

Travel to Central Coast Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. SEPT 17	% change YE Sept 18 vs. YE Sept 10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,504	4,288	4,848	5,026	4,616	4,476	4,496	5,107	5,364	5.0%	19.1%
Nights ('000)	4,074	4,296	4,075	4,600	4,213	4,452	4,114	4,757	4,644	-2.4%	14.0%
Expenditure (\$ million)*	\$761	\$683	\$672	\$897	\$784	\$831	\$800	\$864	\$897	3.8%	17.9%

Overnight - Int'l & domestic

Visitors ('000)	1,186	1,257	1,233	1,367	1,299	1,281	1,309	1,446	1,537	6.3%	29.6%
Nights ('000)	4,074	4,296	4,075	4,600	4,213	4,452	4,114	4,757	4,644	-2.4%	14.0%
Expenditure (\$ million)*	\$477	\$465	\$437	\$593	\$544	\$545	\$543	\$591	\$569	-3.7%	19.1%

Domestic - overnight & daytrip

Visitors ('000)	4,469	4,251	4,812	4,987	4,574	4,434	4,446	5,052	5,298	4.9%	18.6%
Nights ('000)	3,434	3,587	3,465	4,038	3,473	3,506	3,502	3,766	3,922	4.1%	14.2%
Expenditure (\$ million)*	\$732	\$656	\$644	\$870	\$749	\$787	\$762	\$798	\$849	6.3%	16.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. SEPT 17	% change YE Sept 18 vs. YE Sept 10
Visitors (000)	1,151	1,220	1,197	1,329	1,257	1,240	1,259	1,390	1,471	5.8%	27.8%
Nights (000)	3,434	3,587	3,465	4,038	3,473	3,506	3,502	3,766	3,922	4.1%	14.2%
Average Length of Stay	3.0	2.9	2.9	3.0	2.8	2.8	2.8	2.7	2.7	-1.6%	-10.7%
Expenditure (\$ million)*	\$448	\$439	\$409	\$566	\$509	\$501	\$505	\$525	\$521	-0.9%	16.2%
Spend per visitor per night (\$)	\$131	\$122	\$118	\$140	\$147	\$143	\$144	\$140	\$133	-4.8%	1.8%
Intrastate visitors (000)	1,012	1,044	1,024	1,184	1,074	1,064	1,115	1,213	1,289	6.2%	27.4%
Interstate visitors (000)	139	176	174	144	183	176	145	177	182	3.0%	30.8%
Intrastate nights (000)	2,804	2,899	2,878	3,586	2,776	2,784	2,916	3,026	3,362	11.1%	19.9%
Interstate nights (000)	630	689	586	452	697	722	585	741	560	-24.4%	-11.2%
Intrastate expenditure (\$million)	\$395	\$384	\$354	\$514	\$431	\$435	\$451	\$447	\$449	0.6%	13.6%
Interstate expenditure (\$ million)	\$53	\$55	\$54	\$52	\$78	\$67	\$54	\$79	\$71	-9.4%	35.4%

Purpose of Visit

	Visitors (000)									% change YE Sept 18 vs. SEPT 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
Holiday	580	578	570	694	540	596	576	621	656	5.7%	13.0%
Visiting Friends & Relatives	492	538	519	542	609	542	588	588	643	9.4%	30.8%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,151	1,220	1,197	1,329	1,257	1,240	1,259	1,390	1,471	5.8%	27.8%
	Nights (000)									% change YE Sept 18 vs. SEPT 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
Holiday	1,835	1,782	1,965	2,081	1,655	1,904	1,778	1,762	1,856	5.3%	1.1%
Visiting Friends & Relatives	1,441	1,502	1,288	1,232	1,486	1,355	1,249	1,577	1,676	6.3%	16.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	3,434	3,587	3,465	4,038	3,473	3,506	3,502	3,766	3,922	4.1%	14.2%

Origin

	Visitors (000)									% change YE Sept 18 vs. SEPT 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
Regional NSW	307	365	333	357	304	300	318	349	452	29.7%	47.2%
Sydney	704	679	691	828	770	763	796	865	837	-3.2%	18.8%
Total Intrastate	1,012	1,044	1,024	1,184	1,074	1,064	1,115	1,213	1,289	6.2%	27.4%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total Interstate	139	176	174	144	183	176	145	177	182	3.0%	30.8%
Grand Total	1,151	1,220	1,197	1,329	1,257	1,240	1,259	1,390	1,471	5.8%	27.8%

Travel to Central Coast Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
15-29	244	278	n/p	266	281	288	276	315	350	11.1%	43.3%	
30-39	186	232	221	278	171	186	224	228	267	17.1%	43.6%	
40-49	205	198	204	227	228	214	191	254	206	-18.8%	0.6%	
50-59	220	197	184	236	211	183	245	254	243	-4.3%	10.2%	
60-69	184	194	209	219	216	234	207	199	262	31.7%	42.1%	
70+	111	121	131	102	149	134	116	140	143	1.9%	29.1%	
Total	1,151	1,220	1,197	1,329	1,257	1,240	1,259	1,390	1,471	5.8%	27.8%	

Travel Party

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Travelling alone	194	230	245	295	295	256	305	374	400	7.1%	106.5%	
Adult couple	358	377	401	412	341	391	380	433	424	-2.3%	18.3%	
Family group - parents and children	348	391	314	327	296	300	286	266	282	6.1%	-19.0%	
Friends or relatives travelling together with(out) children	226	190	208	263	300	246	264	285	334	17.5%	48.1%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	1,151	1,220	1,197	1,329	1,257	1,240	1,259	1,390	1,471	5.8%	27.8%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Eat out / dine at a restaurant and/or cafe	594	656	610	749	749	703	718	780	894	14.6%	50.4%	
Visit friends & relatives	617	700	683	663	726	697	675	752	764	1.6%	23.9%	
Go to the beach	468	537	478	617	544	645	580	585	671	14.6%	43.2%	
Sightseeing/looking around	348	335	286	309	286	295	217	263	369	40.4%	5.9%	
Pubs, clubs, discos etc	207	181	241	239	313	242	230	302	277	-8.1%	33.6%	

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)									YE Sept 2018	% change YE Sept 18 vs. Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Friends or relatives property	1,707	1,827	1,693	1,936	1,794	1,502	1,608	1,893	1,936	2.3%	13.4%	
Caravan park or commercial camping ground	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Rented house/apartment/flat or unit	442	n/p	n/p	n/p	n/p	565	n/p	n/p	n/p	-	-	

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Private vehicle or company car	1,024	1,063	1,072	1,210	1,053	1,052	1,088	1,199	1,315	9.7%	28.4%	
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	Visitors (000)									YE Sept 2018	% change YE Sept 18 vs. Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Visitors (000)	35	37	36	39	42	41	50	55	66	18.9%	88.4%	
Nights (000)	639	709	610	562	740	946	612	991	722	-27.1%	12.9%	
Average Length of Stay	18.3	19.3	17.0	14.4	17.6	22.8	12.4	17.9	11.0	-38.7%	-40.1%	
Expenditure (\$ million)*	\$29	\$27	\$28	\$27	\$35	\$44	\$38	n/p	\$48	-	64.0%	
Spend per visitor per night (\$)	\$46	\$38	\$46	\$48	\$47	\$47	\$62	-	\$67	-	45.2%	

Travel to Central Coast Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
Visitors (000)	3,318	3,031	3,615	3,659	3,317	3,194	3,187	3,662	3,827	4.5%	15.3%
Expenditure (\$ million)*	\$283	\$217	\$235	\$304	\$240	\$286	\$257	\$273	\$328	20.1%	15.7%
Spend per visitor (\$)	\$85	\$72	\$65	\$83	\$72	\$90	\$81	\$75	\$86	15.0%	0.3%

Main Purpose of Trip

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
Holiday	1,500	1,255	1,395	1,607	1,481	1,440	1,378	1,570	1,731	10.3%	15.4%
Visiting Friends & Relatives	1,511	1,399	1,695	1,539	1,356	1,223	1,306	1,361	1,534	12.7%	1.5%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	3,318	3,031	3,615	3,659	3,317	3,194	3,187	3,662	3,827	4.5%	15.3%

Origin

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
Sydney	2,138	2,276	2,458	2,310	2,155	2,059	2,104	2,391	2,633	10.1%	23.2%
Regional NSW	1,180	756	1,156	1,349	1,130	1,135	1,061	1,255	1,177	-6.2%	-0.2%
Total Intrastate	3,318	3,031	3,615	3,659	3,285	3,194	3,165	3,646	3,811	4.5%	14.9%
Total Interstate	-	-	-	-	n/p	-	n/p	n/p	n/p	-	-
Total	3,318	3,031	3,615	3,659	3,317	3,194	3,187	3,662	3,827	4.5%	15.3%

Age

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
15-29	698	n/p	n/p	n/p	n/p	612	669	n/p	858	-	22.9%
30-39	599	567	668	n/p	n/p	n/p	n/p	n/p	n/p	-	-
40-49	406	614	638	694	784	524	n/p	n/p	609	-	50.0%
50-59	687	561	572	539	595	587	619	820	591	-27.9%	-13.9%
60-69	546	465	600	723	583	656	566	705	705	-0.1%	29.2%
70+	382	346	343	480	286	342	463	391	486	24.3%	27.2%
Total	3,318	3,031	3,615	3,659	3,317	3,194	3,187	3,662	3,827	4.5%	15.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
Eat out / dine at a restaurant and/or cafe	1,476	1,185	1,414	1,564	1,380	1,527	1,507	1,739	1,813	4.3%	22.8%
Visit friends & relatives	1,699	1,489	1,774	1,750	1,649	1,274	1,437	1,527	1,582	3.6%	-6.9%
Go to the beach	734	639	733	767	805	592	509	757	921	21.7%	25.5%
Sightseeing/looking around	555	473	n/p	407	n/p	n/p	643	566	547	-3.3%	-1.4%
Go shopping for pleasure	607	482	n/p	n/p	454	460	486	488	511	4.8%	-15.9%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018		
Private vehicle or company car	3,046	2,868	3,381	3,387	3,019	2,993	3,031	3,452	3,569	3.4%	17.2%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

n/p = not publishable

Due to quality issues with the incoming passenger data, IVS results for the YE Sept 18 are preliminary and do not include any data relating to purpose of visit. Central Coast includes: Gosford, Killcare, Terrigal, The Entrance and Wyang.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.