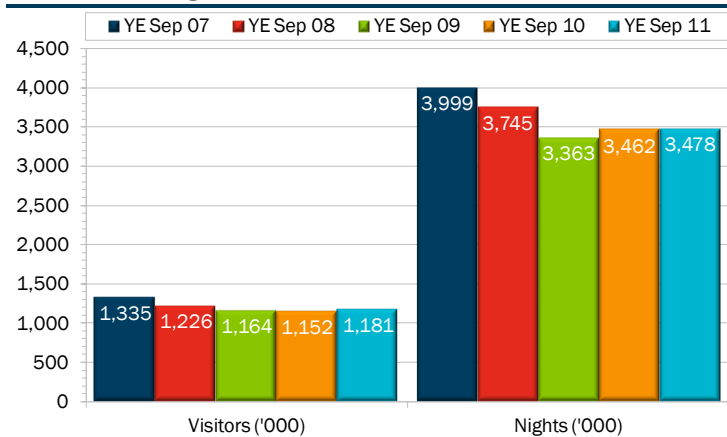


Domestic Overnight Travel (1)

Visitors and nights



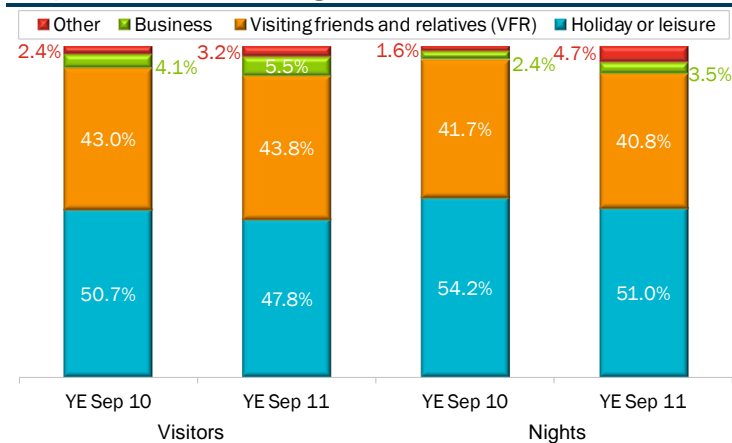
Central Coast received nearly 1.2 million domestic overnight visitors - up by 2.5% on YE Sep 10. Visitors spent nearly 3.5 million nights in the region - up by 0.5% on YE Sep 10.

Note: The number of domestic overnight trips to regional New South Wales increased by 0.3 percent on last year, but was down by 4.0 percent* compared to four years ago.

Market share

The region received 7.0% of visitors and 5.9% of nights in regional NSW. Compared to YE Sep 10, the share of visitors was up by 0.2% pts and the share of nights was unchanged.

Purpose of visit to the region



'Holiday or leisure' (47.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (43.8%) and 'business' (5.5%). Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' declined by 3.4% while 'VFR' grew by 4.4% and 'business' increased by 38.3%.

'Holiday or leisure' (51.0%) was the largest purpose in terms of nights in the region, followed by 'VFR' (40.8%) and 'business' (3.5%). Compared to YE Sep 10, nights spent for 'holiday or leisure' declined by 5.4% and 'VFR' decreased by 1.5% while 'business' grew by 44.0%.

Accommodation

'Friends or relatives property' (49.2%) was the most popular accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (13.2%) and 'caravan park or commercial camping ground' (9.0%).

Central Coast is composed of: Gosford and Wyong.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey, YE Sep 11, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 10	YE Sep 11	YE Sep 10	YE Sep 11
Regional NSW	26.9%	30.5%	28.9%	30.7%
Sydney	61.0%	55.3%	53.1%	50.3%
Total intrastate	88.0%	85.8%	82.0%	81.1%
Victoria	3.2%	4.1%	7.7%	4.0%
Queensland	4.3%	6.8%	4.1%	10.1%
ACT	2.1%	1.8%	1.7%	1.7%
Other interstate	2.3%	1.5%	4.5%	3.1%
Total interstate	12.0%	14.2%	18.0%	18.9%

Sydney (55.3%) was the largest source of visitors to the region, followed by regional NSW (30.5%) and Queensland (6.8%). Compared to YE Sep 10, the Sydney source market declined by 7.1% while regional NSW grew by 16.1%. Over the same period, Victoria grew by 29.7% and Queensland increased by 60.0% while the ACT declined by 12.5%.

Sydney (50.3%) was the largest source market in terms of nights in the region, followed by regional NSW (30.7%) and Queensland (10.1%). Compared to YE Sep 10, nights spent by visitors from Sydney declined by 4.7% while nights from regional NSW grew by 6.8%. Over the same period, nights by Victorians declined by 47.9% while Queensland nights grew by 147%* and nights by visitors the ACT decreased by 1.7%.

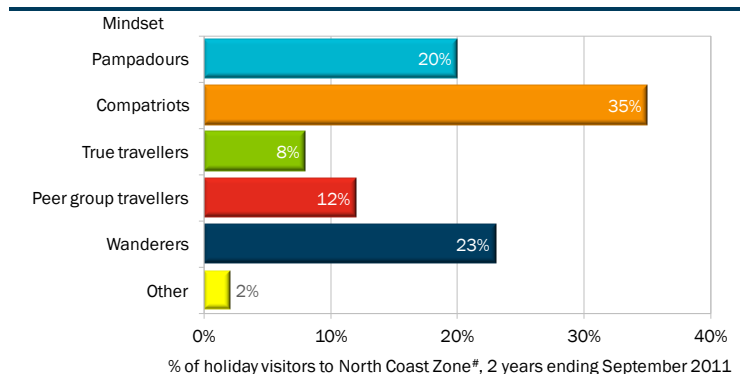
All transport

'Private or company vehicle' (87.4%) was the most popular form of transport used by visitors to the region.

Activities

'Visit friends and relatives' (56.4%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (53.9%) and 'go to the beach' (43.7%).

Australian Travel Mindsets (2)



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 Sep 11

* 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) (3)

Domestic overnight visitors spent \$425 million in the region - down by 6.2% on YE Sep 10. On average, visitors spent \$122 per night in the region - down by 6.9% on YE Sep 10.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA

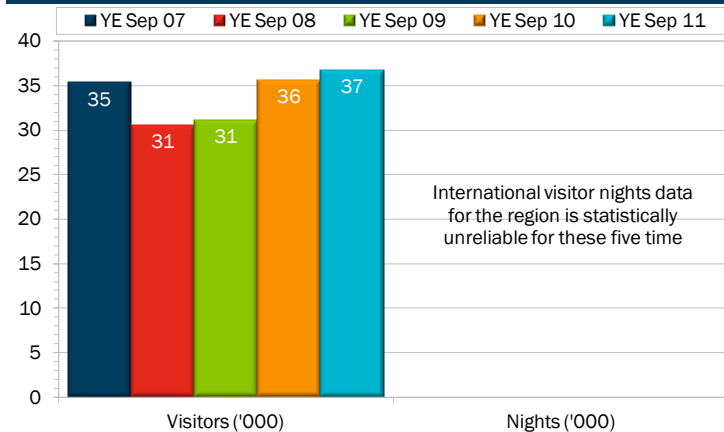
Travel to Central Coast

Year ended September 2011

Total visitors ('000)	4,249
Domestic nights ('000)	3,478
Total expenditure (million)	\$668

International Overnight Travel (4)

Visitors and nights



Central Coast received 36,700 international overnight visitors - up by 3.3% on YE Sep 10. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to regional New South Wales by international visitors decreased by 1.2 percent on last year and by 0.8 percent compared to four years ago.

Market share

The region received 6.1% of visitors to regional NSW. Compared to YE Sep 10, the share was up by 0.3% pts.

Purpose of visit to the region

'Visiting friends and relatives (VFR)' (55.9%) was the largest purpose for visitors to the region, followed by 'holiday / pleasure' (35.7%) and 'business' (6.6%). Compared to YE Sep 10, visitors who travelled for 'VFR' grew by 24.7% while 'holiday / pleasure' declined by 15.7% and 'business' decreased by 35.5%.

Origin - share of visitors to the region

Share of international visitors to Central Coast							
Rank	Market	YE Sep 10	YE Sep 11	Rank	Market	YE Sep 10	YE Sep 11
1	United Kingdom	30.2%	25.2%	12	France	2.6%	1.4%
2	New Zealand	20.3%	19.8%	13	Malaysia	0.5%	1.2%
3	USA	8.7%	14.0%	14	Middle East & Nth Africa	1.1%	1.2%
4	Canada	3.7%	4.1%	15	Korea	2.3%	1.2%
5	Germany	6.6%	3.5%	16	Japan	0.7%	1.0%
6	Scandinavia	0.9%	2.5%	17	India	0.7%	0.8%
7	Ireland	3.2%	2.4%	18	Singapore	1.0%	0.7%
8	Mainland China & HK	4.0%	2.2%	19	Taiwan	0.1%	0.6%
	Mainland China	0.6%	0.3%	20	Indonesia	1.6%	0.2%
	Hong Kong	3.4%	1.9%	21	Italy	0.2%	0.2%
9	Netherlands	2.0%	2.0%		Other Asia	1.7%	3.2%
10	Thailand	1.1%	1.6%		Other Europe	2.7%	3.7%
11	Switzerland	2.5%	1.4%		Other Countries	1.5%	5.9%

Accommodation

'Home of friend or relative' (66.4%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (18.3%).

Expenditure (incl pre-paid package expenditure) (5)

International overnight visitors spent \$26 million in the region - down by 13.2% on YE Sep 10. On average, visitors spent \$36 per night in the region - down by 21.7% on YE Sep 10.

(5) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares.

Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA. For more details go to www.tourism.nsw.gov.au/StateTourismStats

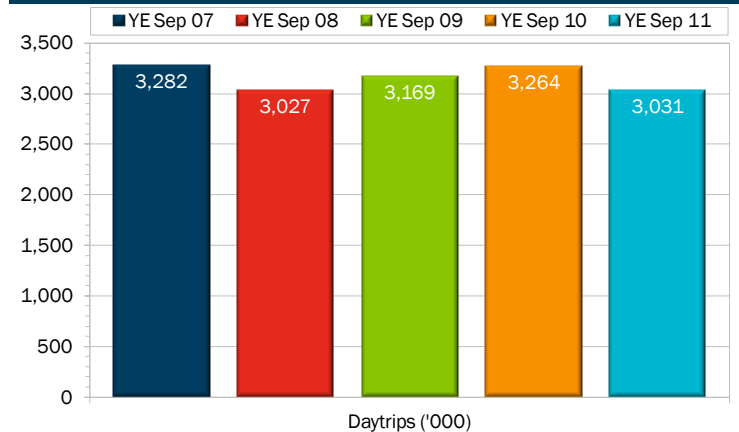
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(4) Source: International Visitor Survey, YE Sep 11, TRA

Domestic Daytrip Travel (6)

Daytrips



Central Coast received over 3.0 million domestic daytrip visitors - down by 7.1% on YE Sep 10.

Note: The number of domestic daytrips to regional New South Wales increased by 1.4 percent on last year and was up by 4.3 percent compared to four years ago.

Market share

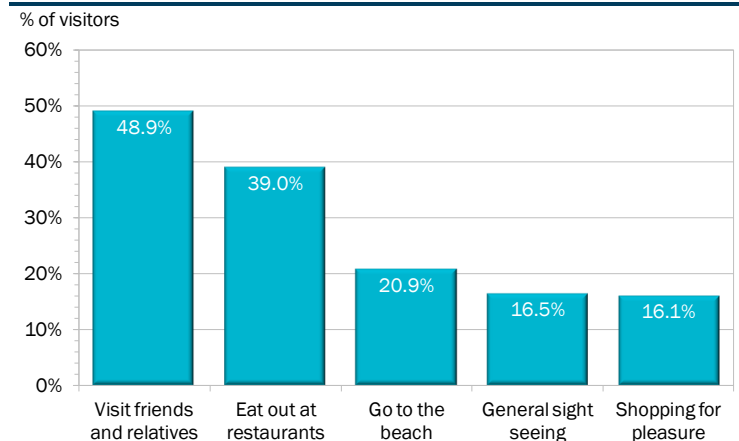
The region received 9.5% of daytrips to regional NSW. Compared to YE Sep 10, the share was down by 0.9% pts.

Main purpose of trip

'Visiting friends and relatives (VFR)' (46.2%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (41.4%) and 'business' (5.2%).

Compared to YE Sep 10, visitors who travelled for 'VFR' declined by 5.2% while 'holiday or leisure' decreased by 14.9% and 'business' grew by 36.2%.

Activities



'Visit friends and relatives' (48.9%) was the most popular activity undertaken by visitors to the region. 'Eat out at restaurants' (39.0%) was the 2nd most popular, followed by 'go to the beach' (20.9%) and 'general sightseeing' (16.5%).

Expenditure (7)

Domestic daytrip visitors spent \$217 million in the region - down by 21.4% on YE Sep 10. On average, they spent \$72 per trip to the region - down by 15.3% on YE Sep 10.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA

www.tourism.nsw.gov.au

(6) Source: National Visitor Survey, YE Sep 11, TRA

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