

Travel to Central Coast Tourism Region

Year ended March 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	% change YE Mar19 vs. YE Mar18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,690	4,427	4,344	5,039	4,666	4,627	4,659	4,884	5,109	5,780	13.1%
Nights ('000)	3,739	4,323	4,137	4,422	4,404	4,437	4,093	4,781	4,595	5,262	14.5%
Expenditure (\$ million)*	\$791	\$714	\$636	\$778	\$888	\$785	\$846	\$847	\$833	\$1,019	22.3%

Overnight - Int'l & domestic

Visitors ('000)	1,198	1,214	1,201	1,318	1,401	1,283	1,295	1,411	1,477	1,687	14.2%
Nights ('000)	3,739	4,323	4,137	4,422	4,404	4,437	4,093	4,781	4,595	5,262	14.5%
Expenditure (\$ million)*	\$496	\$495	\$409	\$499	\$641	\$522	\$537	\$589	\$550	\$694	26.1%

Domestic - overnight & daytrip

Visitors ('000)	4,656	4,390	4,305	5,002	4,624	4,586	4,608	4,833	5,042	5,711	13.3%
Nights ('000)	3,261	3,626	3,467	3,778	3,788	3,476	3,278	3,850	3,872	4,288	10.7%
Expenditure (\$ million)*	\$762	\$690	\$607	\$751	\$857	\$742	\$799	\$785	\$792	\$952	20.2%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	% change YE Mar19 vs. YE Mar18
Visitors (000)	1,164	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	14.6%
Nights (000)	3,261	3,626	3,467	3,778	3,788	3,476	3,278	3,850	3,872	4,288	10.7%
Average Length of Stay	2.8	3.1	3.0	2.9	2.8	2.8	2.6	2.8	2.7	2.7	-3.4%
Expenditure (\$ million)*	\$467	\$471	\$379	\$472	\$610	\$479	\$490	\$527	\$509	\$627	23.2%
Spend per visitor per night (\$)	\$143	\$130	\$109	\$125	\$161	\$138	\$149	\$137	\$131	\$146	11.2%
Intrastate visitors (000)	1,047	1,013	1,004	1,096	1,199	1,065	1,077	1,204	1,219	1,432	17.5%
Interstate visitors (000)	117	164	158	185	160	177	167	156	192	185	-3.6%
Intrastate nights (000)	2,771	2,835	2,865	3,255	3,234	2,749	2,679	3,154	3,195	3,441	7.7%
Interstate nights (000)	490	792	602	522	554	727	599	696	677	847	25.1%
Intrastate expenditure (\$million)	\$421	\$403	\$333	\$427	\$539	\$399	\$438	\$459	\$425	\$539	26.7%
Interstate expenditure (\$ million)	\$47	\$68	\$46	\$45	\$71	\$79	\$52	\$68	\$84	\$88	5.1%

Purpose of Visit

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Holiday	581	575	586	624	633	594	557	603	615	721	17.2%
Visiting Friends & Relatives	498	530	484	542	614	558	576	622	615	724	17.7%
Business	n/p	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	n/p	-
Total	1,164	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	14.6%

	Nights (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Holiday	1,766	1,807	1,946	1,826	2,094	1,829	1,725	1,763	1,826	1,833	0.4%
Visiting Friends & Relatives	1,314	1,602	1,272	1,297	1,421	1,327	1,278	1,538	1,607	2,085	29.7%
Business	n/p	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	n/p	-
Total	3,261	3,626	3,467	3,778	3,788	3,476	3,278	3,850	3,872	4,288	10.7%

Origin

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Regional NSW	296	340	330	305	363	321	316	321	436	430	-1.4%
Sydney	751	673	674	791	835	743	761	883	782	1,002	28.1%
Total Intrastate	1,047	1,013	1,004	1,096	1,199	1,065	1,077	1,204	1,219	1,432	17.5%
Victoria	n/p	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	n/p	-
ACT	n/p	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	n/p	-
Total Interstate	117	164	158	185	160	177	167	156	192	185	-3.6%
Grand Total	1,164	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	14.6%

Travel to Central Coast Tourism Region

Year ended March 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
15-29	270	263	236	257	296	285	282	313	376	333	-11.4%
30-39	202	181	233	243	264	164	196	226	238	309	29.8%
40-49	180	223	186	207	248	254	178	221	212	236	11.3%
50-59	208	184	202	236	218	193	214	255	225	307	36.9%
60-69	188	215	168	236	212	206	232	219	221	273	23.7%
70+	116	111	136	102	121	141	142	126	139	158	13.7%
Total	1,164	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	14.6%

Travel Party

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Travelling alone	200	203	205	308	292	289	276	356	398	402	1.2%
Adult couple	372	350	363	439	383	355	399	424	405	493	21.6%
Family group - parents and children	282	397	376	279	347	312	267	260	272	294	7.9%
Friends or relatives travelling together with(out) children	282	201	188	228	298	268	249	301	298	395	32.8%
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	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
Total	1,164	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	14.6%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Eat out / dine at a restaurant and/or cafe	655	649	562	692	829	705	692	752	888	921	3.7%
Visit friends & relatives	635	619	719	630	749	724	683	730	776	863	11.2%
Go to the beach	498	494	499	526	646	605	576	586	598	756	26.6%
Sightseeing/looking around	353	331	298	284	297	322	215	257	300	410	36.6%
Go shopping for pleasure	325	371	319	293	362	292	275	264	255	304	19.2%

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

	Nights (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Friends or relatives property	1,611	1,822	1,791	1,924	1,716	1,611	1,545	1,857	1,903	2,301	20.9%
Rented house/apartment/flat or unit	n/p	515	n/p	n/p	n/p	517	n/p	n/p	n/p	n/p	-
Caravan park or commercial camping ground	n/p	n/p	n/p	n/p	n/p	370	n/p	n/p	n/p	n/p	-

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

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Private vehicle or company car	1,043	1,016	1,034	1,150	1,211	1,036	1,065	1,189	1,211	1,437	18.7%
Railway	n/p	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	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	% change YE Mar19 vs. YE Mar18
Visitors (000)	34	37	39	37	43	41	51	51	66	69	4.3%
Nights (000)	478	697	670	645	616	961	815	931	723	974	34.7%
Average Length of Stay	14.1	18.9	17.0	17.4	14.5	23.4	16.1	18.3	10.9	14.1	29.1%
Expenditure (\$ million)*	\$29	\$24	\$30	\$27	\$31	\$44	\$47	n/p	\$41	\$67	62.1%
Spend per visitor per night (\$)	\$60	\$35	\$44	\$42	\$51	\$45	\$58	-	\$57	\$69	20.4%

Purpose of Visit

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Holiday	15	12	12	13	18	14	19	18	25	28	15.1%
Visiting Friends & Relatives	17	21	25	22	21	23	28	29	37	36	-4.6%
Business	n/p	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	n/p	-
Education	n/p	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	34	37	39	37	43	41	51	51	66	69	4.3%

Travel to Central Coast Tourism Region

Year ended March 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	% change YE Mar19 vs. YE Mar18
Visitors (000)	3,492	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	12.7%
Expenditure (\$ million)*	\$295	\$219	\$227	\$279	\$247	\$263	\$309	\$258	\$283	\$325	14.7%
Spend per visitor (\$)	\$84	\$68	\$72	\$75	\$76	\$79	\$92	\$74	\$78	\$79	1.8%

Main Purpose of Trip

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Holiday	1,467	1,528	1,197	1,502	1,531	1,437	1,482	1,532	1,537	1,881	22.4%
Visiting Friends & Relatives	1,570	1,371	1,483	1,794	1,205	1,345	1,415	1,332	1,343	1,612	20.0%
Business	n/p	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	n/p	-
Total	3,492	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	12.7%

Origin

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Sydney	2,335	2,276	2,332	2,390	1,946	2,302	2,029	2,399	2,471	2,890	17.0%
Regional NSW	1,157	937	811	1,332	1,288	1,042	1,314	1,058	1,156	1,189	2.8%
Total Intrastate	3,492	3,213	3,143	3,721	3,234	3,344	3,342	3,457	3,627	4,079	12.5%
Total Interstate	-	-	-	-	n/p	-	n/p	n/p	n/p	n/p	-
Total	3,492	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	12.7%

Age

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
15-29	850	n/p	n/p	n/p	n/p	776	728	n/p	n/p	n/p	-
30-39	586	582	667	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	481	505	620	671	746	654	n/p	n/p	663	n/p	-
50-59	708	538	556	560	534	568	693	694	631	672	6.6%
60-69	601	565	504	625	642	560	652	656	713	812	14.0%
70+	n/p	426	299	389	441	n/p	405	439	356	614	72.4%
Total	3,492	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	12.7%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Eat out / dine at a restaurant and/or cafe	1,624	1,311	1,258	1,566	1,315	1,521	1,669	1,549	1,793	1,788	-0.3%
Visit friends & relatives	1,795	1,470	1,685	1,809	1,402	1,680	1,457	1,406	1,496	1,721	15.1%
Go to the beach	662	743	674	773	671	785	472	698	881	973	10.5%
Sightseeing/looking around	577	518	481	n/p	n/p	n/p	612	601	n/p	670	-
Go shopping for pleasure	627	503	413	n/p	433	488	497	517	n/p	581	-

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

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	
Private vehicle or company car	3,274	2,997	2,967	3,463	3,029	3,063	3,177	3,284	3,420	3,801	11.1%
Railway	n/p	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	-

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.