

Travel to Central Coast Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,274	5,113	4,843	4,484	4,594	4,804	5,183	5,414	6,989	4,752	-32.0%
Nights ('000)	4,315	4,180	4,645	4,195	4,469	4,310	4,921	4,555	5,821	4,262	-26.8%
Expenditure (\$ million)*	\$654	\$803	\$831	\$748	\$835	\$859	\$873	\$919	\$1,117	\$874	-21.8%

Overnight - Int'l & domestic

Visitors ('000)	1,244	1,299	1,352	1,289	1,314	1,351	1,528	1,470	2,002	1,528	-23.7%
Nights ('000)	4,315	4,180	4,645	4,195	4,469	4,310	4,921	4,555	5,821	4,262	-26.8%
Expenditure (\$ million)*	\$442	\$536	\$566	\$493	\$564	\$568	\$598	\$590	\$742	\$606	-18.3%

Domestic - overnight & daytrip

Visitors ('000)	4,232	5,078	4,800	4,443	4,548	4,754	5,119	5,345	6,927	4,740	-31.6%
Nights ('000)	3,568	3,550	3,993	3,370	3,522	3,660	3,965	3,703	5,042	4,031	-20.1%
Expenditure (\$ million)*	\$623	\$777	\$798	\$714	\$780	\$823	\$806	\$867	\$1,067	\$866	-18.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	1,515	-21.9%
Nights (000)	3,568	3,550	3,993	3,370	3,522	3,660	3,965	3,703	5,042	4,031	-20.1%
Average Length of Stay	3.0	2.8	3.1	2.7	2.8	2.8	2.7	2.6	2.6	2.7	2.3%
Expenditure (\$ million)*	\$411	\$509	\$532	\$458	\$510	\$533	\$531	\$538	\$692	\$598	-13.6%
Spend per visitor per night (\$)	\$115	\$143	\$133	\$136	\$145	\$146	\$134	\$145	\$137	\$148	8.1%
Intrastate visitors (000)	1,030	1,076	1,172	1,061	1,095	1,134	1,286	1,249	1,697	1,382	-18.6%
Interstate visitors (000)	173	188	137	187	173	168	178	152	242	133	-44.9%
Intrastate nights (000)	2,942	2,979	3,527	2,650	2,834	2,992	3,300	3,189	3,929	3,432	-12.6%
Interstate nights (000)	626	572	466	720	688	668	665	514	1,113	598	-46.3%
Intrastate expenditure (\$million)	\$361	\$451	\$477	\$382	\$445	\$471	\$449	\$471	\$579	\$548	-5.5%
Interstate expenditure (\$ million)	\$50	\$59	\$55	\$77	\$65	\$62	\$81	\$67	\$113	\$50	-55.2%

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	575	606	658	580	582	587	623	667	828	662	-20.1%
Visiting Friends & Relatives	523	560	553	559	576	613	635	573	881	685	-22.3%
Business	n/p	n/p	n/p	n/p	76	n/p	146	104	154	101	-34.4%
Other	n/p	n/p	n/p	n/p	35	n/p	n/p	n/p	86	69	-20.1%
Total	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	1,515	-21.9%

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	1,820	2,016	2,026	1,688	1,890	1,800	1,803	1,809	2,199	1,874	-14.8%
Visiting Friends & Relatives	1,408	1,393	1,235	1,333	1,354	1,412	1,656	1,554	2,204	1,775	-19.5%
Business	n/p	n/p	n/p	n/p	199	n/p	342	222	316	204	-35.4%
Other	n/p	n/p	n/p	n/p	79	n/p	n/p	n/p	323	178	-45.1%
Total	3,568	3,550	3,993	3,370	3,522	3,660	3,965	3,703	5,042	4,031	-20.1%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Regional NSW	342	341	370	287	332	281	458	388	482	389	-19.4%
Sydney	688	735	802	774	762	853	828	861	1,215	993	-18.2%
Total Intrastate	1,030	1,076	1,172	1,061	1,095	1,134	1,286	1,249	1,697	1,382	-18.6%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	77	n/p	-
Queensland	n/p	84	n/p	93	n/p	76	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	28	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	173	188	137	187	173	168	178	152	242	133	-44.9%
Grand Total	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	1,515	-21.9%

Travel to Central Coast Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	274	254	270	291	277	292	354	320	419	391	-6.6%
30-39	232	245	251	182	179	227	262	262	343	256	-25.3%
40-49	205	186	242	234	212	188	264	210	261	260	-0.2%
50-59	191	221	219	198	221	268	228	225	327	256	-21.8%
60-69	181	233	212	212	223	223	217	224	370	231	-37.5%
70+	121	125	115	131	156	105	139	161	219	120	-45.0%
Total	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	1,515	-21.9%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	206	271	294	297	292	317	405	312	624	497	-20.2%
Adult couple	387	438	376	349	383	411	429	438	533	428	-19.8%
Family group - parents and children	388	315	323	294	280	264	312	284	344	293	-14.9%
Friends or relatives travelling together with(out) children	197	218	281	278	270	284	287	326	407	270	-33.8%
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	1,203	1,264	1,309	1,248	1,268	1,302	1,464	1,401	1,939	1,515	-21.9%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Go to the beach	556	516	592	566	610	600	618	658	897	755	-15.9%
Eat out / dine at a restaurant and/or cafe	626	685	762	700	716	745	867	837	1,115	750	-32.8%
Visit friends & relatives	693	704	669	708	689	732	804	715	995	740	-25.7%
Sightseeing/looking around	338	285	297	292	265	226	287	407	435	262	-39.7%
Pubs, clubs, discos etc	187	247	293	268	229	276	305	256	356	234	-34.2%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	1,765	1,730	1,948	1,663	1,581	1,705	2,034	1,776	2,490	2,184	-12.3%
Rented house/apartment/flat or unit	373	581	524	247	611	347	381	349	444	439	-1.1%
Caravan park or commercial camping ground	301	300	346	424	364	321	397	306	416	376	-9.5%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	1,066	1,130	1,179	1,051	1,081	1,119	1,278	1,269	1,646	1,365	-17.0%
Railway	n/p	49	n/p	84	89	89	n/p	n/p	162	n/p	-
Aircraft	n/p	47	n/p	64	n/p	68	86	n/p	85	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	41	35	43	41	46	49	64	69	63	13	-79.9%
Nights (000)	747	630	652	825	947	650	956	851	779	232	-70.3%
Average Length of Stay	18.1	18.0	15.1	20.0	20.5	13.2	14.9	12.4	12.4	18.3	47.9%
Expenditure (\$ million)*	\$31	\$26	\$33	\$34	\$54	\$35	n/p	\$52	\$50	\$8	-83.8%
Spend per visitor per night (\$)	\$42	\$42	\$51	\$41	\$57	\$54	-	\$61	\$64	\$35	-45.6%

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	13	10	19	15	16	17	25	26	29	n/p	-
Visiting Friends & Relatives	26	22	22	22	26	28	35	37	29	9	-70.5%
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	-
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	41	35	43	41	46	49	64	69	63	13	-79.9%

Travel to Central Coast Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	161	154	217	122	207	96	191	140	224	n/p	-
Visiting Friends & Relatives	475	416	333	471	599	410	464	570	366	191	-47.7%
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	-	-
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	-	-
Total	747	630	652	825	947	650	956	851	779	232	-70.3%

Top 3 Int'l source markets to Central Coast

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
United Kingdom	12	8	8	10	9	9	13	13	14	n/p	-
New Zealand	8	9	7	10	8	9	12	13	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 Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	12	13	11	8	13	13	17	15	16	4	-76.0%
30-39	6	4	6	7	6	7	9	9	9	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	6	7	8	n/p	8	n/p	13	14	n/p	n/p	-
60-69	7	n/p	8	7	9	9	12	15	13	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	41	35	43	41	46	49	64	69	63	13	-79.9%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	27	22	26	25	29	31	33	40	33	7	-79.7%
Adult couple	9	8	10	10	9	10	16	15	16	n/p	-
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	8	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	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	-
Total	41	35	43	41	46	49	64	69	63	13	-79.9%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Go to the beach	31	27	34	31	35	38	55	50	53	11	-78.3%
Eat out / dine at a restaurant and/or cafe	35	29	38	37	40	46	58	60	59	11	-80.7%
Go shopping for pleasure	29	25	30	32	35	38	52	47	46	10	-78.5%
Sightseeing/looking around	30	25	30	28	31	36	49	45	43	10	-77.6%
Visit national parks / state parks	17	14	22	20	22	25	35	33	34	8	-76.6%

First or Return Visitor to Australia

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
First visit	14	12	14	8	13	14	19	22	19	n/p	-
Return visit	28	23	29	33	33	35	45	47	44	10	-77.5%
Total	41	35	43	41	46	49	64	69	63	13	-79.9%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	541	488	371	673	664	485	605	591	409	198	-51.5%
Homestay	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	-

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	21	19	20	21	24	24	27	31	27	8	-71.2%
Aircraft	n/p	n/p	n/p	n/p	4	n/p	n/p	n/p	n/p	n/p	-
Long distance train (non-suburban)	7	6	5	n/p	5	n/p	8	n/p	n/p	n/p	-

Travel to Central Coast Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	3,029	3,814	3,491	3,195	3,280	3,453	3,655	3,944	4,987	3,224	-35.4%
Expenditure (\$ million)*	\$212	\$267	\$265	\$256	\$270	\$290	\$275	\$329	\$375	\$267	-28.8%
Spend per visitor (\$)	\$70	\$70	\$76	\$80	\$82	\$84	\$75	\$83	\$75	\$83	10.2%

Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	1,156	1,486	1,606	1,437	1,457	1,518	1,554	1,766	2,112	1,436	-32.0%
Visiting Friends & Relatives	1,414	1,847	1,366	1,281	1,312	1,358	1,344	1,622	1,796	1,182	-34.2%
Business	n/p	n/p	n/p	n/p	n/p	n/p	404	n/p	626	278	-55.7%
Other	252	n/p	244	n/p	364	427	353	280	454	328	-27.7%
Total	3,029	3,814	3,491	3,195	3,280	3,453	3,655	3,944	4,987	3,224	-35.4%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Sydney	2,291	2,434	2,153	2,231	2,016	2,309	2,472	2,790	3,036	2,144	-29.4%
Regional NSW	738	1,380	1,311	959	1,264	1,106	1,183	1,138	1,945	1,069	-45.0%
Total Intrastate	3,029	3,814	3,464	3,190	3,280	3,416	3,655	3,928	4,982	3,213	-35.5%
Total Interstate	-	-	n/p	n/p	-	n/p	-	n/p	n/p	n/p	-
Total	3,029	3,814	3,491	3,195	3,280	3,453	3,655	3,944	4,987	3,224	-35.4%

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	499	859	n/p	675	693	681	785	833	997	749	-24.9%
30-39	591	690	583	420	445	543	490	637	810	633	-21.9%
40-49	583	670	782	688	466	431	626	632	652	406	-37.7%
50-59	544	521	580	578	640	662	735	625	761	485	-36.3%
60-69	490	694	662	540	681	644	674	696	1,143	560	-51.0%
70+	322	380	462	293	355	491	345	521	625	392	-37.3%
Total	3,029	3,814	3,491	3,195	3,280	3,453	3,655	3,944	4,987	3,224	-35.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	1,253	1,525	1,358	1,507	1,516	1,625	1,846	1,766	2,282	1,462	-36.0%
Visit friends & relatives	1,538	1,903	1,592	1,564	1,368	1,450	1,594	1,638	1,923	1,232	-35.9%
Go to the beach	748	672	747	792	510	623	878	918	1,071	897	-16.3%
Sightseeing/looking around	474	416	401	444	507	658	545	577	940	486	-48.2%
Pubs, clubs, discos etc	205	249	224	257	n/p	379	n/p	361	326	317	-2.5%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	2,906	3,528	3,253	2,926	3,060	3,302	3,444	3,680	4,678	3,056	-34.7%
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.