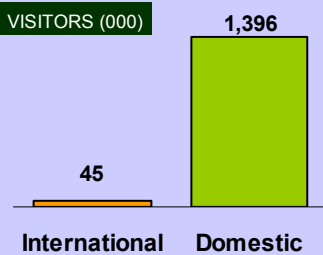


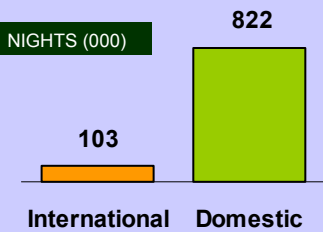
VALUE OF TOURISM IN WINGECARRIBEE LGA

- Each year, around **1.4 million tourists** visit the Wingecarribee Shire
 - Each year, these visitors spend around **\$170million** in the Shire
 - This expenditure supports around **2000 full time equivalent Wingecarribee jobs**
- **These job numbers almost certainly make Tourism the LARGEST employer in the Wingecarribee.**

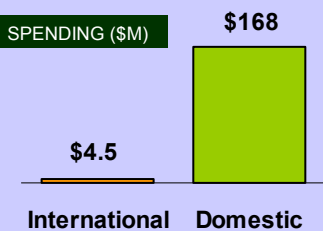
OUR VISITOR PROFILE— VISITORS, NIGHTS AND SPENDING



- The total number of visitors that come to the Wingecarribee Shire each year is approximately 1.4 million.
- Most visitors are domestic visitors (ie Australians traveling within Australia). Approximately 345,000 domestic overnight visitors and 1.1million domestic day visitors come to the Wingecarribee Shire each year.
- An estimated 7,000 international visitors stay overnight in the Wingecarribee Shire each year. Estimates for the number international day visitors are not typically available, however the best available estimate is around 40,000 per year.



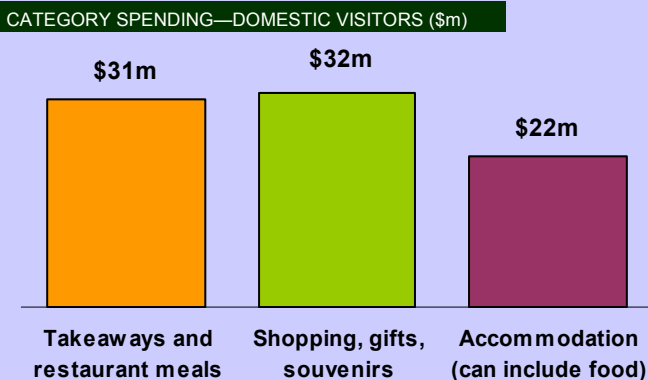
- The total number of nights spent by visitors to the Wingecarribee Shire each year is close to 1million (925,000).
- Most OVERNIGHT visitors are domestic visitors. In an average year, over 800,000 nights are spent in the Wingecarribee Shire by domestic visitors and 100,000 by international visitors.



- Each year, visitors spend around \$170 million dollars in the Wingecarribee Shire. This amount does not count spending by international day visitors so the actual amount would be higher.
- Domestic OVERNIGHT visitors account for most of the spending: in an average year these visitors spend close to \$90million in the Wingecarribee Shire. Domestic DAY visitors spend around \$80million in the Shire each year.
- International OVERNIGHT visitors account for around \$4.5m of the total visitor spending. Unfortunately, it is not currently possible to estimate the spending of international day visitors in the Wingecarribee.

SPENDING THROUGHOUT THE LOCAL ECONOMY—DOMESTIC VISITORS

Note: these amounts are spending estimates by domestic visitors for which the Wingecarribee Shire was the only trip destination. Spending by those who visited the Wingecarribee Shire AND other LGAs is not included, nor is expenditure by international visitors.



- AROUND \$31m on Takeaways and Restaurant Meals is spent in the Wingecarribee each year by domestic visitors
- AROUND \$32m+ on Shopping, Gifts and Souvenirs is spent in the Wingecarribee each year by domestic visitors
- AROUND \$22m on Accommodation is spent in the Wingecarribee each year by domestic visitors

PLUS: Multi-million dollar annual expenditures are also made in categories such as Alcohol/drinks and Groceries.

Data Sources: Tourism Research Australia; National Visitor Survey 1998-2006; International Visitor Survey 1999-2006; Expenditure by Visitors in Australia's Tourism Regions 1999-2006; Department of Industry Tourism & Resources, Tourism Economic Impact Model for Australian Local Government (2006)

Notes and cautions: Estimates are annual average estimates and are subject to sample error and modeling assumptions. They should be considered as best available estimates. Additional information should be sought from the data source providers and TSH concerning the nature of and strengths and weaknesses of the estimates and assumptions.