

# Travel to Central Coast Tourism Region

## Year ended December 2018



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	4,473	4,274	5,113	4,843	4,484	4,594	4,804	5,070	5,329	5.1%	19.2%
Nights ('000)	3,973	4,315	4,180	4,645	4,195	4,469	4,310	4,878	4,508	-7.6%	13.5%
Expenditure (\$ million)*	\$719	\$654	\$803	\$831	\$748	\$835	\$859	\$862	\$910	5.6%	26.6%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	1,184	1,244	1,299	1,352	1,289	1,314	1,351	1,502	1,451	-3.4%	22.6%
Nights ('000)	3,973	4,315	4,180	4,645	4,195	4,469	4,310	4,878	4,508	-7.6%	13.5%
Expenditure (\$ million)*	\$461	\$442	\$536	\$566	\$493	\$564	\$568	\$591	\$586	-0.8%	27.0%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	4,437	4,232	5,078	4,800	4,443	4,548	4,754	5,006	5,261	5.1%	18.6%
Nights ('000)	3,371	3,568	3,550	3,993	3,370	3,522	3,660	3,923	3,657	-6.8%	8.5%
Expenditure (\$ million)*	\$697	\$623	\$777	\$798	\$714	\$780	\$823	\$796	\$858	7.9%	23.2%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,438	1,382	-3.9%	20.4%
Nights (000)	3,371	3,568	3,550	3,993	3,370	3,522	3,660	3,923	3,657	-6.8%	8.5%
Average Length of Stay	2.9	3.0	2.8	3.1	2.7	2.8	2.8	2.7	2.6	-3.0%	-9.9%
Expenditure (\$ million)*	\$439	\$411	\$509	\$532	\$458	\$510	\$533	\$524	\$534	2.0%	21.6%
Spend per visitor per night (\$)	\$130	\$115	\$143	\$133	\$136	\$145	\$146	\$134	\$146	9.4%	12.1%
Intrastate visitors (000)	998	1,030	1,076	1,172	1,061	1,095	1,134	1,259	1,230	-2.3%	23.2%
Interstate visitors (000)	150	173	188	137	187	173	168	179	152	-14.9%	1.8%
Intrastate nights (000)	2,629	2,942	2,979	3,527	2,650	2,834	2,992	3,236	3,141	-3.0%	19.5%
Interstate nights (000)	742	626	572	466	720	688	668	686	516	-24.8%	-30.4%
Intrastate expenditure (\$million)	\$376	\$361	\$451	\$477	\$382	\$445	\$471	\$442	\$466	5.4%	23.9%
Interstate expenditure (\$ million)	\$63	\$50	\$59	\$55	\$77	\$65	\$62	\$81	\$68	-16.6%	7.7%

#### Purpose of Visit

	Visitors (000)									% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	568	575	606	658	580	582	587	614	655	6.7%	15.4%
Visiting Friends & Relatives	495	523	560	553	559	576	613	618	567	-8.2%	14.6%
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	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,438	1,382	-3.9%	20.4%
	Nights (000)									% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	1,740	1,820	2,016	2,026	1,688	1,890	1,800	1,785	1,784	-0.1%	2.5%
Visiting Friends & Relatives	1,441	1,408	1,393	1,235	1,333	1,354	1,412	1,634	1,535	-6.0%	6.6%
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	3,371	3,568	3,550	3,993	3,370	3,522	3,660	3,923	3,657	-6.8%	8.5%

#### Origin

	Visitors (000)									% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Regional NSW	306	342	341	370	287	332	281	448	387	-13.7%	26.3%
Sydney	692	688	735	802	774	762	853	811	843	4.0%	21.9%
<b>Total Intrastate</b>	998	1,030	1,076	1,172	1,061	1,095	1,134	1,259	1,230	-2.3%	23.2%
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	-	-
<b>Total Interstate</b>	150	173	188	137	187	173	168	179	152	-14.9%	1.8%
<b>Grand Total</b>	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,438	1,382	-3.9%	20.4%

# Travel to Central Coast Tourism Region

## Year ended December 2018



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
15-29	249	274	254	n/p	291	277	292	333	305	-8.4%	22.4%
30-39	178	232	245	251	182	179	227	252	254	0.9%	42.7%
40-49	222	205	186	242	234	212	188	264	210	-20.8%	-5.6%
50-59	209	191	221	219	198	221	268	230	225	-2.0%	7.9%
60-69	177	181	233	212	212	223	223	218	225	3.5%	27.1%
70+	112	121	125	115	131	156	105	140	162	15.6%	45.0%
Total	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,438	1,382	-3.9%	20.4%

### Travel Party

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Travelling alone	219	206	271	294	297	292	317	402	312	-22.4%	42.2%
Adult couple	320	387	438	376	349	383	411	424	435	2.4%	35.9%
Family group - parents and children	373	388	315	323	294	280	264	311	280	-10.0%	-25.1%
Friends or relatives travelling together with(out) children	200	197	218	281	278	270	284	271	317	17.1%	58.5%
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	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,438	1,382	-3.9%	20.4%

### Top 5 Activities (sorted by the latest year)

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Eat out / dine at a restaurant and/or cafe	590	626	685	762	700	716	745	851	825	-3.0%	39.9%
Visit friends & relatives	622	693	704	669	708	689	732	786	706	-10.2%	13.6%
Go to the beach	466	556	516	592	566	610	600	612	647	5.8%	38.8%
Sightseeing/looking around	346	338	285	297	292	265	226	284	398	40.1%	15.2%
Go shopping for pleasure	332	370	284	366	291	303	258	285	266	-6.9%	-20.0%

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

	Nights (000)								YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Friends or relatives property	1,722	1,765	1,730	1,948	1,663	1,581	1,705	2,021	1,750	-13.4%	1.6%
Rented house/apartment/flat or unit	464	n/p	n/p	n/p	n/p	611	n/p	n/p	n/p	-	-
Caravan park or commercial camping ground	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

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

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Private vehicle or company car	997	1,066	1,130	1,179	1,051	1,081	1,119	1,251	1,250	-0.1%	25.3%
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 Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Visitors (000)	36	41	35	43	41	46	49	64	69	7.3%	90.7%
Nights (000)	602	747	630	652	825	947	650	956	851	-10.9%	41.4%
Average Length of Stay	16.7	18.1	18.0	15.1	20.0	20.5	13.2	14.9	12.4	-17.0%	-25.8%
Expenditure (\$ million)*	\$22	\$31	\$26	\$33	\$34	\$54	\$35	n/p	\$52	-	135.2%
Spend per visitor per night (\$)	\$37	\$42	\$42	\$51	\$41	\$57	\$54	-	\$61	-	66.3%

### Purpose of Visit

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Holiday	14	13	10	19	15	16	17	25	26	2.6%	90.2%
Visiting Friends & Relatives	19	26	22	22	22	26	28	35	37	6.0%	93.7%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Education	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	36	41	35	43	41	46	49	64	69	7.3%	90.7%



# Travel to Central Coast Tourism Region

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	3,289	3,029	3,814	3,491	3,195	3,280	3,453	3,568	3,879	8.7%	17.9%
Expenditure (\$ million)*	\$257	\$212	\$267	\$265	\$256	\$270	\$290	\$272	\$324	19.3%	26.0%
Spend per visitor (\$)	\$78	\$70	\$70	\$76	\$80	\$82	\$84	\$76	\$84	9.7%	6.8%

### Main Purpose of Trip

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	1,552	1,156	1,486	1,606	1,437	1,457	1,518	1,495	1,741	16.5%	12.2%
Visiting Friends & Relatives	1,454	1,414	1,847	1,366	1,281	1,312	1,358	1,333	1,583	18.8%	8.9%
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	3,289	3,029	3,814	3,491	3,195	3,280	3,453	3,568	3,879	8.7%	17.9%

### Origin

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Sydney	2,210	2,291	2,434	2,153	2,231	2,016	2,309	2,390	2,741	14.7%	24.0%
Regional NSW	1,079	738	1,380	1,311	959	1,264	1,106	1,178	1,121	-4.8%	3.9%
<b>Total Intrastate</b>	<b>3,289</b>	<b>3,029</b>	<b>3,814</b>	<b>3,464</b>	<b>3,190</b>	<b>3,280</b>	<b>3,416</b>	<b>3,568</b>	<b>3,862</b>	<b>8.3%</b>	<b>17.4%</b>
<b>Total Interstate</b>	-	-	-	n/p	n/p	-	n/p	-	n/p	-	-
Total	3,289	3,029	3,814	3,491	3,195	3,280	3,453	3,568	3,879	8.7%	17.9%

### Age

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
15-29	n/p	n/p	n/p	n/p	n/p	693	681	n/p	n/p	-	-
30-39	583	591	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
40-49	461	583	670	782	688	n/p	n/p	627	n/p	-	-
50-59	697	544	521	580	578	640	662	735	630	-14.2%	-9.5%
60-69	534	490	694	662	540	681	644	679	705	3.8%	32.0%
70+	374	322	380	462	n/p	355	491	348	526	51.4%	40.8%
Total	3,289	3,029	3,814	3,491	3,195	3,280	3,453	3,568	3,879	8.7%	17.9%

### Top 5 activities (sorted by the latest year)

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Eat out / dine at a restaurant and/or cafe	1,376	1,253	1,525	1,358	1,507	1,516	1,625	1,780	1,737	-2.4%	26.3%
Visit friends & relatives	1,587	1,538	1,903	1,592	1,564	1,368	1,450	1,575	1,595	1.3%	0.5%
Go to the beach	672	748	672	747	792	510	623	822	886	7.8%	31.8%
Go shopping for pleasure	456	497	n/p	n/p	505	468	543	n/p	603	-	32.4%
Sightseeing/looking around	541	474	n/p	401	n/p	507	658	540	580	7.3%	7.1%

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

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Private vehicle or company car	3,025	2,906	3,528	3,253	2,926	3,060	3,302	3,360	3,618	7.7%	19.6%
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

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

\*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.