

Travel to Central Coast Tourism Region

Year ended June 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,636	4,426	4,429	5,126	4,783	4,452	4,622	4,847	5,222	6,357	21.7%
Nights ('000)	3,878	4,399	4,115	4,615	4,242	4,334	4,212	4,822	4,801	5,404	12.6%
Expenditure (\$ million)*	\$771	\$709	\$630	\$862	\$835	\$788	\$842	\$834	\$875	\$1,074	22.7%

Overnight - Int'l & domestic

Visitors ('000)	1,171	1,273	1,175	1,420	1,338	1,239	1,308	1,440	1,570	1,805	15.0%
Nights ('000)	3,878	4,399	4,115	4,615	4,242	4,334	4,212	4,822	4,801	5,404	12.6%
Expenditure (\$ million)*	\$483	\$492	\$401	\$581	\$578	\$519	\$555	\$579	\$588	\$722	22.9%

Domestic - overnight & daytrip

Visitors ('000)	4,601	4,390	4,389	5,087	4,741	4,411	4,567	4,795	5,157	6,289	22.0%
Nights ('000)	3,235	3,774	3,363	4,114	3,504	3,459	3,348	3,868	4,100	4,458	8.7%
Expenditure (\$ million)*	\$744	\$682	\$600	\$840	\$793	\$753	\$792	\$769	\$834	\$1,011	21.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)	1,135	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	15.5%
Nights (000)	3,235	3,774	3,363	4,114	3,504	3,459	3,348	3,868	4,100	4,458	8.7%
Average Length of Stay	2.8	3.0	3.0	3.0	2.7	2.9	2.7	2.8	2.7	2.6	-5.8%
Expenditure (\$ million)*	\$455	\$466	\$371	\$558	\$537	\$484	\$505	\$513	\$547	\$660	20.7%
Spend per visitor per night (\$)	\$141	\$123	\$110	\$136	\$153	\$140	\$151	\$133	\$133	\$148	11.0%
Intrastate visitors (000)	1,009	1,057	969	1,222	1,117	1,028	1,087	1,237	1,310	1,529	16.7%
Interstate visitors (000)	126	181	166	158	178	170	166	150	195	208	6.9%
Intrastate nights (000)	2,729	2,972	2,784	3,616	2,929	2,654	2,727	3,200	3,518	3,516	-0.1%
Interstate nights (000)	506	801	580	497	575	805	620	668	582	942	61.8%
Intrastate expenditure (\$million)	\$405	\$402	\$328	\$511	\$462	\$403	\$446	\$451	\$466	\$565	21.1%
Interstate expenditure (\$ million)	\$50	\$63	\$43	\$48	\$75	\$81	\$59	\$62	\$80	\$95	18.1%

Purpose of Visit

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Holiday	592	582	555	698	575	572	563	619	685	776	13.3%
Visiting Friends & Relatives	455	574	480	564	622	523	589	612	630	740	17.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	155	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,135	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	15.5%
	Nights (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Holiday	1,852	1,779	1,912	2,106	1,792	1,801	1,777	1,742	2,005	1,990	-0.8%
Visiting Friends & Relatives	1,192	1,737	1,221	1,290	1,490	1,302	1,295	1,545	1,664	1,986	19.4%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	320	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,235	3,774	3,363	4,114	3,504	3,459	3,348	3,868	4,100	4,458	8.7%

Origin

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Regional NSW	293	367	323	337	349	283	322	340	445	435	-2.3%
Sydney	717	690	647	885	768	745	765	897	865	1,094	26.5%
Total Intrastate	1,009	1,057	969	1,222	1,117	1,028	1,087	1,237	1,310	1,529	16.7%
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	126	181	166	158	178	170	166	150	195	208	6.9%
Grand Total	1,135	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	15.5%

Travel to Central Coast Tourism Region

Year ended June 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
15-29	229	288	n/p	310	268	276	299	297	397	374	-5.8%
30-39	193	222	222	258	217	192	n/p	265	264	318	20.4%
40-49	183	220	196	227	241	209	207	240	208	231	10.8%
50-59	233	178	193	241	216	186	231	254	231	337	46.1%
60-69	184	212	184	239	213	192	233	201	266	289	8.5%
70+	113	118	134	106	140	143	115	131	139	189	36.3%
Total	1,135	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	15.5%

Travel Party

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Travelling alone	193	215	215	326	306	242	299	364	402	468	16.4%
Adult couple	371	366	354	458	343	404	357	424	438	529	20.9%
Family group - parents and children	304	415	341	311	306	303	266	299	262	331	26.2%
Friends or relatives travelling together with(out) children	239	212	195	249	311	220	291	269	372	373	0.1%
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	1,135	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	15.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Eat out / dine at a restaurant and/or cafe	629	660	566	786	746	708	708	766	912	1,006	10.4%
Visit friends & relatives	596	695	677	675	737	672	685	751	786	903	14.9%
Go to the beach	481	543	461	605	587	611	566	603	650	835	28.6%
Sightseeing/looking around	355	337	285	315	272	304	231	254	347	419	20.7%
Pubs, clubs, discos etc	224	194	187	288	310	246	228	289	302	300	-0.6%

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

	Nights (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Friends or relatives property	1,529	1,907	1,727	2,008	1,697	1,582	1,653	1,777	1,981	2,341	18.2%
Rented house/apartment/flat or unit	433	497	n/p	n/p	n/p	516	n/p	n/p	n/p	n/p	-
Own property	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	397	-

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

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Private vehicle or company car	1,016	1,076	1,016	1,246	1,103	1,030	1,059	1,217	1,328	1,522	14.6%
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 Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)	36	36	40	39	43	41	55	52	65	68	4.5%
Nights (000)	643	625	751	501	737	875	864	954	701	945	34.9%
Average Length of Stay	18.0	17.3	18.7	12.9	17.3	21.5	15.8	18.3	10.8	13.9	29.1%
Expenditure (\$ million)*	\$28	\$27	\$30	\$22	\$41	\$35	\$50	n/p	\$41	\$62	51.8%
Spend per visitor per night (\$)	\$43	\$43	\$40	\$44	\$56	\$40	\$58	-	\$59	\$66	12.6%

Purpose of Visit

	Visitors (000)										% change YE Jun19 vs. YE Jun18
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	
Holiday	16	12	12	15	17	13	21	18	24	28	17.6%
Visiting Friends & Relatives	18	21	26	21	21	23	30	30	36	35	-1.5%
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	-
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	36	36	40	39	43	41	55	52	65	68	4.5%

Travel to Central Coast Tourism Region

Year ended June 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)	3,465	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	24.6%
Expenditure (\$ million)*	\$288	\$217	\$229	\$282	\$257	\$270	\$287	\$256	\$287	\$351	22.5%
Spend per visitor (\$)	\$83	\$69	\$70	\$76	\$74	\$84	\$86	\$75	\$79	\$77	-1.7%

Main Purpose of Trip

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)											
Holiday	1,470	1,381	1,271	1,486	1,624	1,397	1,482	1,462	1,581	2,181	37.9%
Visiting Friends & Relatives	1,595	1,418	1,525	1,715	1,290	1,309	1,305	1,338	1,387	1,552	11.9%
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	3,465	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	24.6%

Origin

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)											
Sydney	2,316	2,223	2,306	2,367	2,103	2,268	2,011	2,268	2,560	2,988	16.7%
Regional NSW	1,149	930	948	1,340	1,310	945	1,282	1,124	1,076	1,562	45.2%
Total Intrastate	3,465	3,152	3,254	3,707	3,413	3,212	3,293	3,392	3,636	4,550	25.1%
Total Interstate	-	-	-	-	n/p	-	n/p	n/p	n/p	n/p	-
Total	3,465	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	24.6%

Age

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)											
15-29	916	n/p	n/p	n/p	n/p	n/p	716	n/p	918	956	4.1%
30-39	591	582	650	n/p	n/p	n/p	n/p	n/p	n/p	668	-
40-49	459	571	659	646	691	668	n/p	n/p	n/p	625	-
50-59	650	605	485	567	654	n/p	729	672	532	793	49.1%
60-69	501	539	563	662	648	595	628	642	729	885	21.4%
70+	348	398	269	479	323	388	401	401	407	626	53.8%
Total	3,465	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	24.6%

Top 5 activities (sorted by the latest year)

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	1,531	1,284	1,315	1,515	1,421	1,513	1,586	1,618	1,700	2,055	20.9%
Visit friends & relatives	1,773	1,546	1,632	1,771	1,631	1,480	1,388	1,526	1,423	1,732	21.7%
Go to the beach	708	713	691	737	772	734	444	715	902	1,015	12.5%
Sightseeing/looking around	536	518	504	384	n/p	n/p	696	540	n/p	892	-
Go shopping for pleasure	659	524	n/p	n/p	456	445	516	n/p	n/p	564	-

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

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	% change YE Jun19 vs. YE Jun18
Visitors (000)											
Private vehicle or company car	3,198	2,988	3,019	3,498	3,141	2,941	3,201	3,207	3,382	4,299	27.1%
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.