

# Travel to Central Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

## OVERVIEW

	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	YE Mar 2020	% change YE Mar20 vs. YE Mar19
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	4,427	4,344	5,039	4,666	4,627	4,659	4,884	5,109	5,780	6,874	18.9%
Nights ('000)	4,323	4,137	4,422	4,404	4,437	4,093	4,781	4,595	5,262	5,345	1.6%
Expenditure (\$ million)*	\$714	\$636	\$778	\$888	\$785	\$846	\$847	\$833	\$1,019	\$1,084	6.4%

### Overnight - Int'l & domestic

Visitors ('000)	1,214	1,201	1,318	1,401	1,283	1,295	1,411	1,477	1,687	1,804	7.0%
Nights ('000)	4,323	4,137	4,422	4,404	4,437	4,093	4,781	4,595	5,262	5,345	1.6%
Expenditure (\$ million)*	\$495	\$409	\$499	\$641	\$522	\$537	\$589	\$550	\$694	\$682	-1.7%

### Domestic - overnight & daytrip

Visitors ('000)	4,390	4,305	5,002	4,624	4,586	4,608	4,833	5,042	5,711	6,819	19.4%
Nights ('000)	3,626	3,467	3,778	3,788	3,476	3,278	3,850	3,872	4,288	4,659	8.7%
Expenditure (\$ million)*	\$690	\$607	\$751	\$857	\$742	\$799	\$785	\$792	\$952	\$1,051	10.4%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	1,749	8.1%
Nights (000)	3,626	3,467	3,778	3,788	3,476	3,278	3,850	3,872	4,288	4,659	8.7%
Average Length of Stay	3.1	3.0	2.9	2.8	2.8	2.6	2.8	2.7	2.7	2.7	0.5%
Expenditure (\$ million)*	\$471	\$379	\$472	\$610	\$479	\$490	\$527	\$509	\$627	\$648	3.5%
Spend per visitor per night (\$)	\$130	\$109	\$125	\$161	\$138	\$149	\$137	\$131	\$146	\$139	-4.8%
Intrastate visitors (000)	1,013	1,004	1,096	1,199	1,065	1,077	1,204	1,219	1,432	1,530	6.9%
Interstate visitors (000)	164	158	185	160	177	167	156	192	185	219	17.9%
Intrastate nights (000)	2,835	2,865	3,255	3,234	2,749	2,679	3,154	3,195	3,441	3,767	9.5%
Interstate nights (000)	792	602	522	554	727	599	696	677	847	892	5.3%
Intrastate expenditure (\$million)	\$403	\$333	\$427	\$539	\$399	\$438	\$459	\$425	\$539	\$551	2.3%
Interstate expenditure (\$ million)	\$68	\$46	\$45	\$71	\$79	\$52	\$68	\$84	\$88	\$97	10.8%

### Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Holiday	575	586	624	633	594	557	603	615	721	775	7.5%
Visiting Friends & Relatives	530	484	542	614	558	576	622	615	724	749	3.5%
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	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	1,749	8.1%
	Nights (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Holiday	1,807	1,946	1,826	2,094	1,829	1,725	1,763	1,826	1,833	2,083	13.7%
Visiting Friends & Relatives	1,602	1,272	1,297	1,421	1,327	1,278	1,538	1,607	2,085	1,905	-8.6%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	343	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,626	3,467	3,778	3,788	3,476	3,278	3,850	3,872	4,288	4,659	8.7%

### Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Regional NSW	340	330	305	363	321	316	321	436	430	472	9.6%
Sydney	673	674	791	835	743	761	883	782	1,002	1,059	5.7%
<b>Total Intrastate</b>	1,013	1,004	1,096	1,199	1,065	1,077	1,204	1,219	1,432	1,530	6.9%
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	-
<b>Total Interstate</b>	164	158	185	160	177	167	156	192	185	219	17.9%
<b>Grand Total</b>	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	1,749	8.1%

# Travel to Central Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

## Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
15-29	263	236	257	296	285	282	313	376	333	404	21.2%
30-39	181	233	243	264	164	196	226	238	309	299	-3.5%
40-49	223	186	207	248	254	178	221	212	236	257	8.6%
50-59	184	202	236	218	193	214	255	225	307	251	-18.3%
60-69	215	168	236	212	206	232	219	221	273	314	14.7%
70+	111	136	102	121	141	142	126	139	158	225	42.5%
Total	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	1,749	8.1%

## Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Travelling alone	203	205	308	292	289	276	356	398	402	582	44.7%
Adult couple	350	363	439	383	355	399	424	405	493	461	-6.4%
Family group - parents and children	397	376	279	347	312	267	260	272	294	350	19.3%
Friends or relatives travelling together with(out) children	201	188	228	298	268	249	301	298	395	327	-17.3%
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	1,177	1,162	1,281	1,359	1,242	1,244	1,360	1,411	1,618	1,749	8.1%

## Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	649	562	692	829	705	692	752	888	921	985	6.9%
Go to the beach	494	499	526	646	605	576	586	598	756	845	11.8%
Visit friends & relatives	619	719	630	749	724	683	730	776	863	836	-3.1%
Sightseeing/looking around	331	298	284	297	322	215	257	300	410	433	5.7%
Pubs, clubs, discos etc	193	181	276	316	234	236	275	300	280	345	23.4%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Friends or relatives property	1,822	1,791	1,924	1,716	1,611	1,545	1,857	1,903	2,301	2,248	-2.3%
Rented house/apartment/flat or unit	515	n/p	n/p	n/p	517	n/p	n/p	n/p	n/p	454	-
Caravan park or commercial camping ground	n/p	n/p	n/p	n/p	370	n/p	n/p	n/p	n/p	423	-

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Private vehicle or company car	1,016	1,034	1,150	1,211	1,036	1,065	1,189	1,211	1,437	1,498	4.2%
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 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	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	37	39	37	43	41	51	51	66	69	55	-20.3%
Nights (000)	697	670	645	616	961	815	931	723	974	686	-29.5%
Average Length of Stay	18.9	17.0	17.4	14.5	23.4	16.1	18.3	10.9	14.1	12.5	-11.6%
Expenditure (\$ million)*	\$24	\$30	\$27	\$31	\$44	\$47	n/p	\$41	\$67	\$33	-50.3%
Spend per visitor per night (\$)	\$35	\$44	\$42	\$51	\$45	\$58	-	\$57	\$69	\$49	-29.5%

### Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Holiday	12	12	13	18	14	19	18	25	28	23	-17.9%
Visiting Friends & Relatives	21	25	22	21	23	28	29	37	36	29	-18.6%
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	37	39	37	43	41	51	51	66	69	55	-20.3%

# Travel to Central Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

## Purpose of Visit

	Nights (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Holiday	205	177	147	210	187	139	123	202	158	174	10.3%
Visiting Friends & Relatives	342	472	427	313	535	528	471	432	579	428	-26.1%
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	697	670	645	616	961	815	931	723	974	686	-29.5%

## Top 3 Int'l source markets to Central Coast

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
United Kingdom	9	n/p	n/p	n/p	10	11	11	11	12	14	15.4%
New Zealand	n/p	n/p	n/p	n/p	n/p	10	n/p	14	n/p	n/p	-
China	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

## Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
15-29	9	13	13	10	10	13	12	18	15	15	-2.6%
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	10	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	17	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	37	39	37	43	41	51	51	66	69	55	-20.3%

## Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Travelling alone	23	26	23	25	25	31	30	38	38	29	-22.0%
Adult couple	8	9	9	n/p	10	9	12	15	17	13	-27.0%
Family group - parent(s) and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends and/ or relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	-
Total	37	39	37	43	41	51	51	66	69	55	-20.3%

## Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Eat / dine at a restaurant and/or cafe	31	35	31	38	36	45	48	58	62	51	-17.4%
Go to the beach	28	30	30	33	32	37	43	53	54	45	-15.8%
Go shopping for pleasure	27	28	29	29	33	38	41	48	47	43	-9.4%
Sightseeing/looking around	23	29	26	30	28	34	39	48	47	38	-19.2%
Visit national parks / state parks	14	15	18	21	22	21	27	35	34	31	-8.9%

## First or Return Visitor to Australia

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
First visit	11	13	13	12	10	13	15	20	20	16	-16.9%
Return visit	26	26	24	31	31	37	36	46	49	39	-21.6%
Total	37	39	37	43	41	51	51	66	69	55	-20.3%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Friends or relatives property	515	529	508	343	735	585	613	537	567	473	-16.7%
Private accommodation (not a friend or relative)	-	-	-	-	n/p	n/p	n/p	n/p	n/p	n/p	-
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Private vehicle or company car	19	21	20	20	20	26	25	25	32	25	-21.6%
Local public transport	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	n/p	n/p	n/p	12	n/p	-

# Travel to Central Coast Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	5,070	23.8%
Expenditure (\$ million)*	\$219	\$227	\$279	\$247	\$263	\$309	\$258	\$283	\$325	\$402	23.8%
Spend per visitor (\$)	\$68	\$72	\$75	\$76	\$79	\$92	\$74	\$78	\$79	\$79	0.0%

### Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Holiday	1,528	1,197	1,502	1,531	1,437	1,482	1,532	1,537	1,881	2,152	14.4%
Visiting Friends & Relatives	1,371	1,483	1,794	1,205	1,345	1,415	1,332	1,343	1,612	1,796	11.4%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	656	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	5,070	23.8%

### Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Sydney	2,276	2,332	2,390	1,946	2,302	2,029	2,399	2,471	2,890	3,060	5.9%
Regional NSW	937	811	1,332	1,288	1,042	1,314	1,058	1,156	1,189	1,999	68.1%
<b>Total Intrastate</b>	3,213	3,143	3,721	3,234	3,344	3,342	3,457	3,627	4,079	5,060	24.0%
<b>Total Interstate</b>	-	-	-	n/p	-	-	n/p	n/p	n/p	n/p	-
Total	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	5,070	23.8%

### Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
15-29	n/p	n/p	n/p	n/p	776	728	n/p	n/p	n/p	1,109	-
30-39	582	667	n/p	n/p	n/p	n/p	n/p	n/p	n/p	849	-
40-49	505	620	671	746	654	n/p	n/p	663	n/p	686	-
50-59	538	556	560	534	568	693	694	631	672	811	20.7%
60-69	565	504	625	642	560	652	656	713	812	1,047	28.8%
70+	426	299	389	441	n/p	405	439	356	614	567	-7.6%
Total	3,213	3,143	3,721	3,265	3,344	3,364	3,472	3,631	4,093	5,070	23.8%

### Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	1,311	1,258	1,566	1,315	1,521	1,669	1,549	1,793	1,788	2,480	38.7%
Visit friends & relatives	1,470	1,685	1,809	1,402	1,680	1,457	1,406	1,496	1,721	1,918	11.4%
Go to the beach	743	674	773	671	785	472	698	881	973	1,161	19.3%
Sightseeing/looking around	518	481	n/p	n/p	n/p	612	601	n/p	670	933	39.3%
Go shopping for pleasure	503	413	n/p	433	488	497	517	n/p	581	492	-15.2%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Private vehicle or company car	2,997	2,967	3,463	3,029	3,063	3,177	3,284	3,420	3,801	4,793	26.1%
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	-

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.