

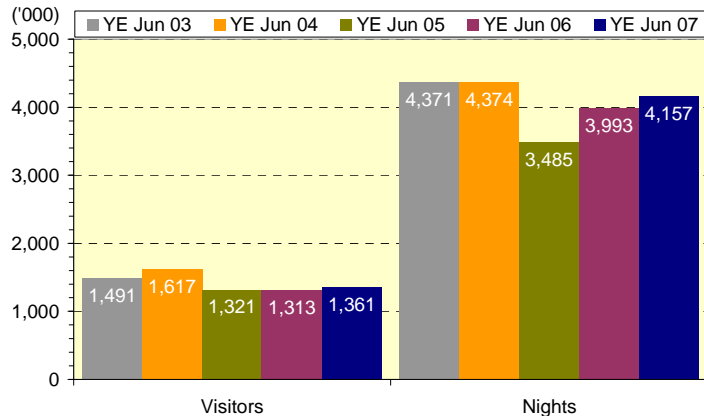


Total visitors ('000)	4,732
Domestic nights ('000)	4,157
Total expenditure (million)	\$800

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 2.3 percent on last year, but was down by 2.2 percent compared to four years ago.

Visitors and nights

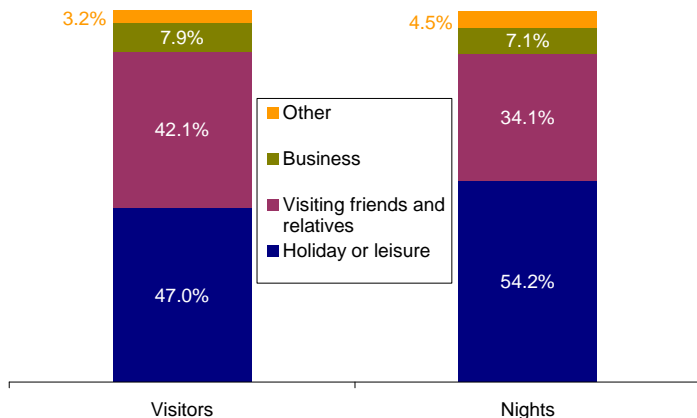


Central Coast received nearly 1.4 million domestic overnight visitors - up by 3.7% on YE Jun 06. Visitors spent nearly 4.2 million nights in the region - up by 4.1% on YE Jun 06.

Market share

The region received 7.7% of visitors to and 6.6% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was unchanged and share of nights was unchanged.

Purpose of visit



'Holiday or leisure' (47.0%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (42.1%) was the 2nd largest, followed by 'Business' (7.9%).

'Holiday or leisure' (54.2%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (34.1%) was the 2nd largest, followed by 'Business' (7.1%).

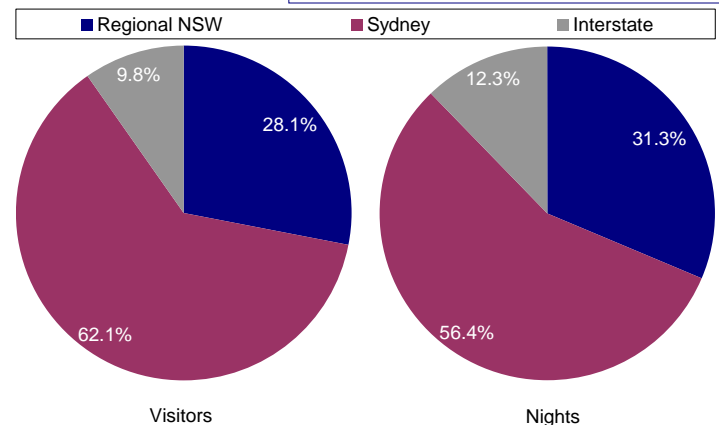
Accommodation

Nearly ½ (46.0%) of nights in the region were spent in 'Friends or relatives property'. 'Caravan park or commercial camping ground' (10.9%) was the 2nd most popular accommodation type used, followed by 'Standard hotel, motor inn, below 4 star' (10.4%) and 'Own property' (9.4%).

Activities

Nearly ½ (48.9%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (45.1%) was the 2nd most popular activity, followed by 'Go to the beach' (41.7%) and 'Go shopping for pleasure' (23.6%).

Origin



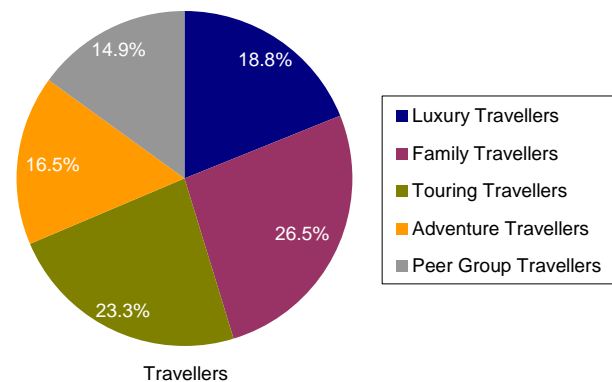
The region received over 9/10 (90.2%) of visitors and nearly 9/10 (87.7%) of nights from **intrastate** (Sydney contributed more than Regional NSW for both visitors and nights).

Almost 1/10 (9.8%) of visitors and over 1/10 (12.3%) of nights came from **interstate** (all individual interstate markets contributed less than 4% of visitors and of nights).

Transport

Nearly 9/10 (87.7%) of visitors to the region travelled by 'Private or company car'. 'Railway' (6.2%) was the 2nd most popular transport used, followed by 'Air transport' (4.0%).

Australian travel segments ⁽²⁾



Over ¼ (26.5%) of visitors to the region were 'Family travellers'. 'Touring travellers' (23.3%) was the 2nd largest travel segment, followed by 'Luxury travellers' (18.8%).

(2) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$123 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 07, TRA

Tourism employment ⁽⁴⁾

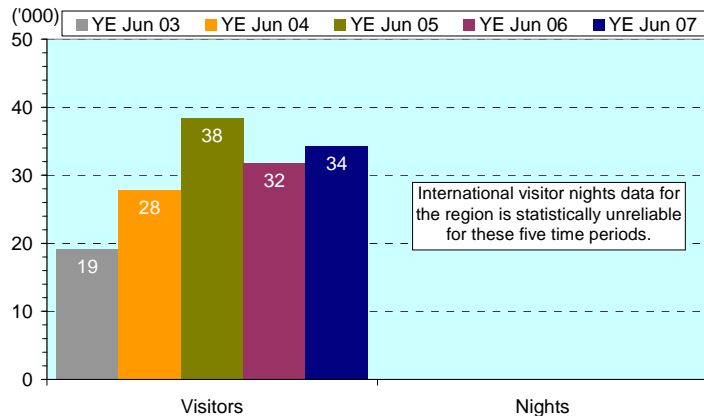
An estimated 6,900 (5.2%) of the region's workforce were employed in the tourism industry.

(4) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



International Overnight Travel

Visitors and nights



Central Coast received 34,300 international overnight visitors - up by 7.9% on YE Jun 06. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to Australia by international visitors increased by 3.1 percent on last year and by 21.0 percent compared to four years ago.

Market share

The region received 5.8% of visitors to and 5.7% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was up by 0.2 pts and the share of nights was down by 0.7% pts.

Purpose of visit

'Holiday/pleasure' (49.8%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (42.4%) was the 2nd largest, followed by 'Business' (6.0%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	27.3%	13.	Korea	0.8%
2.	New Zealand	27.2%	14.	France	0.8%
3.	USA	9.9%	15.	Hong Kong	0.7%
4.	Canada	5.2%	16.	China	0.7%
5.	Germany	2.9%	17.	Italy	0.6%
6.	Netherlands	1.9%	18.	Malaysia	0.4%
7.	Thailand	1.6%	19.	Taiwan	0.0%
8.	Japan	1.5%	20.	India	0.0%
9.	Scandinavia	1.2%		Other Europe	9.1%
10.	Indonesia	1.1%		Other Asia	1.3%
11.	Singapore	1.0%		Middle East & Nth Africa	0.0%
12.	Switzerland	0.9%		Other Countries	4.1%

'UK' (27.3%) was the region's largest source market of visitors, followed by 'New Zealand' (27.2%) and 'USA' (9.9%).

Accommodation

Nearly ½ (48.7%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (23.4%) was the 2nd most popular accommodation type, followed by 'Caravan park or commercial camping ground' (7.1%).

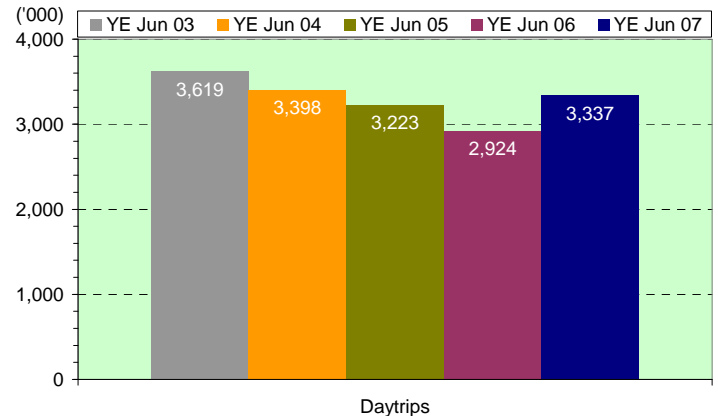
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$48 per night in the region.

(6) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 07, TRA. Note: previous regional snapshots reported international expenditure including package expenditure.

Domestic Daytrip Travel

Trips



Central Coast received over 3.3 million domestic daytrip visitors - up by 14.1% on YE Jun 06.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.5 percent on last year, but was down by 3.1 percent compared to four years ago.

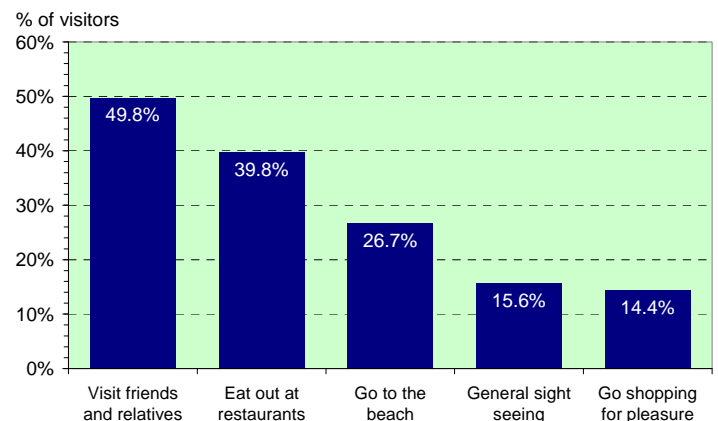
Market share

The region received 11.3% of daytrips to Regional NSW. Compared to YE Jun 06, the share was up by 0.9% points.

Purpose of visit

'Visiting friends and relatives' (47.8%) was the largest purpose for visitors to the region. 'Holiday or leisure' (42.5%) was the 2nd largest, followed by 'Business' (5.9%).

Activities



Almost ½ (49.8%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (39.8%) was the 2nd most popular activity, followed by 'Go to the beach' (26.7%) and 'General sight seeing' (15.6%).

Age

Over 1/5 (20.5%) of visitors to the region were aged '45-54 years'. The 2nd largest age group was '35-44 years' (17.6%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$80 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 07, TRA