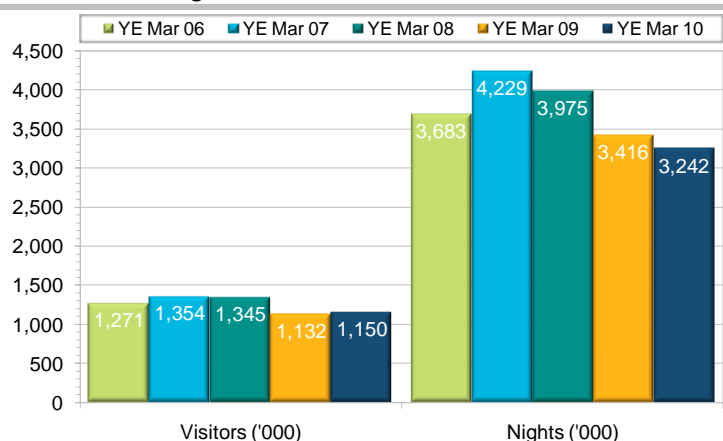


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



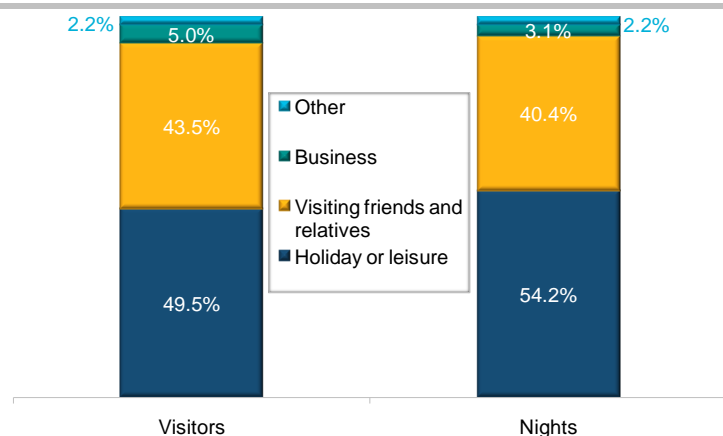
Central Coast received nearly 1.2 million domestic overnight visitors - up by 1.6% on YE Mar 09. Visitors spent over 3.2 million nights in the region - down by 5.1% on YE Mar 09.

Note: The number of trips taken domestically by Australians decreased by 2.7 percent on last year and by 5.3 percent compared to four years ago.

#### Market share

The region received 7.1% of visitors and 5.7% of nights in regional NSW. Compared to YE Mar 09, the share of visitors was up by 0.2% pts and the share of nights was down by 0.1% pt.

#### Purpose of visit to the region



'Holiday or leisure' (49.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (43.5%) and 'business' (5.0%).

'Holiday or leisure' (54.2%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (40.4%) and 'business' (3.1%).

#### Accommodation

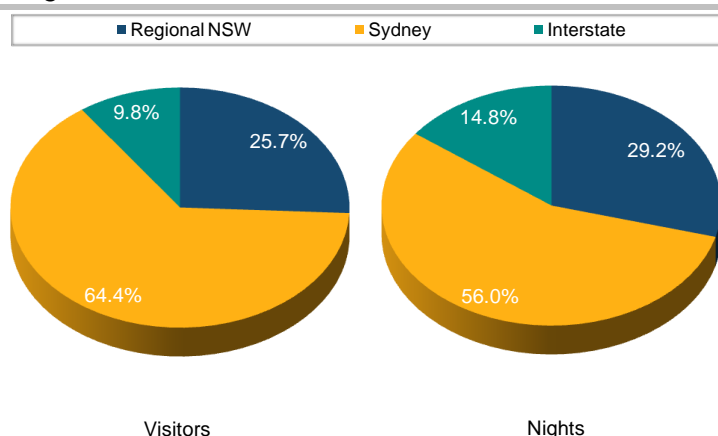
'Friends or relatives property' (49.1%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (12.9%) was the 2<sup>nd</sup> most popular, followed by 'rented house, apartment, flat or unit' (11.2%) and 'standard hotel, motor inn, below 4 star' (9.5%).

#### Age

'35 to 44 years' (19.2%) was the largest age group of visitors to the region, followed by '65 years and over' (18.3%).

Central Coast is composed of: Gosford and Wyong. For information on the shaded areas, click on [http://corporate.tourism.nsw.gov.au/LocalAreaStatistics\\_p2821.aspx](http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx)

#### Origin



The region received 90.2% of visitors and 85.2% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

**Interstate** contributed 9.8% of visitors and 14.8% of nights in the region (each interstate market contributed less than 5 percent to both visitors and nights).

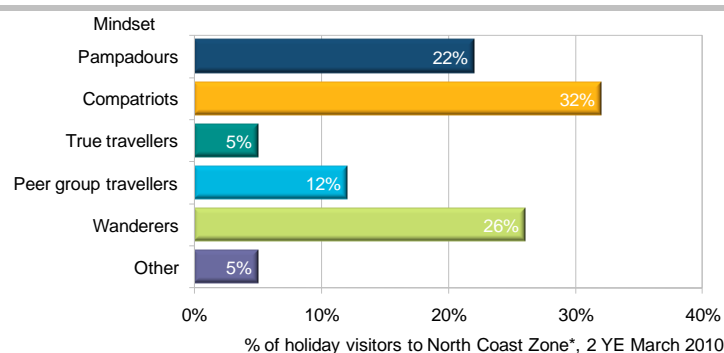
#### All transport

'Private or company vehicle' (90.2%) was the most popular form of transport used by visitors to the region, followed by 'railway' (4.4%) and 'air transport' (4.0%).

#### Activities

'Eat out at restaurants' (55.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (54.6%) and 'go to the beach' (42.9%).

#### Australian Travel Mindsets <sup>(2)</sup>



The 'compatriots' (32%) was the largest travel mindset of holiday visitors to the North Coast zone\*, followed by the 'wanderers' (26%) and the 'pampadours' (22%).

*Pampadours* - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: Inside Story, 2YE Mar 10

\* combined regions of Northern Rivers and Mid North Coast, plus selected local areas of The Hunter and Central Coast regions.

#### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

Domestic overnight visitors spent \$465 million in the region. On average, they spent \$143 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 10, TRA

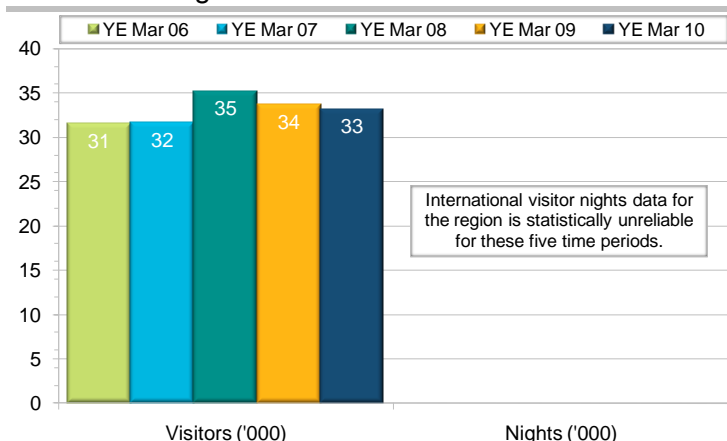
# Travel to Central Coast

## Year ended March 2010

Total visitors ('000)	4,620
Domestic nights ('000)	3,242
Total expenditure (million)	\$785

### International Overnight Travel <sup>(4)</sup>

#### Visitors and nights



Central Coast received 33,100 international overnight visitors - down by 1.4% on YE Mar 09. 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 2.6 percent on last year and by 4.7 percent compared to four years ago.

#### Market share

The region received 5.5% of visitors to regional NSW. Compared to YE Mar 09, the share was down by 0.2% pts.

#### Purpose of visit to the region

'Visiting friends and relatives' (46.7%) was the largest purpose for visitors to the region, followed by 'holiday / pleasure' (45.0%) and 'business' (10.1%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	35.8%	12	Singapore	1.1%
2	New Zealand	14.8%	13	Netherlands	1.1%
3	USA	10.9%	14	Japan	0.9%
4	Germany	5.7%	15	India	0.8%
5	Mainland China & HK	3.5%	16	Malaysia	0.7%
	Mainland China	1.0%	17	Thailand	0.5%
	Hong Kong	2.5%	18	Middle East & Nth Africa	0.3%
7	Ireland	3.3%	19	Italy	0.2%
8	Canada	3.0%	20	Indonesia	0.1%
8	Switzerland	2.9%	21	Taiwan	0.1%
9	France	2.7%		Other Asia	0.8%
10	Scandinavia	2.1%		Other Europe	3.8%
11	Korea	1.5%		Other Countries	3.5%

The UK (35.8%) was the region's largest source market of visitors, followed by New Zealand (14.8%) and the USA (10.9%).

#### Accommodation

'Home of friend or relative' (69.6%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (16.7%) and 'serviced apartment' (4.1%).

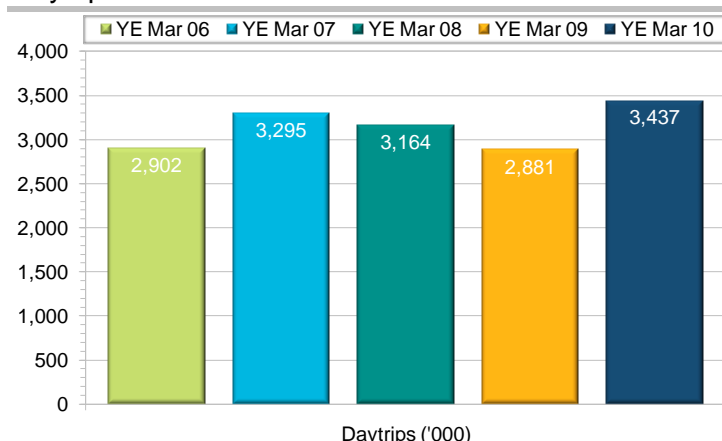
#### Expenditure (excl package expenditure) <sup>(5)</sup>

Expenditure by international overnight visitors spent \$30 million in the region. On average, they spent \$61 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 10, TRA.

### Domestic Daytrip Travel <sup>(1)</sup>

#### Daytrips



Central Coast received over 3.4 million domestic daytrip visitors - up by 19.3% on YE Mar 09.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 8.7 percent on last year and by 12.9 percent compared to four years ago.

#### Market share

The region received 11.0% of daytrips to regional NSW. Compared to YE Mar 09, the share was up by 0.9% pts.

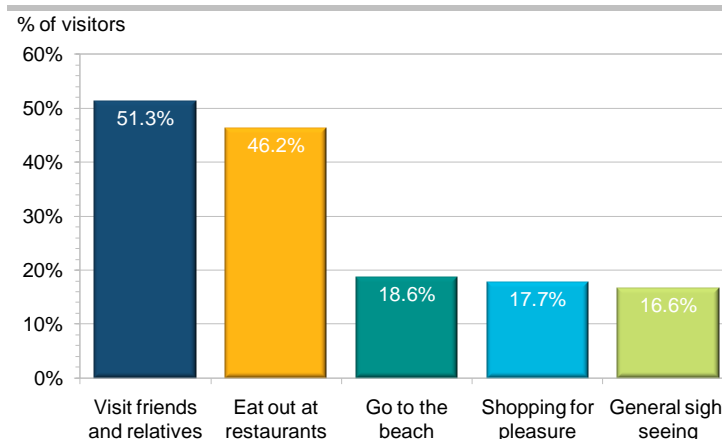
#### Main purpose of trip

'Visiting friends and relatives' (44.8%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (42.0%) and 'business' (7.1%).

#### Age

'45 to 54 years' (18.2%) was the largest age group of visitors to the region, followed by '65 years and over' (17.9%) and '55 to 64 years' (17.6%).

#### Activities



'Visit friends and relatives' (51.3%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (46.2%) and 'go to the beach' (18.6%).

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$290 million in the region. On average, they spent \$84 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 10, TRA

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

[www.tourism.nsw.gov.au](http://www.tourism.nsw.gov.au)

(1) Source: National Visitor Survey, YE Mar 10, TRA

(4) Source: International Visitor Survey, YE Mar 10, TRA

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