

Destination Byron

VISITOR ECONOMY

MICHAEL THURSTON - DNC





Destination
North Coast NSW

Byron Shire Visitor Economy

Michael Thurston
DNC - General Manager

Overview



1,926

VISITORS
(000)



3,574

NIGHTS
(000)



\$891

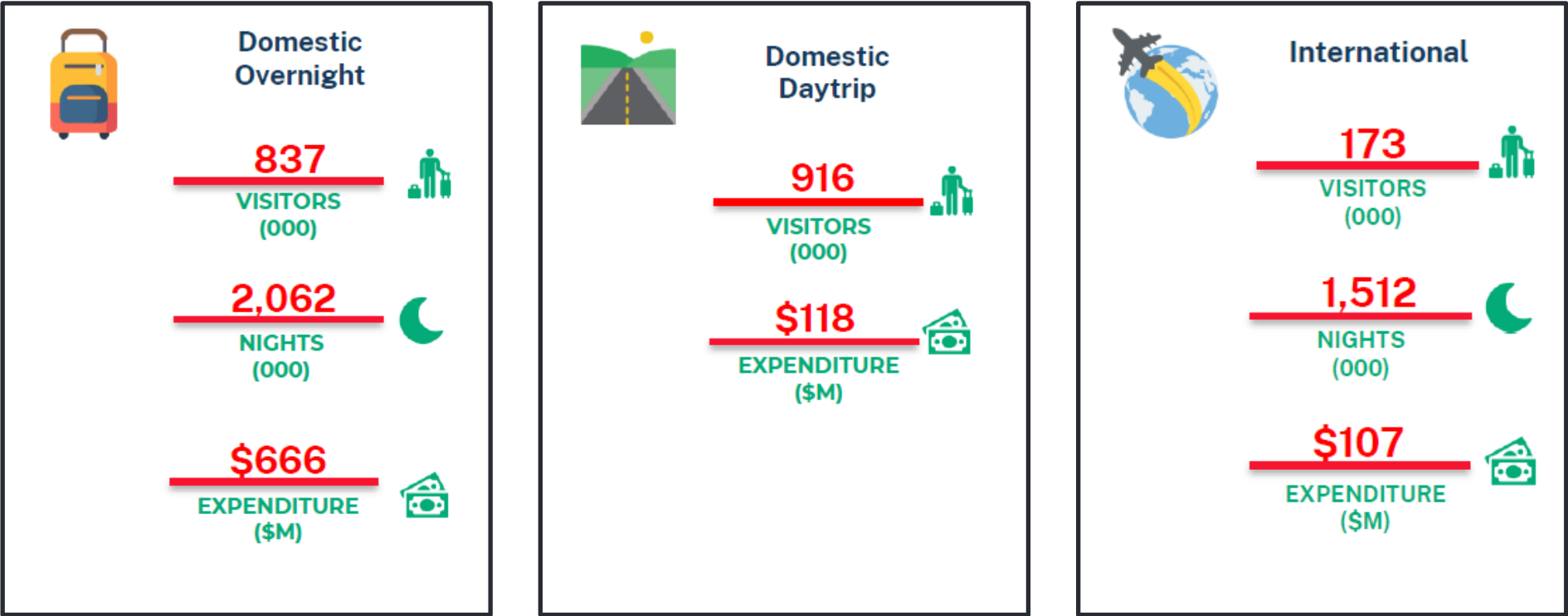
EXPENDITURE
(\$M)



Every minute of every day,
Tourism delivers \$1,695 of
total visitor spend into the
Byron LGA

That is \$2.4 million per
day!!

Overview



Supply Side

ACCOMMODATION

Establishments with 10 rooms or more		SUPPLY			DEMAND		REVENUE		
		Establishments	Rooms	Room nights available (000)	Room nights occupied (000)	Room occupancy rate	Takings from accommodation	Average daily rate	Revenue per available room
Year ended		no.	no.	no.	no.	%	\$ millions	\$	\$
Byron	Dec-2024	53	1,631	591	370	62.6%	133	360	225
LGA	%Ch on 2023	0.0%	2.1%	2.9%	5.6%	1.6 ppts*	-0.6%	-5.9%	-3.5%

*percentage point change

Byron LGA has 53 commercial accommodation establishments with 1,613rooms.

Source: STR. Jul 2025. Tourist Accommodation. December 2024.

AVIATION



Domestic direct inbound flights to the Byron LGA have declined in 2024 with a total of 2,475 flights (-17% YoY) delivering 370,491 seats (-8% YoY).

Note: airport operating commercial flights in Byron LGA is Ballina (BNK).

Source: Cirium. Jul 2025. SRS Analyser. 2024.

Byron Shire Visitor Profile

International

Domestic Overnight

PURPOSE OF VISIT

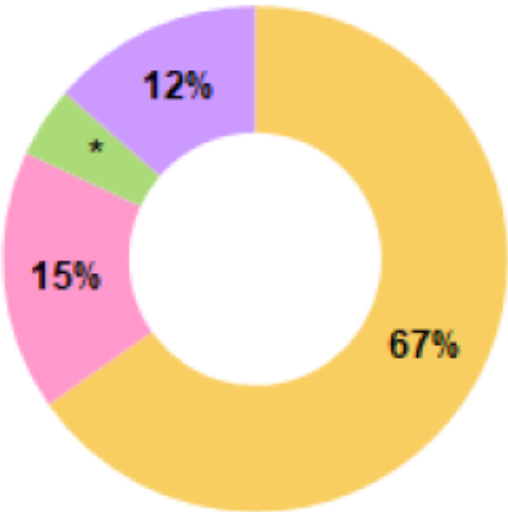


Byron Shire Visitor Profile

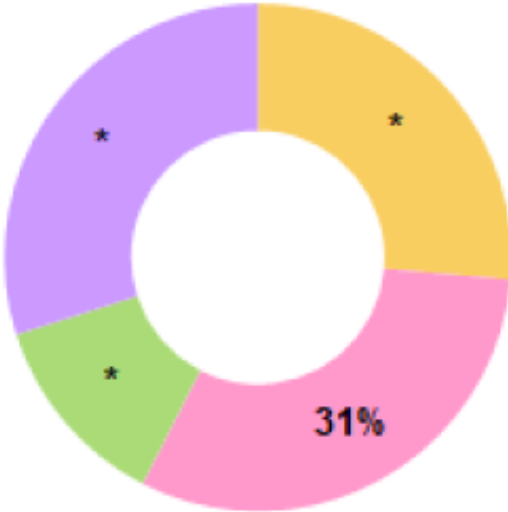
International

Domestic Overnight

TRAVEL TYPE



- Unaccompanied
- Adult couple
- Family group
- Friends and/or relatives



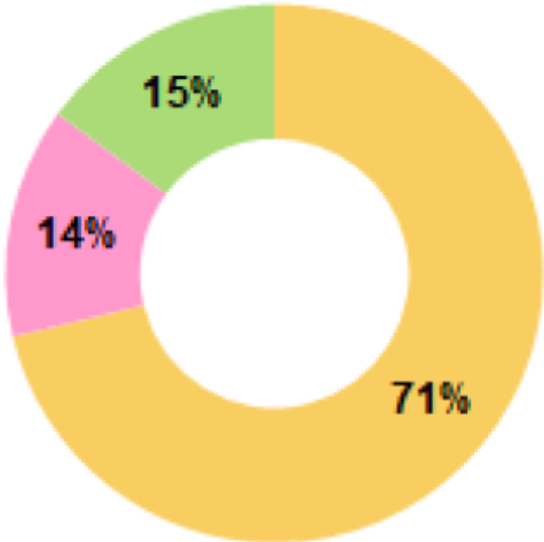
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Byron Shire Visitor Profile

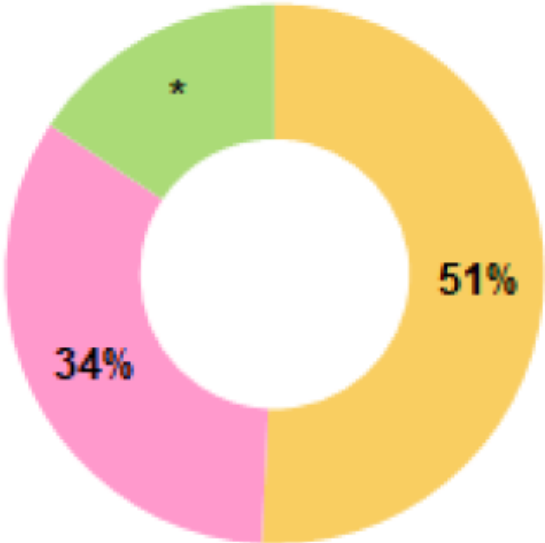
International

Domestic Overnight

AGE



15-34 35-54 55+



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Feedback from key accommodation platforms indicate the following;

Search demand (last month)

- ▶ 35% of searches come within 7 days / 40% is 90 day+
- ▶ 70% of searches are for a 1-2 night stay (actual ALOS is 3.3 nights)
- ▶ 25% of search results are international customers searching
- ▶ 70% of customers are searching for flexible cancellation

Booking demand

- ▶ Market overall in down -8% YOY but have seen some positive shoots
- ▶ ADR is up 15% YoY
- ▶ Experiencing significant restrictions on properties over December, (30% properties not available for a 1 night stay)

STRA

- ▶ Market supply and demand down -40% and -35% respectively

Behavioural Spend

Category	Byron Shire		
	vs previous 12 months	Affinity	Penetration
Total	↓ -0.2%		
Tourism and Entertainment	↑ 2.2%	1.06x	75.1%
Restaurants	↓ -3.3%	1.13x	44.1%
Pubs, Taverns and Bars	↑ 5.8%	1.13x	40.6%
Cafes	↑ 0.7%	1.14x	30.8%
Takeaway and Fast Food Outlets	↓ -5.6%	1.08x	26.0%
Attractions, Events and Recreation	↑ 28.9%	0.91x	10.9%
Accommodation - Online	↓ -5.4%	1.53x	20.6%
Food Retailing	↓ -1.1%	1.16x	57.0%
Supermarkets	↓ -3.1%	1.23x	38.5%
Groceries and Other Food Retailing	↑ 1.8%	1.12x	43.3%
Discretionary Retail	↑ 8.4%	1.07x	40.4%
Department Stores, Clothing & Accessories	↑ 10.7%	1.03x	28.1%
Other Discretionary Retail	↑ 4.3%	1.06x	21.9%
Accommodation - Instore	↓ -6.1%	1.14x	12.2%
Private Transport	↓ -7.0%	0.93x	20.4%



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Thank you