



your online guide to Bondi Beach

- \* offering a clean, contemporary look with personalised content and captivating, original imagery
- \* utilising current innovations and web 2.0 technologies to ensure easy, enjoyable and genuine engagement
- \* celebrating our iconic beach and featuring the full breadth of enviable seaside culture and offerings
- \* encouraging an authentic experience through independence, community collaboration and contributions



# **bondi beach**

a fabulously vibrant & diverse seaside village

- \* radiates an active, healthy outdoor lifestyle
- \* a strong sense of local community
- \* 500+ welcoming beachside businesses
- \* famous, fun & featured throughout the world
- \* the quintessential Australian dream destination

LIFE

# people

folk who live in and love bondi

a global bunch of beachside dreamers of **7 billion**

a substantial international tourist market of **6 million**

a vast and growing domestic visitor market of over **70,000**

a passionate local bondi beach community numbering over **10,000**

see a community demographics here: [www.atbondi.com/demographics](http://www.atbondi.com/demographics)

# facts & stats

## tourism figures and trends

Nature-based travel is the **fastest growing tourism sector** in the world (*World Tourism Organisation*).

*Go to the beach* (85.2%) was the **most popular nature based activity** undertaken by international visitors to NSW, likewise for NSW overnight domestic visitors (68.2%).

In NSW, tourism contributes nearly **\$14 billion each year** - more than agriculture, mining or communications services, individually or combined.

In Sydney, there are more than 125,000 tourism businesses, **employing over 160,000** residents.

*“NSW is home to some of the most **iconic landmarks** that are synonymous with Australia including the Sydney Opera House, the Harbour Bridge and Bondi Beach”.*

*Tourism & Transport Forum, Budget Submission 2010-11*

**Over half of all international visitors to Sydney visit Bondi.**



# resources

who can help and where to find info

**www.atbondi.com:** images, visitor info, history, maps, sights, activities, interviews with locals, news, events and more.

**www.waverley.nsw.gov.au:** information for residents and visitors with a focus on healthy, safety and local services.

**www.destinationnsw.com.au:** information, research, images and support for the state's tourism and events sector.

**www.environment.gov.au:** information on Bondi Beach's National Heritage Listing, including history resources.

**www.cultureandrecreation.gov.au:** information on surf lifesaving and the founding of Australia's first surf lifesaving clubs.

**www.pictureaustralia.org:** holds the extensive Holtermann Collection, including the earliest known images of Bondi.

## People

Kimberley Stewart, Waverley Library, 02 9386 7744

Lorna Bussell, Place Manager, Waverley Council, 02 8362 3406

# best of bondi

top 10 listings, reviews and local picks

Head below to read what the locals list as their favourite pastimes and places in Bondi Beach.

[www.atbondi.com/meet-the-locals](http://www.atbondi.com/meet-the-locals)

Check out the top sights and activities in Bondi Beach including sport, culture, shopping and more.

[www.atbondi.com/see-do](http://www.atbondi.com/see-do)

There's always something going on in Bondi Beach. Here's the list of both annual and upcoming events.

[www.atbondi.com/news-events](http://www.atbondi.com/news-events)

Here's some great places for a social summer drink at Bondi Beach.

[www.atbondi.com/drink-and-play](http://www.atbondi.com/drink-and-play)



Head here for the current Top 10 places to eat & drink from Bondi Beach's 150+ options.

[www.atbondi.com/top-10-eat-drink](http://www.atbondi.com/top-10-eat-drink)

Check out some of the best spots to grab a quality cup of coffee in Bondi Beach.

[www.atbondi.com/top-10-coffee](http://www.atbondi.com/top-10-coffee)

Here's some of the best places in Bondi Beach for kids, parents and families.

[www.atbondi.com/best-for-families](http://www.atbondi.com/best-for-families)

Here's a list of Bondi Beach's best options for accommodation across each category.

[www.atbondi.com/top-10-accommodation](http://www.atbondi.com/top-10-accommodation)



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