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 2nd most popular accommodation, followed by ‘caravan park or commercial camping ground’ (8.4%).

### 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 2nd 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)

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.

---

* The percentage change is statistically significant.

np = Not published due to insufficient sample.
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.

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Individual market</th>
<th>Share of International visitors to Central Coast</th>
<th>YE Dec 17</th>
<th>YE Dec 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New Zealand</td>
<td>19.2%</td>
<td>19.5%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>United Kingdom</td>
<td>20.0%</td>
<td>18.5%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>11.0%</td>
<td>7.9%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Asia</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Other Countries</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Expenditure3
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 IVS data, YE Dec 18.

Further information
Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant. np = Not published due to insufficient sample.