

Travel to Central Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,290	4,849	5,027	4,618	4,477	4,497	5,151	5,491	6,515	5,228	-19.7%
Nights ('000)	4,349	4,106	4,607	4,256	4,491	4,135	4,798	4,708	5,699	4,332	-24.0%
Expenditure (\$ million)*	\$685	\$672	\$897	\$785	\$833	\$802	\$872	\$904	\$1,097	\$856	-22.0%

Overnight - Int'l & domestic

Visitors ('000)	1,259	1,235	1,369	1,301	1,283	1,310	1,459	1,565	1,904	1,499	-21.3%
Nights ('000)	4,349	4,106	4,607	4,256	4,491	4,135	4,798	4,708	5,699	4,332	-24.0%
Expenditure (\$ million)*	\$468	\$438	\$594	\$545	\$547	\$544	\$598	\$572	\$753	\$564	-25.1%

Domestic - overnight & daytrip

Visitors ('000)	4,251	4,812	4,987	4,574	4,434	4,446	5,094	5,425	6,447	5,197	-19.4%
Nights ('000)	3,587	3,465	4,038	3,473	3,506	3,502	3,773	3,989	4,844	3,881	-19.9%
Expenditure (\$ million)*	\$656	\$644	\$870	\$749	\$787	\$762	\$805	\$857	\$1,036	\$839	-19.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	1,220	1,197	1,329	1,257	1,240	1,259	1,402	1,499	1,836	1,468	-20.0%
Nights (000)	3,587	3,465	4,038	3,473	3,506	3,502	3,773	3,989	4,844	3,881	-19.9%
Average Length of Stay	2.9	2.9	3.0	2.8	2.8	2.8	2.7	2.7	2.6	2.6	0.2%
Expenditure (\$ million)*	\$439	\$409	\$566	\$509	\$501	\$505	\$531	\$524	\$692	\$548	-20.9%
Spend per visitor per night (\$)	\$122	\$118	\$140	\$147	\$143	\$144	\$141	\$131	\$143	\$141	-1.2%
Intrastate visitors (000)	1,044	1,024	1,184	1,074	1,064	1,115	1,226	1,317	1,606	1,328	-17.3%
Interstate visitors (000)	176	174	144	183	176	145	175	182	230	140	-38.9%
Intrastate nights (000)	2,899	2,878	3,586	2,776	2,784	2,916	3,054	3,431	3,763	3,263	-13.3%
Interstate nights (000)	689	586	452	697	722	585	719	558	1,082	618	-42.8%
Intrastate expenditure (\$million)	\$384	\$354	\$514	\$431	\$435	\$451	\$452	\$454	\$578	\$488	-15.6%
Interstate expenditure (\$ million)	\$55	\$54	\$52	\$78	\$67	\$54	\$79	\$70	\$114	\$59	-47.7%

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	578	570	694	540	596	576	625	668	796	620	-22.1%
Visiting Friends & Relatives	538	519	542	609	542	588	594	658	812	681	-16.1%
Business	n/p	n/p	n/p	n/p	67	n/p	127	120	156	96	-38.4%
Other	n/p	n/p	n/p	n/p	35	n/p	n/p	n/p	76	77	2.2%
Total	1,220	1,197	1,329	1,257	1,240	1,259	1,402	1,499	1,836	1,468	-20.0%

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	1,782	1,965	2,081	1,655	1,904	1,778	1,772	1,883	2,133	1,690	-20.8%
Visiting Friends & Relatives	1,502	1,288	1,232	1,486	1,355	1,249	1,571	1,714	2,125	1,754	-17.5%
Business	n/p	n/p	n/p	n/p	171	n/p	313	229	313	219	-30.1%
Other	n/p	n/p	n/p	n/p	75	n/p	n/p	n/p	273	219	-20.1%
Total	3,587	3,465	4,038	3,473	3,506	3,502	3,773	3,989	4,844	3,881	-19.9%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Regional NSW	365	333	357	304	300	318	349	465	450	412	-8.3%
Sydney	679	691	828	770	763	796	878	852	1,157	915	-20.9%
Total Intrastate	1,044	1,024	1,184	1,074	1,064	1,115	1,226	1,317	1,606	1,328	-17.3%
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	82	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	27	n/p	n/p	n/p	47	n/p	n/p	n/p	-
Total Interstate	176	174	144	183	176	145	175	182	230	140	-38.9%
Grand Total	1,220	1,197	1,329	1,257	1,240	1,259	1,402	1,499	1,836	1,468	-20.0%

Travel to Central Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	278	248	266	281	288	276	322	375	403	386	-4.1%
30-39	232	221	278	171	186	224	236	274	329	246	-25.2%
40-49	198	204	227	228	214	191	254	206	252	225	-10.9%
50-59	197	184	236	211	183	245	253	242	326	223	-31.7%
60-69	194	209	219	216	234	207	198	260	329	222	-32.6%
70+	121	131	102	149	134	116	140	142	197	166	-15.5%
Total	1,220	1,197	1,329	1,257	1,240	1,259	1,402	1,499	1,836	1,468	-20.0%

Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	230	245	295	295	256	305	373	405	538	501	-6.9%
Adult couple	377	401	412	341	391	380	436	427	527	422	-19.9%
Family group - parents and children	391	314	327	296	300	286	267	286	326	286	-12.4%
Friends or relatives travelling together with(out) children	190	208	263	300	246	264	292	350	405	235	-41.8%
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	n/p	-
Total	1,220	1,197	1,329	1,257	1,240	1,259	1,402	1,499	1,836	1,468	-20.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Visit friends & relatives	700	683	663	726	697	675	759	780	973	749	-23.0%
Eat out / dine at a restaurant and/or cafe	656	610	749	749	703	718	789	910	1,065	740	-30.5%
Go to the beach	537	478	617	544	645	580	588	682	841	725	-13.8%
Sightseeing/looking around	335	286	309	286	295	217	263	377	431	316	-26.7%
Pubs, clubs, discos etc	181	241	239	313	242	230	309	285	332	245	-26.4%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	1,827	1,693	1,936	1,794	1,502	1,608	1,877	1,982	2,414	2,080	-13.8%
Caravan park or commercial camping ground	325	321	390	318	392	324	370	369	375	371	-0.9%
Rented house/apartment/flat or unit	450	495	555	267	565	384	399	321	473	347	-26.7%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	1,063	1,072	1,210	1,053	1,052	1,088	1,211	1,343	1,565	1,313	-16.1%
Railway	59	n/p	n/p	92	90	88	70	n/p	142	88	-37.9%
Aircraft	70	n/p	n/p	67	n/p	n/p	83	n/p	88	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

											% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Visitors (000)	39	37	40	44	43	51	57	66	68	31	-54.7%
Nights (000)	762	642	570	783	985	633	1,025	719	855	451	-47.2%
Average Length of Stay	19.7	17.2	14.2	17.8	23.1	12.4	17.9	10.9	12.6	14.7	16.6%
Expenditure (\$ million)*	\$29	\$29	\$27	\$36	\$46	\$39	n/p	\$47	\$61	\$16	-73.2%
Spend per visitor per night (\$)	\$38	\$45	\$48	\$45	\$47	\$62	-	\$66	\$71	\$36	-49.2%

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	14	10	17	16	14	20	19	26	30	12	-60.4%
Visiting Friends & Relatives	22	25	21	23	26	27	33	36	33	18	-44.1%
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	n/p	-
Total	39	37	40	44	43	51	57	66	68	31	-54.7%

Travel to Central Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	141	172	158	137	223	131	160	138	169	139	-17.8%
Visiting Friends & Relatives	505	418	316	398	647	422	490	468	497	265	-46.7%
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	n/p	-
Total	762	642	570	783	985	633	1,025	719	855	451	-47.2%

Top 3 Int'l source markets to Central Coast

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
United Kingdom	10	9	9	9	10	9	11	12	13	10	-22.5%
New Zealand	8	8	8	9	8	11	11	12	11	n/p	-
United States of America	5	n/p	n/p	n/p	n/p	6	n/p	n/p	n/p	n/p	-

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	12	12	12	9	11	14	14	17	16	7	-53.2%
30-39	5	5	5	7	6	7	9	10	8	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	9	n/p	n/p	n/p	n/p	-
50-59	6	7	8	8	n/p	9	11	11	15	n/p	-
60-69	7	n/p	9	8	9	8	12	15	14	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	39	37	40	44	43	51	57	66	68	31	-54.7%

Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	25	24	24	27	27	31	33	34	38	17	-55.0%
Adult couple	8	8	10	8	9	10	14	16	15	8	-43.6%
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	7	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	n/p	n/p	-	n/p	n/p	-
Total	39	37	40	44	43	51	57	66	68	31	-54.7%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	33	33	34	40	37	46	53	58	61	28	-53.4%
Go to the beach	30	28	32	33	31	41	46	53	53	26	-49.7%
Go shopping for pleasure	28	27	29	31	34	39	46	47	48	22	-53.5%
Sightseeing/looking around	26	27	27	32	28	36	43	48	47	20	-58.2%
Visit national parks / state parks	15	15	21	19	23	25	27	36	36	17	-52.5%

First or Return Visitor to Australia

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
First visit	13	12	14	10	12	15	16	20	21	8	-62.6%
Return visit	26	25	26	34	31	36	42	46	47	23	-51.1%
Total	39	37	40	44	43	51	57	66	68	31	-54.7%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	546	510	360	544	732	474	663	548	490	286	-41.7%
Private accommodation (not a friend or relative)	n/p	n/p	n/p	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 Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	21	21	18	21	22	25	27	27	31	15	-50.2%
Local public transport	n/p	n/p	n/p	n/p	6	8	6	10	10	n/p	-
Rental car	6	n/p	6	7	5	6	n/p	14	12	n/p	-

Travel to Central Coast Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	3,031	3,615	3,659	3,317	3,194	3,187	3,692	3,926	4,611	3,730	-19.1%
Expenditure (\$ million)*	\$217	\$235	\$304	\$240	\$286	\$257	\$274	\$333	\$344	\$292	-15.2%
Spend per visitor (\$)	\$72	\$65	\$83	\$72	\$90	\$81	\$74	\$85	\$75	\$78	4.8%

Main Purpose of Trip

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	1,255	1,395	1,607	1,481	1,440	1,378	1,580	1,801	2,034	1,567	-22.9%
Visiting Friends & Relatives	1,399	1,695	1,539	1,356	1,223	1,306	1,364	1,560	1,563	1,479	-5.4%
Business	n/p	n/p	n/p	n/p	184	n/p	n/p	n/p	584	379	-35.1%
Other	n/p	n/p	254	n/p	348	388	398	308	429	304	-29.1%
Total	3,031	3,615	3,659	3,317	3,194	3,187	3,692	3,926	4,611	3,730	-19.1%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Sydney	2,276	2,458	2,310	2,155	2,059	2,104	2,421	2,721	2,971	2,491	-16.2%
Regional NSW	756	1,156	1,349	1,130	1,135	1,061	1,256	1,189	1,638	1,229	-25.0%
Total Intrastate	3,031	3,615	3,659	3,285	3,194	3,165	3,677	3,910	4,609	3,720	-19.3%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,031	3,615	3,659	3,317	3,194	3,187	3,692	3,926	4,611	3,730	-19.1%

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	478	793	n/p	655	612	669	703	945	867	862	-0.6%
30-39	567	668	642	414	474	469	485	598	790	664	-16.0%
40-49	614	638	694	784	524	401	592	612	592	499	-15.7%
50-59	561	572	539	595	587	619	822	589	717	586	-18.3%
60-69	465	600	723	583	656	566	702	700	1,059	673	-36.4%
70+	346	343	480	286	342	463	389	482	586	446	-23.8%
Total	3,031	3,615	3,659	3,317	3,194	3,187	3,692	3,926	4,611	3,730	-19.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	1,185	1,414	1,564	1,380	1,527	1,507	1,756	1,877	2,030	1,840	-9.4%
Visit friends & relatives	1,489	1,774	1,750	1,649	1,274	1,437	1,532	1,616	1,702	1,561	-8.2%
Go to the beach	639	733	767	805	592	509	766	986	1,012	980	-3.1%
Sightseeing/looking around	473	479	407	422	461	643	569	554	817	645	-21.0%
Go shopping for pleasure	482	353	442	454	460	486	488	514	458	373	-18.6%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	2,868	3,381	3,387	3,019	2,993	3,031	3,479	3,661	4,329	3,525	-18.6%
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	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.