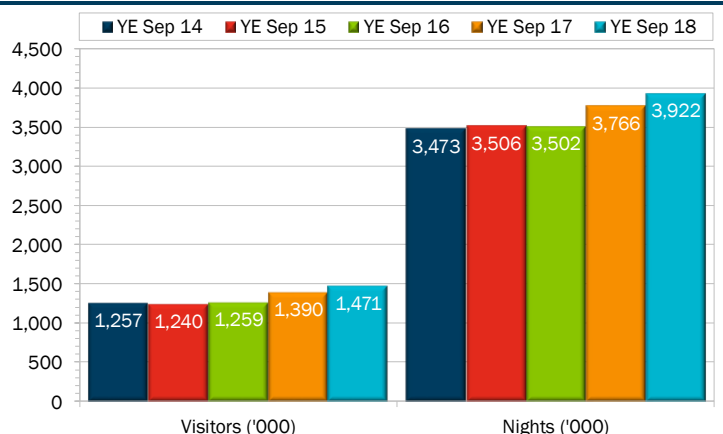


## Domestic Overnight Travel<sup>1</sup>

### Visitors and nights



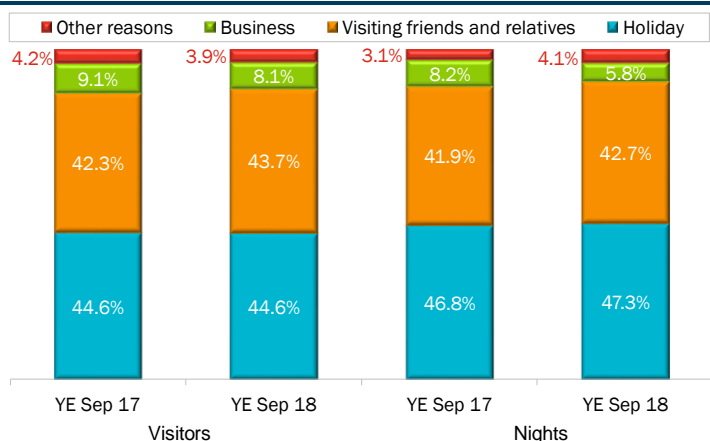
Central Coast received nearly 1.5 million domestic overnight visitors - up by 5.8% on YE Sep 17. Visitors spent over 3.9 million nights in the region - up by 4.1% on YE Sep 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 7.7 percent\* on last year and by 28.1 percent\* compared to four years ago.

### Market share

The region received 6.2% of visitors and 5.1% of nights in regional NSW. Compared to YE Sep 17, the share of visitors and the share of nights were down by 0.1% pt each.

### Purpose of visit to Central Coast



'Holiday' (44.6%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (43.7%) and 'business' (8.1%). Compared to YE Sep 17, visitors who travelled for 'holiday' grew by 5.7% and 'VFR' increased by 9.4% while 'business' declined by 5.8%.

'Holiday' (47.3%) was the largest purpose in terms of nights in the region, followed by 'VFR' (42.7%) and 'business' (5.8%). Compared to YE Sep 17, nights spent for 'holiday' grew by 5.3% and 'VFR' increased by 6.3% while 'business' declined by 26.3%.

### Accommodation in Central Coast

'Friends or relatives property' (49.4%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (9.4%) was the 2<sup>nd</sup> most popular accommodation, followed by 'rented house, apartment flat or unit' (8.0%).

Central Coast includes Gosford, Killcare, Terrigal, The Entrance, Wyong.

\* The percentage change is statistically significant.

### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 17	YE Sep 18	YE Sep 17	YE Sep 18
Regional NSW	25.1%	30.8%	24.0%	37.1%
Sydney	62.2%	56.9%	56.3%	48.6%
Total intrastate	87.3%	87.6%	80.3%	85.7%
Queensland	3.7%	5.0%	5.0%	6.7%
Victoria	4.1%	3.1%	6.8%	2.8%
ACT	1.4%	1.7%	1.3%	1.5%
Other interstate	3.6%	2.5%	6.5%	3.3%
Total interstate	12.7%	12.4%	19.7%	14.3%

Sydney (56.9%) was the largest source of visitors to the region, followed by regional NSW (30.8%) and Queensland (5.0%). Compared to YE Sep 17, the Sydney source market declined by 3.2% while regional NSW grew by 29.7%\*. Over the same period, Queensland grew by 44.7% while Victoria declined by 19.5%.

Sydney (48.6%) was the largest source market in terms of nights in the region, followed by regional NSW (37.1%) and Queensland (6.7%). Compared to YE Sep 17, nights spent by visitors from Sydney declined by 10.1% while nights from regional NSW grew by 60.9%\*. Over the same period, Queensland nights grew by 40.5% while nights by Victorians declined by 57.4%.

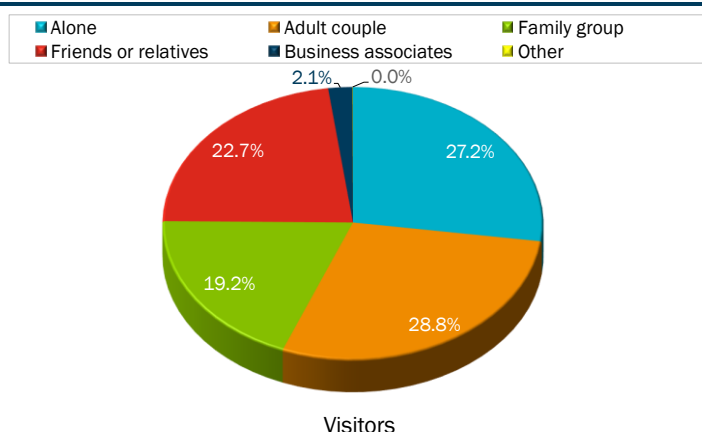
### Top activities in Central Coast

'Eat out, dine at a restaurant or cafe' (60.8%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (51.9%) was the 2<sup>nd</sup> most popular activity, followed by 'go to the beach' (45.6%).

### Age groups

'15 to 29 years' (23.8%) was the largest age group of visitors to the region, followed by '30 to 39 years' (18.2%) and '60 to 69 years' (17.8%).

### Travel party



'Adult couple' (28.8%) was the most common travel party amongst visitors to the region, followed by 'alone' (27.2%) and 'friends or relatives' (22.7%).

### Expenditure (incl airfares and transport costs)<sup>3</sup>

Domestic overnight visitors spent \$521 million in the region - down by 0.9% on YE Sep 17. On average, they spent \$133 per night - down by 4.8% on YE Sep 17.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 18.

# Travel to Central Coast

Year ended September 2018

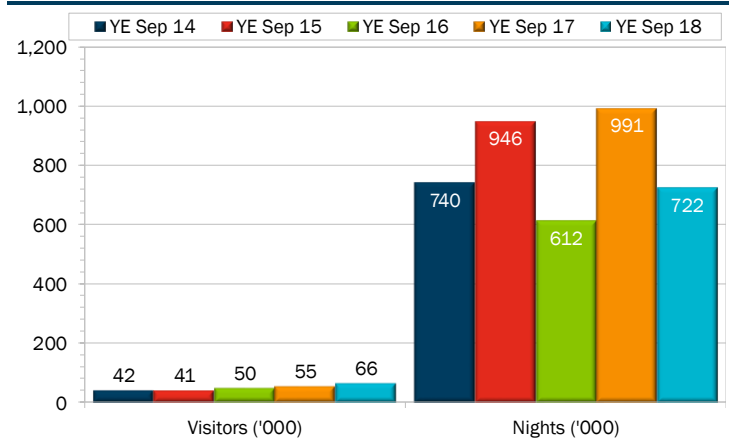
For the period of October 2017 to September 2018

Sources: (1) NVS YE & (2) IVS, YE Sep 18, TRA - unless otherwise specified.

Preliminary	YE Sep 18	YE on YE growth	Share of region			Share of regional NSW	Rank in regional NSW
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	5.4	5.0%	1.2%	27.4%	71.3%	8.4%	5
Total nights (million)	4.6	-2.4%	15.6%	84.4%	0.0%	5.1%	6
Total spend (million)	\$897	3.8%	5.4%	58.1%	36.6%	5.2%	6

## International Overnight Travel<sup>2</sup> - preliminary

### Visitors and nights



Central Coast received 65,700 international overnight visitors - up by 18.9%\* on YE Sep 17. Visitors spent 722,200 nights in the region - down by 27.1% on YE Sep 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 4.6 percent\* on last year and by 40.3 percent\* compared to four years ago.

### Market share

The region received 7.5% of visitors and 5.0% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was up by 0.9% pts and the share of nights was down by 1.5% pts.

### Origin - share of visitors to Central Coast

Rank	Individual market	Share of international visitors to Central Coast		Origin region	YE Sep 17		YE Sep 18	
		YE Sep 17	YE Sep 18		YE Sep 17	YE Sep 18		
1	New Zealand	18.9%	18.7%	Europe	38.4%	35.4%		
2	United Kingdom	19.4%	17.5%	North America	14.3%	14.3%		
3	USA	10.5%	9.8%	Asia	21.8%	25.7%		
4	Germany	2.8%	6.9%	New Zealand & Oceania	21.1%	20.0%		
5	India	np	6.0%	Other Countries	4.4%	4.5%		

New Zealand (18.7%) was the region's largest individual source market of visitors, followed by the United Kingdom (17.5%) and the USA (9.8%).

### Accommodation in Central Coast

'Friends or relatives property' (76.1%) was the most popular form of accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (6.2%).

### Age groups

'15 to 29 years' (25.4%) was the largest age group of visitors to the region, followed by '60 to 69 years' (22.2%) and '50 to 59 years' (17.6%).

### Expenditure (incl 30% prepaid package expenditure)<sup>4</sup>

International overnight visitors spent \$48 million in the region. On average, they spent \$67 per night region.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 18.

### Preliminary IVS results

Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

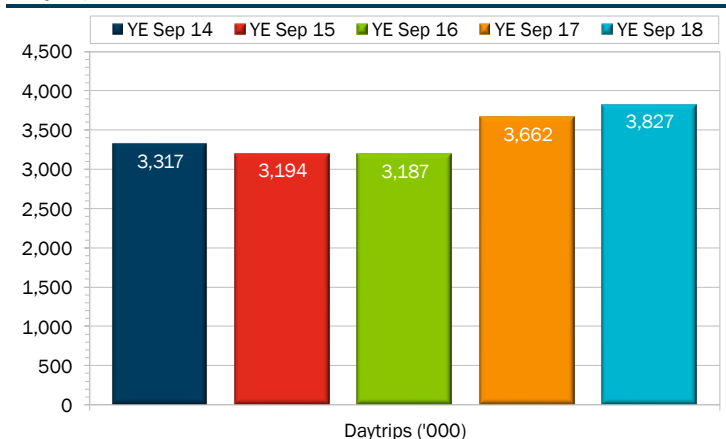
Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Sep 18 are preliminary.

\* The percentage change is statistically significant.

np = Not published due to insufficient sample.

## Domestic Daytrip Travel<sup>4</sup>

### Daytrips



Central Coast received over 3.8 million domestic daytrip visitors - up by 4.5% on YE Sep 17.

Note: The number of domestic daytrips to regional New South Wales increased by 3.7 percent on last year and by 20.3 percent\* compared to four years ago.

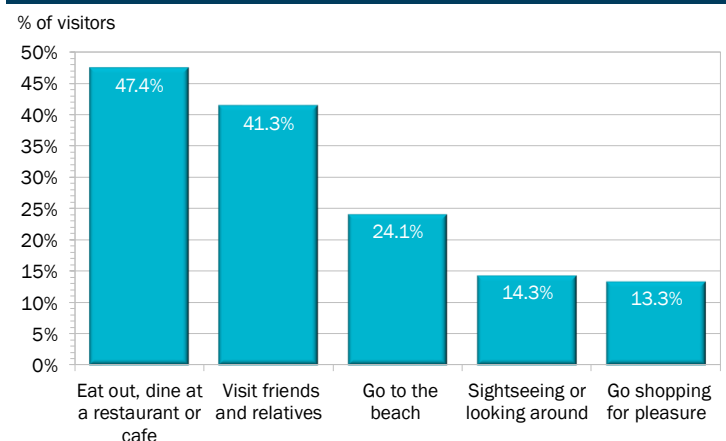
### Market share

The region received 9.7% of daytrips to regional NSW. Compared to YE Sep 17, the share was up by 0.1% pt.

### Main purpose of trip

'Holiday' (45.2%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (40.1%) and 'business' (6.6%). Compared to YE Sep 17, visitors who travelled for 'holiday' grew by 10.3% and 'VFR' increased by 12.7% while 'business' declined by 23.5%.

### Top activities in Central Coast



'Eat out, dine at a restaurant or cafe' (47.4%) was the most popular activity undertaken by visitors to the region.

### Expenditure<sup>3</sup>

Domestic daytrip visitors spent \$328 million in the region - up by 20.1% on YE Sep 17. On average, they spent \$86 per trip - up by 15.0% on YE Sep 17.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 18.

### Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.