

Travel to Central Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	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	YE Jun 2020	% change YE Jun20 vs. YE Jun19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,426	4,429	5,126	4,783	4,452	4,622	4,847	5,222	6,357	5,655	-11.1%
Nights ('000)	4,399	4,115	4,615	4,242	4,334	4,212	4,822	4,801	5,404	4,417	-18.3%
Expenditure (\$ million)*	\$709	\$630	\$862	\$835	\$788	\$842	\$834	\$875	\$1,074	\$879	-18.1%

Overnight - Int'l & domestic

Visitors ('000)	1,273	1,175	1,420	1,338	1,239	1,308	1,440	1,570	1,805	1,488	-17.6%
Nights ('000)	4,399	4,115	4,615	4,242	4,334	4,212	4,822	4,801	5,404	4,417	-18.3%
Expenditure (\$ million)*	\$492	\$401	\$581	\$578	\$519	\$555	\$579	\$588	\$722	\$542	-25.0%

Domestic - overnight & daytrip

Visitors ('000)	4,390	4,389	5,087	4,741	4,411	4,567	4,795	5,157	6,289	5,611	-10.8%
Nights ('000)	3,774	3,363	4,114	3,504	3,459	3,348	3,868	4,100	4,458	3,880	-13.0%
Expenditure (\$ million)*	\$682	\$600	\$840	\$793	\$753	\$792	\$769	\$834	\$1,011	\$854	-15.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	1,445	-16.8%
Nights (000)	3,774	3,363	4,114	3,504	3,459	3,348	3,868	4,100	4,458	3,880	-13.0%
Average Length of Stay	3.0	3.0	3.0	2.7	2.9	2.7	2.8	2.7	2.6	2.7	4.7%
Expenditure (\$ million)*	\$466	\$371	\$558	\$537	\$484	\$505	\$513	\$547	\$660	\$516	-21.8%
Spend per visitor per night (\$)	\$123	\$110	\$136	\$153	\$140	\$151	\$133	\$133	\$148	\$133	-10.2%
Intrastate visitors (000)	1,057	969	1,222	1,117	1,028	1,087	1,237	1,310	1,529	1,269	-17.0%
Interstate visitors (000)	181	166	158	178	170	166	150	195	208	176	-15.5%
Intrastate nights (000)	2,972	2,784	3,616	2,929	2,654	2,727	3,200	3,518	3,516	3,129	-11.0%
Interstate nights (000)	801	580	497	575	805	620	668	582	942	752	-20.2%
Intrastate expenditure (\$million)	\$402	\$328	\$511	\$462	\$403	\$446	\$451	\$466	\$565	\$433	-23.4%
Interstate expenditure (\$ million)	\$63	\$43	\$48	\$75	\$81	\$59	\$62	\$80	\$95	\$83	-12.8%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	582	555	698	575	572	563	619	685	776	567	-26.9%
Visiting Friends & Relatives	574	480	564	622	523	589	612	630	740	718	-3.0%
Business	n/p	n/p	n/p	n/p	n/p	74	114	128	155	94	-39.1%
Other	n/p	n/p	n/p	n/p	42	n/p	n/p	n/p	73	74	0.8%
Total	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	1,445	-16.8%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	1,779	1,912	2,106	1,792	1,801	1,777	1,742	2,005	1,990	1,550	-22.1%
Visiting Friends & Relatives	1,737	1,221	1,290	1,490	1,302	1,295	1,545	1,664	1,986	1,823	-8.2%
Business	n/p	n/p	n/p	n/p	n/p	169	497	248	320	223	-30.2%
Other	n/p	n/p	n/p	n/p	98	n/p	n/p	n/p	162	284	75.4%
Total	3,774	3,363	4,114	3,504	3,459	3,348	3,868	4,100	4,458	3,880	-13.0%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Regional NSW	367	323	337	349	283	322	340	445	435	416	-4.4%
Sydney	690	647	885	768	745	765	897	865	1,094	853	-22.0%
Total Intrastate	1,057	969	1,222	1,117	1,028	1,087	1,237	1,310	1,529	1,269	-17.0%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	72	n/p	-
Queensland	n/p	n/p	n/p	81	n/p	75	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	21	n/p	29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	181	166	158	178	170	166	150	195	208	176	-15.5%
Grand Total	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	1,445	-16.8%

Travel to Central Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
15-29	288	205	310	268	276	299	297	397	374	363	-3.0%
30-39	222	222	258	217	192	168	265	264	318	228	-28.3%
40-49	220	196	227	241	209	207	240	208	231	239	3.5%
50-59	178	193	241	216	186	231	254	231	337	196	-41.7%
60-69	212	184	239	213	192	233	201	266	289	247	-14.4%
70+	118	134	106	140	143	115	131	139	189	171	-9.3%
Total	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	1,445	-16.8%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Travelling alone	215	215	326	306	242	299	364	402	468	515	9.9%
Adult couple	366	354	458	343	404	357	424	438	529	369	-30.3%
Family group - parents and children	415	341	311	306	303	266	299	262	331	285	-13.9%
Friends or relatives travelling together with(out) children	212	195	249	311	220	291	269	372	373	243	-34.7%
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	1,237	1,135	1,381	1,296	1,199	1,253	1,387	1,505	1,737	1,445	-16.8%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	660	566	786	746	708	708	766	912	1,006	769	-23.6%
Visit friends & relatives	695	677	675	737	672	685	751	786	903	766	-15.2%
Go to the beach	543	461	605	587	611	566	603	650	835	673	-19.4%
Sightseeing/looking around	337	285	315	272	304	231	254	347	419	349	-16.6%
Pubs, clubs, discos etc	194	187	288	310	246	228	289	302	300	265	-11.8%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Friends or relatives property	1,907	1,727	2,008	1,697	1,582	1,653	1,777	1,981	2,341	2,038	-13.0%
Caravan park or commercial camping ground	379	259	414	317	364	354	370	398	325	370	13.8%
Rented house/apartment/flat or unit	497	463	535	313	516	374	411	368	411	352	-14.2%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Private vehicle or company car	1,076	1,016	1,246	1,103	1,030	1,059	1,217	1,328	1,522	1,242	-18.4%
Railway	64	n/p	48	75	82	95	73	n/p	128	89	-30.4%
Aircraft	n/p	n/p	46	62	n/p	74	n/p	70	57	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

											% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Visitors (000)	36	40	39	43	41	55	52	65	68	44	-35.8%
Nights (000)	625	751	501	737	875	864	954	701	945	537	-43.2%
Average Length of Stay	17.3	18.7	12.9	17.3	21.5	15.8	18.3	10.8	13.9	12.3	-11.5%
Expenditure (\$ million)*	\$27	\$30	\$22	\$41	\$35	\$50	n/p	\$41	\$62	\$26	-58.5%
Spend per visitor per night (\$)	\$43	\$40	\$44	\$56	\$40	\$58	-	\$59	\$66	\$48	-27.0%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	12	12	15	17	13	21	18	24	28	19	-33.1%
Visiting Friends & Relatives	21	26	21	21	23	30	30	36	35	22	-36.5%
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	40	39	43	41	55	52	65	68	44	-35.8%

Travel to Central Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	92	201	124	184	186	161	148	155	167	153	-8.1%
Visiting Friends & Relatives	387	526	299	325	578	553	445	455	574	311	-45.8%
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	625	751	501	737	875	864	954	701	945	537	-43.2%

Top 3 Int'l source markets to Central Coast

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
United Kingdom	9	10	9	9	9	11	11	11	13	12	-7.6%
New Zealand	7	9	7	9	8	12	9	12	13	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 Jun20 vs. YE Jun19
	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	YE Jun 2020	
15-29	9	13	13	9	11	14	12	18	15	11	-28.9%
30-39	6	5	5	7	6	7	8	7	9	n/p	-
40-49	n/p	7	n/p	n/p	n/p	10	n/p	n/p	n/p	n/p	-
50-59	n/p	7	8	8	n/p	10	9	13	12	n/p	-
60-69	7	5	8	8	8	9	12	12	15	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	7	n/p	-
Total	36	40	39	43	41	55	52	65	68	44	-35.8%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Travelling alone	24	26	24	26	25	34	30	35	38	23	-40.8%
Adult couple	8	9	9	9	10	9	13	14	18	10	-44.8%
Family group - parent(s) and children	n/p	n/p	n/p	n/p	n/p	7	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	8	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	-	-
Other	-	-	n/p	n/p	-	n/p	n/p	-	n/p	-	-
Total	36	40	39	43	41	55	52	65	68	44	-35.8%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	31	35	32	39	36	49	49	58	60	40	-32.4%
Go to the beach	29	30	31	34	30	42	43	53	52	35	-32.1%
Go shopping for pleasure	26	29	29	30	32	41	42	48	46	33	-27.8%
Sightseeing/looking around	23	30	26	32	27	38	39	48	44	31	-31.2%
Visit national parks / state parks	13	17	19	21	22	24	25	36	33	26	-20.9%

First or Return Visitor to Australia

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
First visit	12	13	14	11	11	15	15	20	19	14	-26.0%
Return visit	24	28	25	32	30	40	38	45	49	29	-39.7%
Total	36	40	39	43	41	55	52	65	68	44	-35.8%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Friends or relatives property	427	582	385	421	708	608	605	533	566	354	-37.4%
Private accommodation (not a friend or relative)	-	-	-	n/p	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 Jun20 vs. YE Jun19
	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	YE Jun 2020	
Private vehicle or company car	20	21	19	20	20	28	25	26	32	20	-36.6%
Local public transport	n/p	n/p	n/p	n/p	6	8	6	9	10	6	-39.8%
Rental car	6	n/p	n/p	7	6	7	n/p	14	11	n/p	-

Travel to Central Coast Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	4,166	-8.5%
Expenditure (\$ million)*	\$217	\$229	\$282	\$257	\$270	\$287	\$256	\$287	\$351	\$338	-3.8%
Spend per visitor (\$)	\$69	\$70	\$76	\$74	\$84	\$86	\$75	\$79	\$77	\$81	5.0%

Main Purpose of Trip

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Holiday	1,381	1,271	1,486	1,624	1,397	1,482	1,462	1,581	2,181	1,669	-23.5%
Visiting Friends & Relatives	1,418	1,525	1,715	1,290	1,309	1,305	1,338	1,387	1,552	1,660	7.0%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	463	490	5.9%
Other	n/p	n/p	n/p	n/p	360	365	386	347	357	347	-2.8%
Total	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	4,166	-8.5%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Sydney	2,223	2,306	2,367	2,103	2,268	2,011	2,268	2,560	2,988	2,633	-11.9%
Regional NSW	930	948	1,340	1,310	945	1,282	1,124	1,076	1,562	1,524	-2.5%
Total Intrastate	3,152	3,254	3,707	3,413	3,212	3,293	3,392	3,636	4,550	4,157	-8.6%
Total Interstate	-	-	-	n/p	-	n/p	n/p	n/p	n/p	n/p	-
Total	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	4,166	-8.5%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
15-29	458	628	699	653	575	716	580	918	956	877	-8.3%
30-39	582	650	653	476	503	378	602	511	668	751	12.4%
40-49	571	659	646	691	668	462	511	556	625	591	-5.4%
50-59	605	485	567	654	483	729	672	532	793	677	-14.7%
60-69	539	563	662	648	595	628	642	729	885	829	-6.3%
70+	398	269	479	323	388	401	401	407	626	442	-29.3%
Total	3,152	3,254	3,707	3,445	3,212	3,315	3,408	3,652	4,552	4,166	-8.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	1,284	1,315	1,515	1,421	1,513	1,586	1,618	1,700	2,055	2,002	-2.6%
Visit friends & relatives	1,546	1,632	1,771	1,631	1,480	1,388	1,526	1,423	1,732	1,707	-1.4%
Go to the beach	713	691	737	772	734	444	715	902	1,015	1,015	0.0%
Sightseeing/looking around	518	504	384	373	475	696	540	388	892	681	-23.7%
Go shopping for pleasure	524	364	412	456	445	516	474	392	564	431	-23.6%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	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	YE Jun 2020	
Private vehicle or company car	2,988	3,019	3,498	3,141	2,941	3,201	3,207	3,382	4,299	3,914	-8.9%
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.