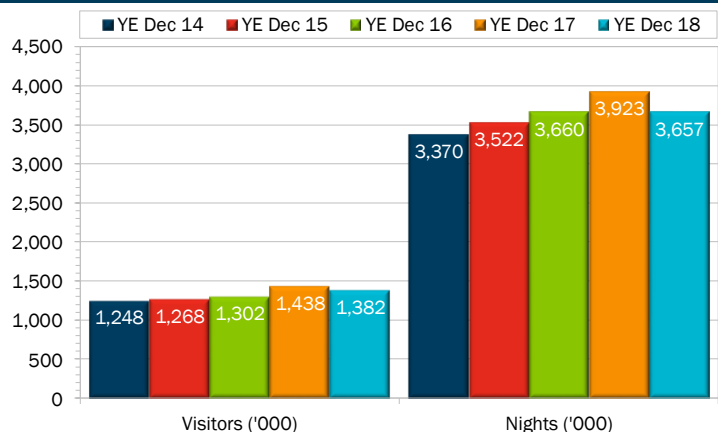


## Domestic Overnight Travel<sup>1</sup>

### Visitors and nights



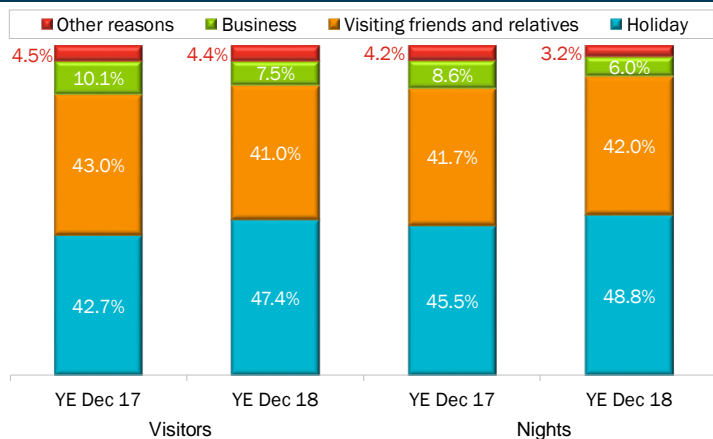
Central Coast received nearly 1.4 million domestic overnight visitors - down by 3.9% on YE Dec 17. Visitors spent nearly 3.7 million nights in the region - down by 6.8% on YE Dec 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 8.5 percent\* on last year and by 28.2 percent\* compared to four years ago.

### Market share

The region received 5.7% of visitors and 4.7% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was down by 0.7 pts and the share of nights was down by 0.6% pts.

### Purpose of visit to Central Coast



'Holiday' (47.4%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (41.0%) and 'business' (7.5%). Compared to YE Dec 17, visitors who travelled for 'holiday' grew by 6.7% while 'VFR' declined by 8.2% and 'business' decreased by 28.8%.

'Holiday' (48.8%) was the largest purpose in terms of nights in the region, followed by 'VFR' (42.0%) and 'business' (6.0%). Compared to YE Dec 17, nights spent for 'holiday' declined by 0.1% and 'VFR' decreased by 6.0% while 'business' fell by 34.8%.

### Accommodation in Central Coast

'Friends or relatives property' (47.9%) was the most popular accommodation used for nights in the region. 'Rented house, apartment, flat or unit' (9.3%) was the 2<sup>nd</sup> most popular accommodation, followed by 'caravan park or commercial camping ground' (8.4%).

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

\* The percentage change is statistically significant.

### Origin

Origin	Share of visitors		Share of nights	
	YE Dec 17	YE Dec 18	YE Dec 17	YE Dec 18
Regional NSW	31.2%	28.0%	32.4%	31.2%
Sydney	56.4%	61.0%	50.1%	54.7%
Total intrastate	87.5%	89.0%	82.5%	85.9%
Victoria	3.6%	3.8%	5.6%	3.9%
Queensland	4.5%	3.5%	5.2%	5.8%
ACT	1.0%	1.6%	0.8%	1.8%
Other interstate	3.3%	2.1%	5.9%	2.7%
Total interstate	12.5%	11.0%	17.5%	14.1%

Sydney (61.0%) was the largest source of visitors to the region, followed by regional NSW (28.0%) and Victoria (3.8%). Compared to YE Dec 17, the Sydney source market grew by 4.0% while regional NSW declined by 13.7%. Over the same period, Victoria grew by 0.3% while Queensland declined by 24.6%.

Sydney (54.7%) was the largest source market in terms of nights in the region, followed by regional NSW (31.2%) and Queensland (5.8%). Compared to YE Dec 17, nights spent by visitors from Sydney grew by 1.7% while nights from regional NSW declined by 10.2%. Over the same period, Queensland nights grew by 3.3% while nights by Victorians declined by 35.4%.

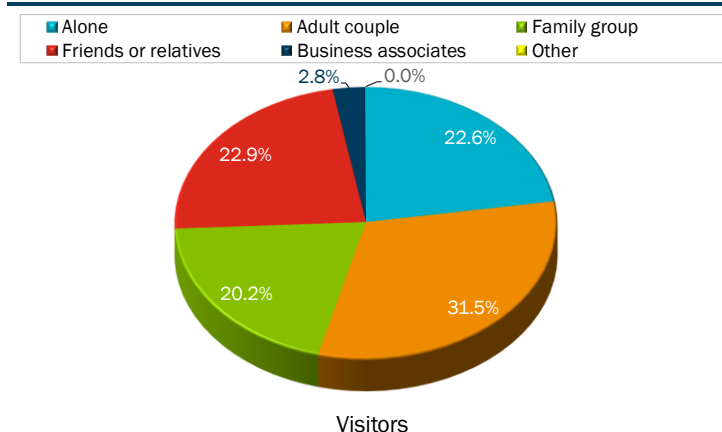
### Top activities in Central Coast

'Eat out, dine at a restaurant or cafe' (59.7%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (51.1%) was the 2<sup>nd</sup> most popular activity, followed by 'go to the beach' (46.8%).

### Age groups

'15 to 29 years' (22.1%) was the largest age group of visitors to the region, followed by '30 to 39 years' (18.4%) and '60 to 69 years' (16.3%).

### Travel party



'Adult couple' (31.5%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (22.9%) and 'alone' (22.6%).

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

Domestic overnight visitors spent \$534 million in the region - up by 2.0% on YE Dec 17. On average, they spent \$146 per night - up by 9.4% on YE Dec 17.

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

# Travel to Central Coast

Year ended December 2018

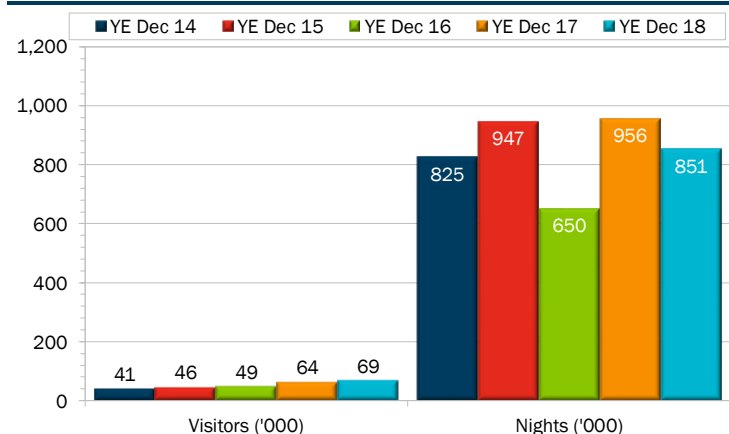
For the period of January 2018 to December 2018

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

	YE Dec 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)	5.3	5.1%	1.3%	25.9%	72.8%	8.3%	5
Total nights (million)	4.5	-7.6%	18.9%	81.1%	0.0%	4.9%	6
Total spend (million)	\$910	5.6%	5.7%	58.7%	35.6%	5.1%	6

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

### Visitors and nights



Central Coast received 68,800 international overnight visitors - up by 7.3% on YE Dec 17. Visitors spent 851,200 nights in the region - down by 10.9% on YE Dec 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.0 percent on last year and by 36.6 percent\* compared to four years ago.

### Market share

The region received 7.9% of visitors and 5.7% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was up by 0.4% pts and the share of nights was down by 0.8% pts.

### Purpose of visit to Central Coast

'Visiting friends and relatives (VFR)' (54.4%) was the largest purpose of visit for visitors to the region, followed by 'holiday' (37.4%) and 'business' (5.8%). Compared to YE Dec 17, visitors who travelled for 'VFR' grew by 6.0% and 'holiday' increased by 2.6%.

### Origin - share of visitors to Central Coast

Rank	Individual market	Share of international visitors to Central Coast		Origin region	YE Dec 17		YE Dec 18	
		YE Dec 17	YE Dec 18		YE Dec 17	YE Dec 18		
1	New Zealand	19.2%	19.5%	Europe	38.0%	34.1%		
2	United Kingdom	20.0%	18.5%	North America	14.9%	11.1%		
3	USA	11.0%	7.9%	Asia	21.8%	27.9%		
4	np	np	np	New Zealand & Oceania	20.3%	21.4%		
5	np	np	np	Other Countries	5.2%	5.5%		

New Zealand (19.5%) was the region's largest individual source market of visitors, followed by the United Kingdom (18.5%).

### Accommodation in Central Coast

'Friends or relatives property' (69.4%) was the most popular form of accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (9.0%).

### Age groups

'15 to 29 years' (22.0%) was the largest age group of visitors to the region, followed by '60 to 69 years' (21.6%) and '50 to 59 years' (19.9%).

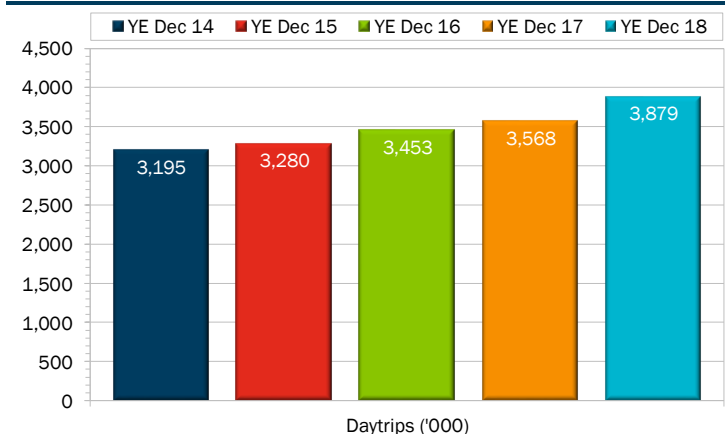
### Expenditure (incl 30% prepaid package expenditure)<sup>4</sup>

International overnight visitors spent \$52 million in the region. On average, they spent \$61 per night.

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

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

### Daytrips



Central Coast received nearly 3.9 million domestic daytrip visitors - up by 8.7% on YE Dec 17.

Note: The number of domestic daytrips to regional New South Wales increased by 4.5 percent\* on last year and by 17.3 percent\* compared to four years ago.

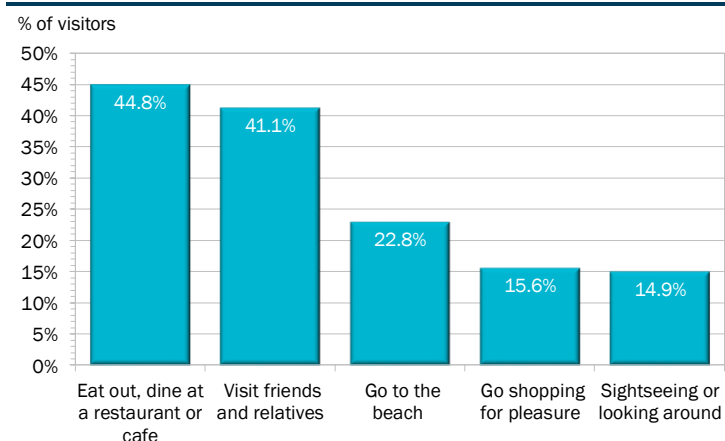
### Market share

The region received 9.8% of daytrips to regional NSW. Compared to YE Dec 17, the share was up by 0.4% pts.

### Main purpose of trip

'Holiday' (44.9%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (40.8%) and 'business' (7.0%). Compared to YE Dec 17, visitors who travelled for 'holiday' grew by 16.5% and 'VFR' increased by 18.8% while 'business' declined by 29.1%.

### Top activities in Central Coast



'Eat out, dine at a restaurant or cafe' (44.8%) was the most popular activity undertaken by visitors to the region.

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

Domestic daytrip visitors spent \$324 million in the region - up by 19.3% on YE Dec 17. On average, they spent \$84 per trip - up by 9.7% on YE Dec 17.

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