UP 12% on 2020

Total Visitors**Total Nights****DOMESTIC OVERNIGHT VISITORS**

- 613,000 - 17% up on year-end December 2020 (statistically significant change)
- Estimated total spend \$449 million

DOMESTIC VISITOR NIGHTS

- 2.48 million - 1% down on year end December 2020 (the change is not statistically significant).
- Average length of stay 4.0 nights. Down 0.8 on 2020.

DOMESTIC DAY VISITORS

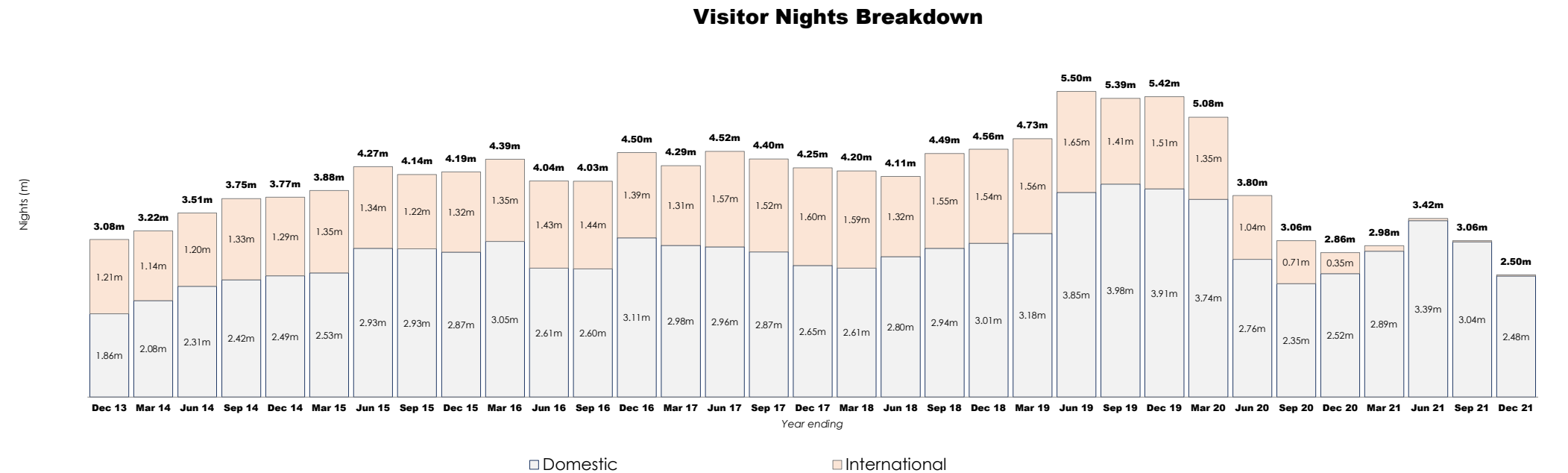
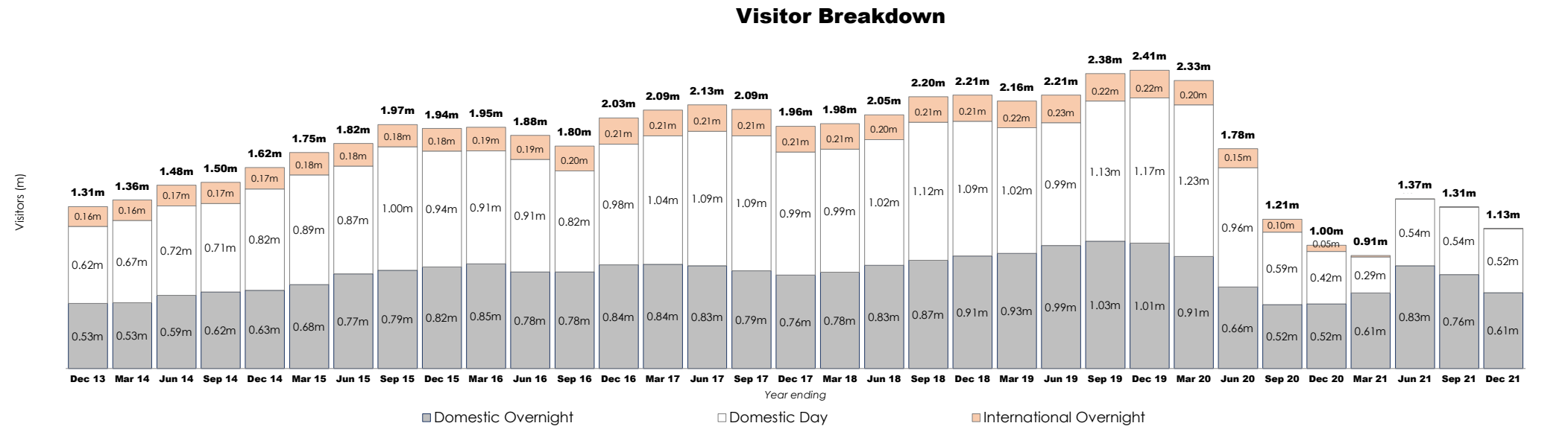
- 520,000 - 22% up on year end December 2020 (the change is not statistically significant.)
- Estimated spend \$53 million.

INTERNATIONAL OVERNIGHT VISITORS

- Approximately 3,000. See relevant page in Monitor for estimation method.
- International data likely to recommence as of the June quarter this year.

INTERNATIONAL VISITOR NIGHTS

- Approximately 20,000 . See relevant page in Monitor for estimation method.
- International data likely to recommence as of the June quarter this year.

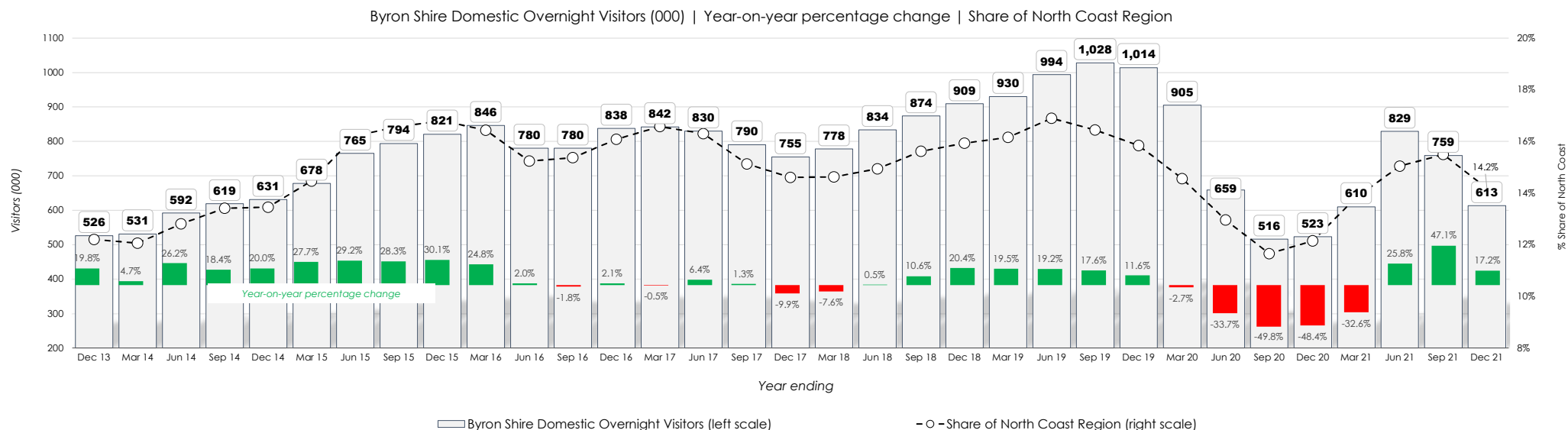


DOMESTIC OVERNIGHT VISITORS

Year ending >	Dec 13	Mar 14	Jun 14	Sep 14	Dec 14	Mar 15	Jun 15	Sep 15	Dec 15	Mar 16	Jun 16	Sep 16	Dec 16	Mar 17	Jun 17	Sep 17	Dec 17	Mar 18	Jun 18	Sep 18	Dec 18	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21
Byron Shire (000)	526	531	592	619	631	678	765	794	821	846	780	780	838	842	830	790	755	778	834	874	909	930	994	1,028	1,014	905	659	516	523	610	829	759	613
Change vs same period previous year (%)*	19.8%	4.7%	26.2%	18.4%	20.0%	27.7%	29.2%	28.3%	30.1%	24.8%	2.0%	-1.8%	2.1%	-0.5%	6.4%	1.3%	-9.9%	-7.6%	0.5%	10.6%	20.4%	19.5%	19.2%	17.6%	11.6%	-2.7%	-33.7%	-49.8%	-48.4%	-32.6%	25.8%	47.1%	17.2%
North Coast Tourism Region (000)	4,310	4,403	4,622	4,616	4,691	4,686	4,718	4,791	4,888	5,149	5,119	5,075	5,211	5,080	5,093	5,222	5,170	5,319	5,582	5,598	5,707	5,757	5,884	6,253	6,402	6,217	5,087	4,428	4,305	4,410	5,510	4,899	4,322
Change vs same period previous year (%)	1.3%	1.3%	5.9%	4.6%	8.8%	6.4%	2.1%	3.8%	4.2%	9.9%	8.5%	5.9%	6.6%	-1.3%	-0.5%	2.9%	-0.8%	4.7%	9.6%	7.2%	10.4%	8.2%	5.4%	11.7%	12.2%	8.0%	-13.5%	-29.2%	-32.8%	-29.1%	8.3%	10.6%	0.4%
Byron share of North Coast Region (%)	12.2%	12.1%	12.8%	13.4%	13.5%	14.5%	16.2%	16.6%	16.8%	16.4%	15.2%	15.4%	16.1%	16.6%	16.3%	15.1%	14.6%	14.6%	14.9%	15.6%	15.9%	16.2%	16.9%	16.4%	15.8%	14.6%	13.0%	11.7%	12.1%	13.8%	15.0%	15.5%	14.2%
Share shift vs same period previous year (%)	1.9%	0.4%	2.1%	1.6%	1.2%	2.4%	3.4%	3.2%	3.3%	2.0%	-1.0%	-1.2%	-0.7%	0.1%	1.1%	-0.2%	-1.5%	-1.9%	-1.4%	0.5%	1.3%	1.5%	2.0%	0.8%	-0.1%	-1.6%	-3.9%	-4.8%	-3.7%	-0.7%	2.1%	3.8%	2.0%

* Refer Key Points for Statistical Significance test results.

Above average for Byron Shire



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.

YEAR ENDING DECEMBER 2021 OVERVIEW

VISITORS & SHARE

Byron Shire Visitors (000) 613
Year-on-year change (%) 17.2%

North Coast Region Visitors (000) 4,322
Year-on-year change (%) 0.4%

Byron Shire share of North Coast (%) 14.2%
Share shift (vs same period previous year) 2.0%

COMMENTS

- An estimated 613,000 domestic overnight visitors spent at least one night in the Byron Shire in the year ending December 2021.
- This visitor volume was just over 17% higher than the year ending December 2020. This change is statistically significant using a slightly relaxed test.
- Byron Shire's year-on-year (YOY) movement was favourable when compared to all comparison LGAs (refer table to right) and slightly higher than the North Coast Region.
- The sample size in the latest quarter is small but reasonable. Bearing in mind it will have a higher sample error than an annual figure it shows an estimated 78,000 visitors in the December '21 quarter - 65% lower than the December 2020 quarter.

COMPARISONS*

Ballina (A)	13%
Clarence Valley (A)	-10%
Coffs Harbour (C)	-3%
Eurobodalla (A)	5%
Kempsey (A)	-8%
Lake Macquarie (C)	6%
Mid-Coast (A)	2%
Port Macquarie-Hastings (A)	-11%
Port Stephens (A)	-15%
Shoalhaven (C)	-5%
Tweed (A)	9%
Wollongong (C)	-7%

EXPENDITURE ESTIMATE

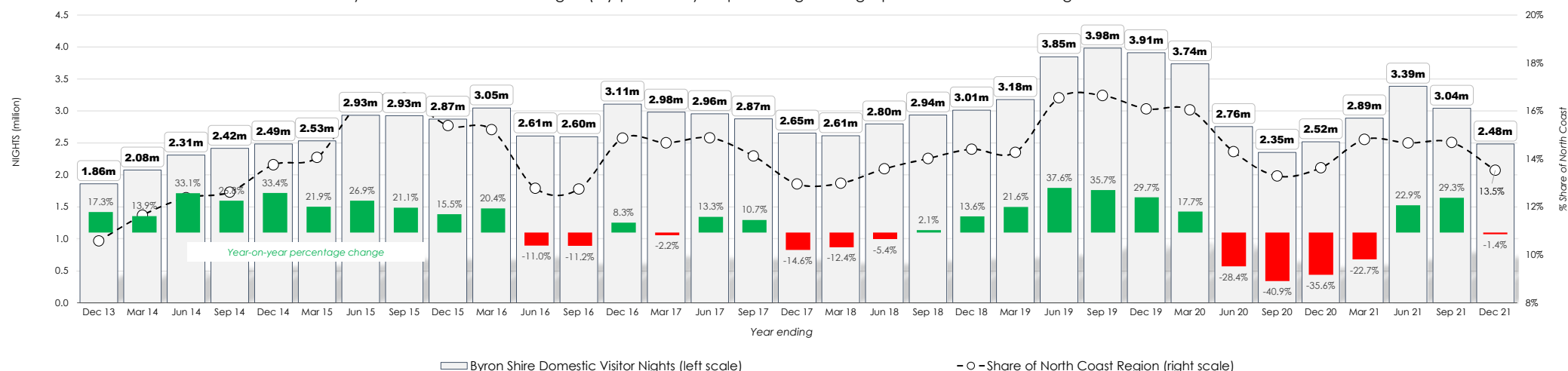
If it is assumed visitor expenditure was the same as the average over the four years ending December 2019 (\$732 per visit) domestic overnight visitors spent \$449 million in the Byron Shire in the year ending December 2021.

DOMESTIC VISITOR NIGHTS

Year ending >	Dec 13	Mar 14	Jun 14	Sep 14	Dec 14	Mar 15	Jun 15	Sep 15	Dec 15	Mar 16	Jun 16	Sep 16	Dec 16	Mar 17	Jun 17	Sep 17	Dec 17	Mar 18	Jun 18	Sep 18	Dec 18	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21
Byron Shire (million)	1.86	2.08	2.31	2.42	2.49	2.53	2.93	2.93	2.87	3.05	2.61	2.60	3.11	2.98	2.96	2.87	2.65	2.61	2.80	2.94	3.01	3.18	3.85	3.98	3.91	3.74	2.76	2.35	2.52	2.89	3.39	3.04	2.48
Change vs same period previous year (%)*	17.3%	13.9%	33.1%	26.8%	33.4%	21.9%	26.9%	21.1%	15.5%	20.4%	-11.0%	-11.2%	8.3%	-2.2%	13.3%	10.7%	-14.6%	-12.4%	-5.4%	2.1%	13.6%	21.6%	37.6%	35.7%	29.7%	17.7%	-28.4%	-40.9%	-35.6%	-22.7%	22.9%	29.3%	-1.4%
North Coast Tourism Region (million)	17.6	17.8	18.7	19.2	18.1	18.0	17.9	17.7	18.7	20.0	20.4	20.4	20.9	20.3	19.9	20.4	20.5	20.1	20.6	20.9	20.9	22.2	23.3	23.9	24.3	23.3	19.3	17.7	18.5	19.5	23.1	20.7	18.4
Change vs same period previous year (%)	-0.9%	0.7%	5.8%	10.5%	2.6%	1.0%	-3.9%	-7.7%	3.2%	11.2%	13.9%	15.2%	12.1%	1.5%	-2.7%	-0.1%	-2.0%	-1.0%	3.5%	2.9%	2.2%	10.7%	13.0%	14.3%	16.1%	4.7%	-17.2%	-26.0%	-24.0%	-16.2%	19.9%	17.0%	-0.6%
Byron share of North Coast Region (%)	10.6%	11.7%	12.4%	12.6%	13.8%	14.1%	16.3%	16.5%	15.4%	15.2%	12.8%	12.7%	14.9%	14.7%	14.9%	14.1%	13.0%	13.0%	13.6%	14.0%	14.4%	14.3%	16.5%	16.6%	16.1%	16.0%	14.3%	13.3%	13.6%	14.8%	14.7%	14.7%	13.5%
Share shift vs same period previous year (%)	1.6%	1.4%	2.5%	1.6%	3.2%	2.4%	4.0%	3.9%	1.6%	1.2%	-3.6%	-3.8%	-0.5%	-0.5%	2.1%	1.4%	-1.9%	-1.7%	-1.3%	-0.1%	1.4%	1.3%	3.0%	2.6%	1.7%	1.8%	-2.2%	-3.4%	-2.5%	-1.2%	0.4%	1.4%	-0.1%

* Refer Key Points for Statistical Significance test results. Above average for Byron Shire

Byron Shire Domestic Visitor Nights (m) | Year-on-year percentage change | Share of North Coast Region



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.

YEAR ENDING DECEMBER 2021 OVERVIEW

VISITOR NIGHTS & SHARE

Byron Shire Visitor Nights (m)	2.5
Year-on-year change (%)	-1.4%
North Coast Region Visitors (m)	18.4
Year-on-year change (%)	-0.6%
Byron Shire share of North Coast (%)	13.5%
Share shift (vs same period previous year)	-0.1%

COMMENTS

- Domestic overnight visitors spent an estimated 2.48 million nights Byron Shire in the year ending December 2021 at a well above average 4.0 nights per visit.
- This visitor nights volume was similar to the year ending December 2020 with the -1.4% year-on-year change not a statistically significant movement.
- Byron Shire's year on year percentage change was favourable compared to half of the comparison LGAs (refer table to right) but not the neighbouring LGAs of Tweed and Ballina.
- The sample size in the latest quarter is reasonable. It shows an estimated 332,000 visitor nights in the December '21 quarter - 63% lower than the December 2020 quarter.

COMPARISONS*

Ballina (A)	15%
Clarence Valley (A)	-27%
Coffs Harbour (C)	-12%
Eurobodalla (A)	7%
Kempsey (A)	-1%
Lake Macquarie (C)	6%
Mid-Coast (A)	5%
Port Macquarie-Hastings (A)	-1%
Port Stephens (A)	-26%
Shoalhaven (C)	-3%
Tweed (A)	25%
Wollongong (C)	29%



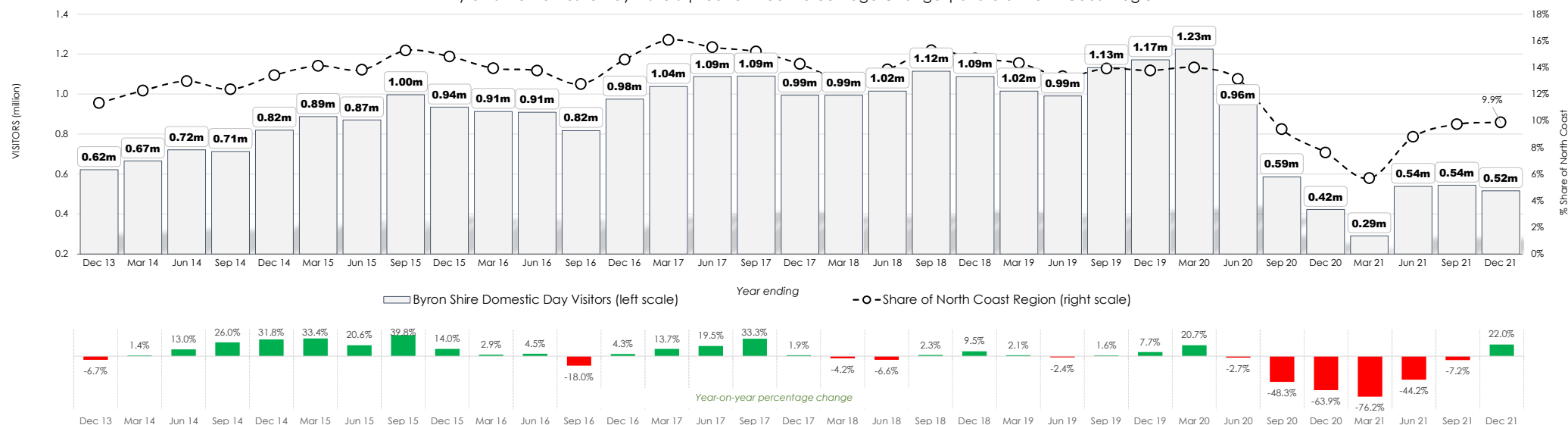
DOMESTIC DAY VISITORS

Year ending >	Dec 13	Mar 14	Jun 14	Sep 14	Dec 14	Mar 15	Jun 15	Sep 15	Dec 15	Mar 16	Jun 16	Sep 16	Dec 16	Mar 17	Jun 17	Sep 17	Dec 17	Mar 18	Jun 18	Sep 18	Dec 18	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21
Byron Shire (million)	0.62	0.67	0.72	0.71	0.82	0.89	0.87	1.00	0.94	0.91	0.91	0.82	0.98	1.04	1.09	1.09	0.99	0.99	1.02	1.12	1.09	1.02	0.99	1.13	1.17	1.23	0.96	0.59	0.42	0.29	0.54	0.52	
Change vs same period previous year (%)	-6.7%	1.4%	13.0%	26.0%	31.8%	33.4%	20.6%	39.8%	14.0%	2.9%	4.5%	-18.0%	4.3%	13.7%	19.5%	33.3%	1.9%	-4.2%	-6.6%	2.3%	9.5%	2.1%	-2.4%	1.6%	7.7%	20.7%	-2.7%	-48.3%	-63.9%	-76.2%	-44.2%	-7.2%	22.0%
North Coast Tourism Region (million)	5.49	5.42	5.57	5.77	6.11	6.28	6.30	6.53	6.31	6.55	6.62	6.41	6.68	6.47	7.01	7.18	6.97	7.60	7.33	7.30	7.42	7.08	7.43	8.14	8.51	8.75	7.34	6.26	5.56	5.12	6.12	5.59	5.22
Change vs same period previous year (%)	-18.2%	-17.3%	-10.7%	-4.0%	11.3%	15.8%	13.2%	13.1%	3.2%	4.3%	5.0%	-1.8%	5.9%	-1.3%	5.9%	11.9%	4.4%	17.6%	4.6%	1.7%	6.4%	-6.8%	1.4%	11.5%	14.8%	23.6%	-1.3%	-23.1%	-34.7%	-41.5%	-16.6%	-10.7%	-6.1%
Byron share of North Coast Region (%)	11.3%	12.3%	13.0%	12.4%	13.4%	14.1%	13.8%	15.3%	14.8%	13.9%	13.8%	12.8%	14.6%	16.1%	15.5%	15.2%	14.3%	13.1%	13.8%	15.3%	14.7%	14.3%	13.3%	13.9%	13.8%	14.0%	13.1%	9.4%	7.6%	5.7%	8.8%	9.7%	9.9%
Share shift vs same period previous year (%)	1.4%	2.3%	2.7%	2.9%	2.1%	1.9%	0.8%	2.9%	1.4%	-0.2%	-0.1%	-2.5%	-0.2%	2.1%	1.8%	2.4%	-0.3%	-3.0%	-1.7%	0.1%	0.4%	1.3%	-0.5%	-1.4%	-0.9%	-0.3%	-0.2%	-4.6%	-6.2%	-8.3%	-4.3%	0.4%	2.3%
* Refer Key Points for Statistical Significance test results.																																	
	Above average for Byron Shire																																

* Refer Key Points for Statistical Significance test results.

Above average for Byron Shire

Byron Shire Domestic Day Visitors | Year-on-Year Percentage Change | Share of North Coast Region



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.

YEAR ENDING DECEMBER 2021 OVERVIEW

VISITORS & SHARE

Byron Shire Visitors (000) 516
Year-on-year change (%) 22.0%

North Coast Region Visitors (000) 5,221
Year-on-year change (%) -6.1%

Byron Shire share of North Coast (%) 9.9%
Share shift (vs same period previous year) 2.3%

COMMENTS

- The Byron Shire hosted an estimated 520,000 domestic day visitors in the year ending December 2021.
- This is 22% higher than the year ending December 2020. This change, however, is not statistically significant.
- Byron Shire's YOY percentage change is favourable to all comparison LGAs (see table to right) as well as the North Coast Region.
- Market share of the North Coast region, however, remains well below average at 9.9%
- There were 0.8 day visitors per overnight visitor in the latest period. Domestic visitor presence was 4.8 (i.e. almost 4.8

COMPARISONS*

Ballina (A)	-13%
Clarence Valley (A)	-40%
Coffs Harbour (C)	-10%
Eurobodalla (A)	-16%
Kempsey (A)	-17%
Lake Macquarie (C)	14%
Mid-Coast (A)	-3%
Port Macquarie-Hastings (A)	13%
Port Stephens (A)	-11%
Shoalhaven (C)	-6%
Tweed (A)	-12%
Wollongong (C)	-28%

	Dec 13	Mar 14	Jun 14	Sep 14	Dec 14	Mar 15	Jun 15	Sep 15	Dec 15	Mar 16	Jun 16	Sep 16	Dec 16	Mar 17	Jun 17	Sep 17	Dec 17	Mar 18	Jun 18	Sep 18	Dec 18	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21
DAY VISITORS PER OVERNIGHT VISITOR	1.2	1.3	1.2	1.2	1.3	1.3	1.1	1.3	1.1	1.1	1.2	1.0	1.2	1.2	1.3	1.4	1.3	1.3	1.2	1.3	1.2	1.1	1.0	1.1	1.2	1.4	1.5	1.1	0.8	0.5	0.6	0.7	0.8
DOMESTIC VISITOR PRESENCE (Nights/Day Visitors)	3.0	3.1	3.2	3.4	3.0	2.9	3.4	2.9	3.1	3.3	2.9	3.2	3.2	2.9	2.7	2.6	2.7	2.6	2.8	2.6	2.8	3.1	3.9	3.5	3.3	3.1	2.9	4.0	6.0	9.9	6.3	5.6	4.8

EXPENDITURE ESTIMATE

If it is assumed visitor expenditure was the same as the average over the four years ending December 2019 (\$102 per visit) domestic day visitors spent \$53 million in the Byron Shire in the year ending December 2021.

INTERNATIONAL OVERNIGHT VISITORS

IMPORTANT NOTE FROM YEAR ENDING MARCH 2020 UNTIL FURTHER NOTICE

The International Visitor Survey was suspended late in the first quarter of 2020 due to international border restrictions. Date of recommencement is yet to be determined. Estimates have been made for year end periods until the data flow recommences in part because the year end periods in 2020 include 'normal' months or months that were moderately impacted. Estimates made thus far use the following assumptions:

- YEAR END JUNE 20: 75% of the year end March 2020 estimate + 10% of the 25% excluded from this period
- YEAR END SEPTEMBER 20: 50% of the year end March 2020 estimate + 5% of the 50% excluded from this period
- YEAR END DECEMBER 20: 25% of the year end March 2020 estimate + 1% of the 75% excluded from this period
- YEAR END MARCH 2021: 25% of the year end December 2020 estimate
- YEAR END JUNE 2021: 10% of the year end December 2020 estimate
- YEAR END SEPTEMBER & DECEMBER 2021: 5% of the year end December 2020 estimate

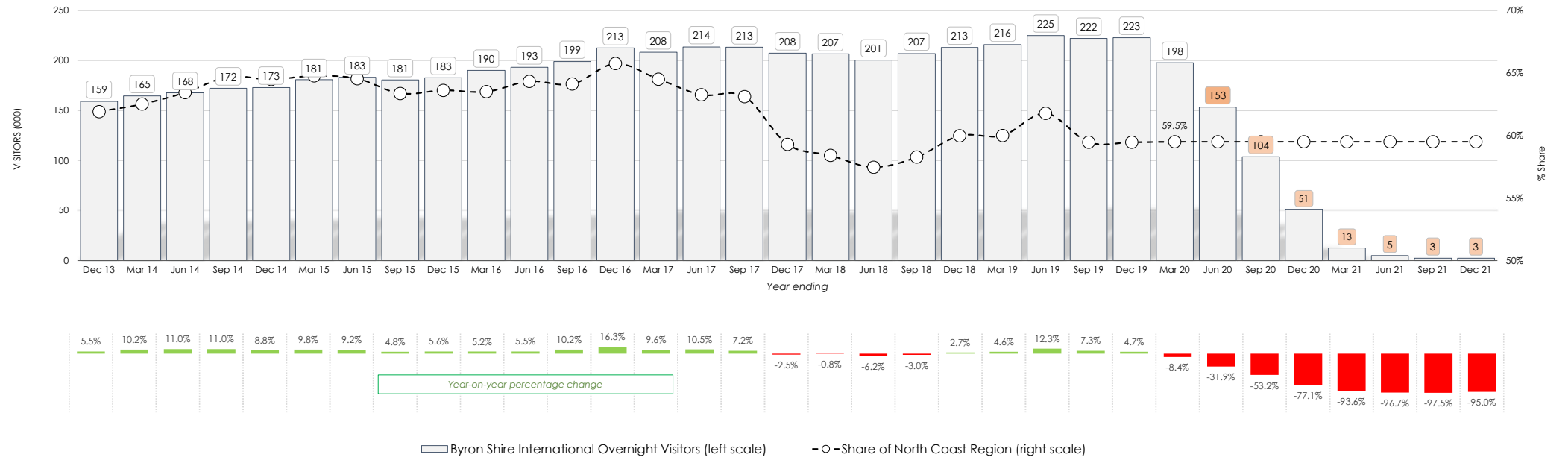
IVS DATA UPDATE

TRA have indicated that international visitor data is likely to recommence as of the June 2022 quarter.

Year ending >	Dec 13	Mar 14	Jun 14	Sep 14	Dec 14	Mar 15	Jun 15	Sep 15	Dec 15	Mar 16	Jun 16	Sep 16	Dec 16	Mar 17	Jun 17	Sep 17	Dec 17	Mar 18	Jun 18	Sep 18	Dec 18	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21
Byron Shire (000)	159	165	168	172	173	181	183	181	183	190	193	199	213	208	214	213	208	207	201	207	213	216	225	222	223	198	153	104	51	13	5	3	3
Change vs same period previous year (%)*	5.5%	10.2%	11.0%	11.0%	8.8%	9.8%	9.2%	4.8%	5.6%	5.2%	5.5%	10.2%	16.3%	9.6%	10.5%	7.2%	-2.5%	-0.8%	-6.2%	-3.0%	2.7%	4.6%	12.3%	7.3%	4.7%	-8.4%	-31.9%	-53.2%	-77.1%	-93.6%	-96.7%	-97.5%	-95.0%
North Coast Tourism Region (000)	257	263	264	266	268	279	284	285	287	299	301	310	324	323	338	338	350	354	349	355	355	360	364	373	375	333	258	175	86	21	9	4	4
Change vs same period previous year (%)	4.0%	7.3%	5.8%	6.1%	4.4%	5.9%	7.3%	7.0%	7.1%	7.3%	5.9%	8.9%	12.6%	7.9%	12.4%	8.9%	8.1%	9.6%	3.3%	5.1%	1.5%	1.8%	4.5%	5.1%	5.6%	-7.6%	-29.3%	-53.2%	-77.2%	-93.6%	-96.7%	-97.5%	-95.0%
Byron share of North Coast Region (%)	61.9%	62.5%	63.4%	64.7%	64.5%	64.8%	64.6%	63.4%	63.6%	63.5%	64.3%	64.1%	65.8%	64.5%	63.3%	63.1%	59.3%	58.4%	57.5%	58.3%	60.0%	60.0%	61.8%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%	59.5%
Share shift vs same period previous year (%)	0.9%	1.6%	3.0%	2.9%	2.6%	2.3%	1.1%	-1.3%	-0.9%	-1.3%	-0.2%	0.8%	2.1%	1.0%	-1.1%	-1.0%	-6.5%	-6.1%	-5.8%	-4.8%	0.7%	1.6%	4.3%	1.2%	-0.5%	-0.5%	-2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

* Refer Key Points for Statistical Significance test results. Above average for Byron Shire

Byron Shire International Overnight Visitors | Year-on-Year Percentage Change | Share of North Coast Region



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.

YEAR ENDING DECEMBER 2021 OVERVIEW

- Based on these assumptions outlined above, an estimated 3,000 international visitors spent at least one night in the Byron Shire in the year ending December 2021.

EXPENDITURE ESTIMATE

If it is assumed visitor expenditure was the same as the average over the four years ending December 2019 (\$499 per visit) international overnight visitors spent \$1.5 million in the Byron Shire in the year ending December 2021.

INTERNATIONAL VISITOR NIGHTS

IMPORTANT NOTE FROM YEAR ENDING MARCH 2020 UNTIL FURTHER NOTICE

The International Visitor Survey was suspended late in the first quarter of 2020 due to international border restrictions. Date of recommencement is yet to be determined. Estimates have been made for year end periods until the data flow recommences in part because the year end periods in 2020 include 'normal' months or months that were moderately impacted. Estimates made thus far use the following assumptions:

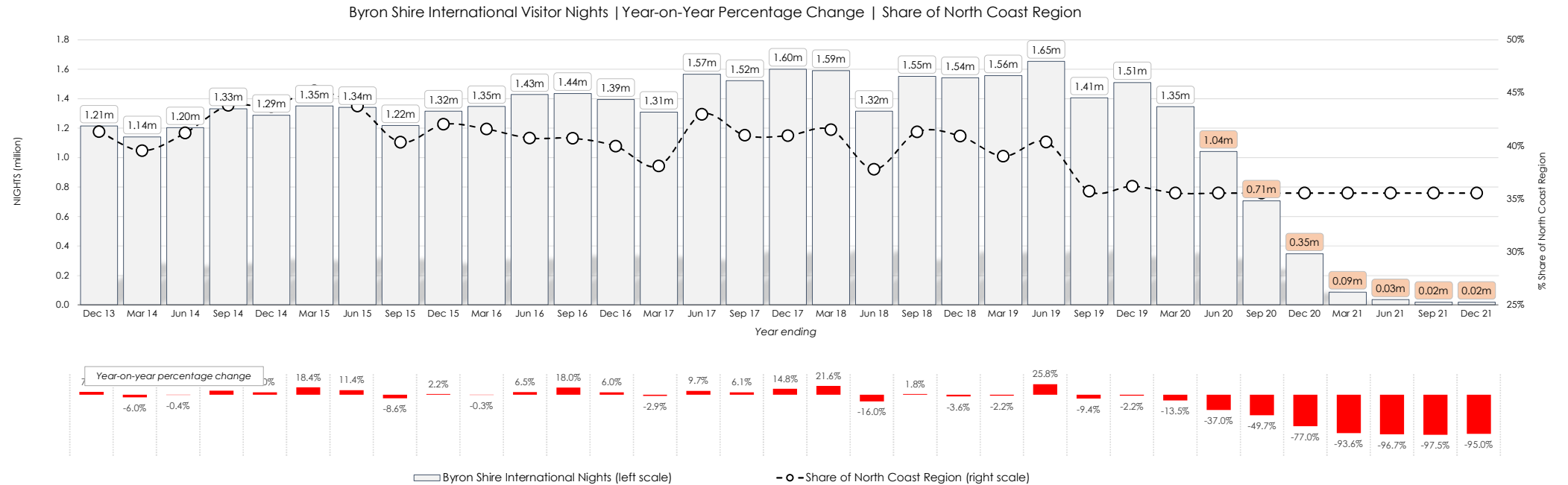
- YEAR END JUNE 20: 75% of the year end March 2020 estimate + 10% of the 25% excluded from this period
- YEAR END SEPTEMBER 20: 50% of the year end March 2020 estimate + 5% of the 50% excluded from this period
- YEAR END DECEMBER 20: 25% of the year end March 2020 estimate + 1% of the 75% excluded from this period
- YEAR END MARCH 2021: 25% of the year end December 2020 estimate
- YEAR END JUNE 2021: 10% of the year end December 2020 estimate
- YEAR END SEPTEMBER 7 DECEMBER 2021: 5% of the year end December 2020 estimate

IVS DATA UPDATE

TRA have indicated that international visitor data is likely to recommence as of the June 2022 quarter.

Year ending >	Dec 13	Mar 14	Jun 14	Sep 14	Dec 14	Mar 15	Jun 15	Sep 15	Dec 15	Mar 16	Jun 16	Sep 16	Dec 16	Mar 17	Jun 17	Sep 17	Dec 17	Mar 18	Jun 18	Sep 18	Dec 18	Mar 19	Jun 19	Sep 19	Dec 19	Mar 20	Jun 20	Sep 20	Dec 20	Mar 21	Jun 21	Sep 21	Dec 21
Byron Shire (million)	1.21	1.14	1.20	1.33	1.29	1.35	1.34	1.22	1.32	1.35	1.43	1.44	1.39	1.31	1.57	1.52	1.60	1.59	1.32	1.55	1.54	1.56	1.65	1.41	1.51	1.35	1.04	0.71	0.35	0.09	0.03	0.02	0.02
Change vs same period previous year (%)*	7.1%	-6.0%	-0.4%	10.2%	6.0%	18.4%	11.4%	-8.6%	2.2%	-0.3%	6.5%	18.0%	6.0%	-2.9%	9.7%	6.1%	14.8%	21.6%	-16.0%	1.8%	-3.6%	-2.2%	25.8%	-9.4%	-2.2%	-13.5%	-37.0%	-49.7%	-77.0%	-93.6%	-96.7%	-97.5%	-95.0%
North Coast Tourism Region (million)	2.94	2.89	2.92	3.04	2.95	2.99	3.06	3.02	3.13	3.24	3.51	3.53	3.49	3.43	3.64	3.72	3.91	3.83	3.48	3.76	3.77	3.99	4.10	3.93	4.17	3.79	2.93	1.99	0.97	0.24	0.10	0.05	0.05
Change vs same period previous year (%)	11.2%	0.1%	-2.6%	6.8%	0.3%	3.6%	4.9%	-0.8%	6.3%	8.3%	14.5%	16.9%	11.5%	6.0%	3.9%	5.4%	12.0%	11.6%	-4.5%	1.0%	-3.6%	4.0%	17.8%	4.8%	10.6%	-5.1%	-28.4%	-49.5%	-76.6%	-93.6%	-96.7%	-97.5%	-95.0%
Byron share of North Coast Region (%)	41.3%	39.5%	41.2%	43.8%	43.7%	45.2%	43.8%	40.3%	42.0%	41.6%	40.7%	40.7%	40.0%	38.1%	43.0%	41.0%	41.0%	41.5%	37.8%	41.3%	40.9%	39.0%	40.4%	35.7%	36.2%	35.5%	35.5%	35.5%	35.5%	35.5%	35.5%	35.5%	35.5%
Share shift vs same period previous year (%)	-1.6%	-2.5%	0.9%	1.3%	2.4%	5.6%	2.5%	-3.5%	-1.7%	-3.6%	-3.0%	0.4%	-2.1%	-3.5%	2.2%	0.3%	1.0%	3.4%	-5.2%	0.3%	0.0%	-2.5%	2.6%	-5.6%	-4.7%	-3.5%	-4.8%	-0.2%	-0.6%	0.0%	0.0%	0.0%	0.0%

* Refer Key Points for Statistical Significance test results. Above average for Byron Shire



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

YEAR ENDING DECEMBER 2021 OVERVIEW

- Based on these assumptions outlined above, international visitors spent around 20,000 nights in the Byron Shire in the year ending September 2021