

Travel to Central Coast Tourism Region

Year ended December 2019



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	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,473	4,274	5,113	4,843	4,484	4,594	4,804	5,183	5,414	6,989	29.1%
Nights ('000)	3,973	4,315	4,180	4,645	4,195	4,469	4,310	4,921	4,555	5,821	27.8%
Expenditure (\$ million)*	\$719	\$654	\$803	\$831	\$748	\$835	\$859	\$873	\$919	\$1,117	21.6%

Overnight - Int'l & domestic

Visitors ('000)	1,184	1,244	1,299	1,352	1,289	1,314	1,351	1,528	1,470	2,002	36.2%
Nights ('000)	3,973	4,315	4,180	4,645	4,195	4,469	4,310	4,921	4,555	5,821	27.8%
Expenditure (\$ million)*	\$461	\$442	\$536	\$566	\$493	\$564	\$568	\$598	\$590	\$742	25.8%

Domestic - overnight & daytrip

Visitors ('000)	4,437	4,232	5,078	4,800	4,443	4,548	4,754	5,119	5,345	6,927	29.6%
Nights ('000)	3,371	3,568	3,550	3,993	3,370	3,522	3,660	3,965	3,703	5,042	36.1%
Expenditure (\$ million)*	\$697	\$623	\$777	\$798	\$714	\$780	\$823	\$806	\$867	\$1,067	23.1%

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	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	38.4%
Nights (000)	3,371	3,568	3,550	3,993	3,370	3,522	3,660	3,965	3,703	5,042	36.1%
Average Length of Stay	2.9	3.0	2.8	3.1	2.7	2.8	2.8	2.7	2.6	2.6	-1.6%
Expenditure (\$ million)*	\$439	\$411	\$509	\$532	\$458	\$510	\$533	\$531	\$538	\$692	28.6%
Spend per visitor per night (\$)	\$130	\$115	\$143	\$133	\$136	\$145	\$146	\$134	\$145	\$137	-5.5%
Intrastate visitors (000)	998	1,030	1,076	1,172	1,061	1,095	1,134	1,286	1,249	1,697	35.9%
Interstate visitors (000)	150	173	188	137	187	173	168	178	152	242	59.1%
Intrastate nights (000)	2,629	2,942	2,979	3,527	2,650	2,834	2,992	3,300	3,189	3,929	23.2%
Interstate nights (000)	742	626	572	466	720	688	668	665	514	1,113	116.5%
Intrastate expenditure (\$million)	\$376	\$361	\$451	\$477	\$382	\$445	\$471	\$449	\$471	\$579	23.1%
Interstate expenditure (\$ million)	\$63	\$50	\$59	\$55	\$77	\$65	\$62	\$81	\$67	\$113	67.6%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
Holiday	568	575	606	658	580	582	587	623	667	828	24.1%
Visiting Friends & Relatives	495	523	560	553	559	576	613	635	573	881	53.8%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	154	-
Other	n/p	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	1,464	1,401	1,939	38.4%
	Nights (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
Holiday	1,740	1,820	2,016	2,026	1,688	1,890	1,800	1,803	1,809	2,199	21.6%
Visiting Friends & Relatives	1,441	1,408	1,393	1,235	1,333	1,354	1,412	1,656	1,554	2,204	41.8%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	316	-
Other	n/p	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	3,965	3,703	5,042	36.1%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
Regional NSW	306	342	341	370	287	332	281	458	388	482	24.2%
Sydney	692	688	735	802	774	762	853	828	861	1,215	41.2%
Total Intrastate	998	1,030	1,076	1,172	1,061	1,095	1,134	1,286	1,249	1,697	35.9%
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	150	173	188	137	187	173	168	178	152	242	59.1%
Grand Total	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	38.4%

Travel to Central Coast Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019		
15-29	249	274	254	n/p	291	277	292	354	320	419	31.0%	
30-39	178	232	245	251	182	179	227	262	262	343	31.2%	
40-49	222	205	186	242	234	212	188	264	210	261	24.1%	
50-59	209	191	221	219	198	221	268	228	225	327	45.6%	
60-69	177	181	233	212	212	223	223	217	224	370	64.9%	
70+	112	121	125	115	131	156	105	139	161	219	36.3%	
Total	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	38.4%	

Travel Party

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019		
Travelling alone	219	206	271	294	297	292	317	405	312	624	99.6%	
Adult couple	320	387	438	376	349	383	411	429	438	533	21.8%	
Family group - parents and children	373	388	315	323	294	280	264	312	284	344	21.1%	
Friends or relatives travelling together with(out) children	200	197	218	281	278	270	284	287	326	407	24.9%	
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	n/p	-	
Total	1,147	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	38.4%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019		
Eat out / dine at a restaurant and/or cafe	590	626	685	762	700	716	745	867	837	1,115	33.3%	
Visit friends & relatives	622	693	704	669	708	689	732	804	715	995	39.2%	
Go to the beach	466	556	516	592	566	610	600	618	658	897	36.3%	
Sightseeing/looking around	346	338	285	297	292	265	226	287	407	435	6.9%	
Pubs, clubs, discos etc	177	187	247	293	268	229	276	305	256	356	38.9%	

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

	Nights (000)											% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019		
Friends or relatives property	1,722	1,765	1,730	1,948	1,663	1,581	1,705	2,034	1,776	2,490	40.2%	
Own property	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	490	-	
Rented house/apartment/flat or unit	464	n/p	n/p	n/p	n/p	611	n/p	n/p	n/p	444	-	

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

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019		
Private vehicle or company car	997	1,066	1,130	1,179	1,051	1,081	1,119	1,278	1,269	1,646	29.7%	
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	162	-	
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	162	-	

INTERNATIONAL 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	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	36	41	35	43	41	46	49	64	69	63	-8.6%
Nights (000)	602	747	630	652	825	947	650	956	851	779	-8.5%
Average Length of Stay	16.7	18.1	18.0	15.1	20.0	20.5	13.2	14.9	12.4	12.4	0.2%
Expenditure (\$ million)*	\$22	\$31	\$26	\$33	\$34	\$54	\$35	n/p	\$52	\$50	-3.3%
Spend per visitor per night (\$)	\$37	\$42	\$42	\$51	\$41	\$57	\$54	-	\$61	\$64	5.6%

Purpose of Visit

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019		
Holiday	14	13	10	19	15	16	17	25	26	29	11.0%	
Visiting Friends & Relatives	19	26	22	22	22	26	28	35	37	29	-21.2%	
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	-	
Other^	n/p	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	63	-8.6%	

Travel to Central Coast Tourism Region

Year ended December 2019



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	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	3,289	3,029	3,814	3,491	3,195	3,280	3,453	3,655	3,944	4,987	26.5%
Expenditure (\$ million)*	\$257	\$212	\$267	\$265	\$256	\$270	\$290	\$275	\$329	\$375	14.1%
Spend per visitor (\$)	\$78	\$70	\$70	\$76	\$80	\$82	\$84	\$75	\$83	\$75	-9.7%

Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
Holiday	1,552	1,156	1,486	1,606	1,437	1,457	1,518	1,554	1,766	2,112	19.6%
Visiting Friends & Relatives	1,454	1,414	1,847	1,366	1,281	1,312	1,358	1,344	1,622	1,796	10.8%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	626	-
Other	n/p	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	3,655	3,944	4,987	26.5%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
Sydney	2,210	2,291	2,434	2,153	2,231	2,016	2,309	2,472	2,790	3,036	8.8%
Regional NSW	1,079	738	1,380	1,311	959	1,264	1,106	1,183	1,138	1,945	71.0%
Total Intrastate	3,289	3,029	3,814	3,464	3,190	3,280	3,416	3,655	3,928	4,982	26.8%
Total Interstate	-	-	-	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	3,655	3,944	4,987	26.5%

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
15-29	n/p	n/p	n/p	n/p	n/p	693	681	n/p	n/p	997	-
30-39	583	591	n/p	n/p	n/p	n/p	n/p	n/p	n/p	810	-
40-49	461	583	670	782	688	n/p	n/p	626	n/p	652	-
50-59	697	544	521	580	578	640	662	735	625	761	21.6%
60-69	534	490	694	662	540	681	644	674	696	1,143	64.2%
70+	374	322	380	462	n/p	355	491	345	521	625	20.0%
Total	3,289	3,029	3,814	3,491	3,195	3,280	3,453	3,655	3,944	4,987	26.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	1,376	1,253	1,525	1,358	1,507	1,516	1,625	1,846	1,766	2,282	29.3%
Visit friends & relatives	1,587	1,538	1,903	1,592	1,564	1,368	1,450	1,594	1,638	1,923	17.4%
Go to the beach	672	748	672	747	792	510	623	878	918	1,071	16.7%
Sightseeing/looking around	541	474	n/p	401	n/p	507	658	545	577	940	62.7%
Go shopping for pleasure	456	497	n/p	n/p	505	468	543	n/p	607	n/p	-

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

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	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	YE Dec 2019	
Private vehicle or company car	3,025	2,906	3,528	3,253	2,926	3,060	3,302	3,444	3,680	4,678	27.1%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	-	-	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.