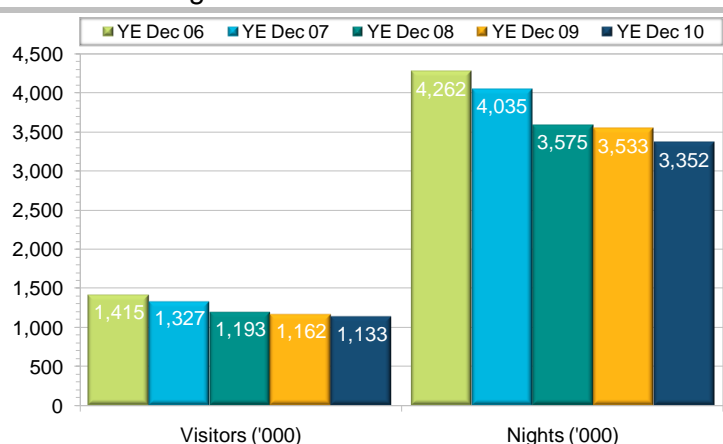




Domestic Overnight Travel ⁽¹⁾

Visitors and nights



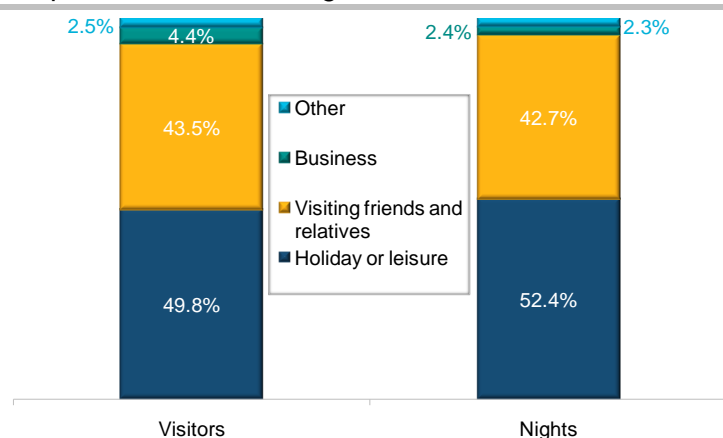
Central Coast received over 1.1 million domestic overnight visitors - down by 2.5% on YE Dec 09. Visitors spent nearly 3.4 million nights in the region - down by 5.1% on YE Dec 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 1.7 percent on last year, but was down by 5.9 percent compared to four years ago.

Market share

The region received 6.8% of visitors and 5.8% of nights in regional NSW. Compared to YE Dec 09, the share of visitors and the share of nights were down by 0.3% pts each.

Purpose of visit to the region



'Holiday or leisure' (49.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (43.5%) and 'business' (4.4%).

'Holiday or leisure' (52.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (42.7%) and 'business' (2.4%).

Accommodation

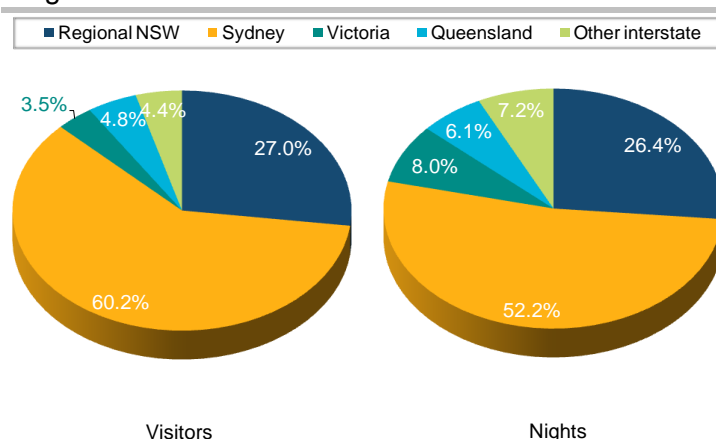
'Friends or relatives property' (50.3%) was the most popular accommodation used for nights in the region. 'Rented house, apartment, flat or unit' (14.1%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (11.9%).

Age

'35 to 44 years' (21.7%) was the largest age group of visitors to the region, followed by '55 to 64 years' (18.4%).

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

Origin



The region received 87.3% of visitors and 78.6% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 12.8% of visitors and 21.4% of nights in the region (Queensland was the biggest interstate market for visitors, while Victoria was the biggest for nights).

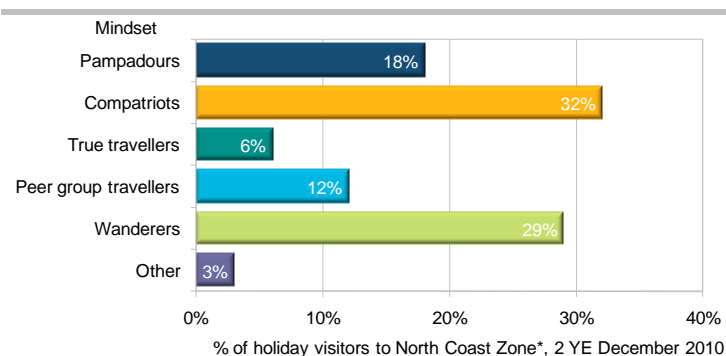
All transport

'Private or company vehicle' (87.8%) was the most popular form of transport used by visitors to the region, followed by 'railway' (5.4%) and 'air transport' (5.0%).

Activities

'Visit friends and relatives' (54.4%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (51.2%) and 'go to the beach' (40.8%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (32%) was the largest travel mindset of holiday visitors to the North Coast zone*, followed by the 'wanderers' (29%) and the 'pampadours' (18%).

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 Dec 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) ⁽³⁾

Domestic overnight visitors spent \$437 million in the region. On average, they spent \$130 per night in the region.

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

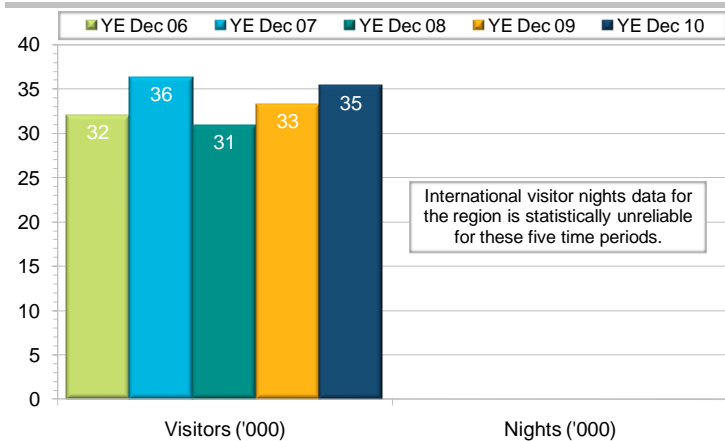
Travel to Central Coast

Year ended December 2010

Total visitors ('000)	4,431
Domestic nights ('000)	3,352
Total expenditure (million)	\$712

International Overnight Travel ⁽⁴⁾

Visitors and nights



Central Coast received 35,300 international overnight visitors - up by 6.4% on YE Dec 09. 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 increased by 6.3 percent on last year and by 9.6 percent compared to four years ago.

Market share

The region received 5.6% of visitors to regional NSW. Compared to YE Dec 09, the share was unchanged.

Purpose of visit to the region

'Visiting friends and relatives' (49.8%) was the largest purpose for visitors to the region, followed by 'holiday / pleasure' (40.6%) and 'business' (10.2%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	25.1%	12	Indonesia	1.6%
2	New Zealand	22.6%	13	Scandinavia	1.3%
3	USA	11.3%	14	Switzerland	1.2%
4	Germany	6.0%	15	India	0.9%
5	Canada	5.1%	16	Thailand	0.7%
6	Mainland China & HK	4.9%	17	Singapore	0.6%
	Mainland China	0.6%	18	Japan	0.5%
	Hong Kong	4.3%	19	Malaysia	0.3%
7	Ireland	2.7%	20	Taiwan	0.0%
8	Netherlands	2.4%	20	Italy	0.0%
9	Middle East & Nth Africa	2.4%		Other Asia	3.1%
10	Korea	1.9%		Other Europe	1.8%
11	France	1.8%		Other Countries	1.7%

The UK (25.1%) was the region's largest source market of visitors, followed by New Zealand (22.6%) and the USA (11.3%).

Accommodation

'Home of friend or relative' (77.8%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (11.6%) was the 2nd most popular accommodation used.

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$23 million in the region. On average, they spent \$37 per night in the region.

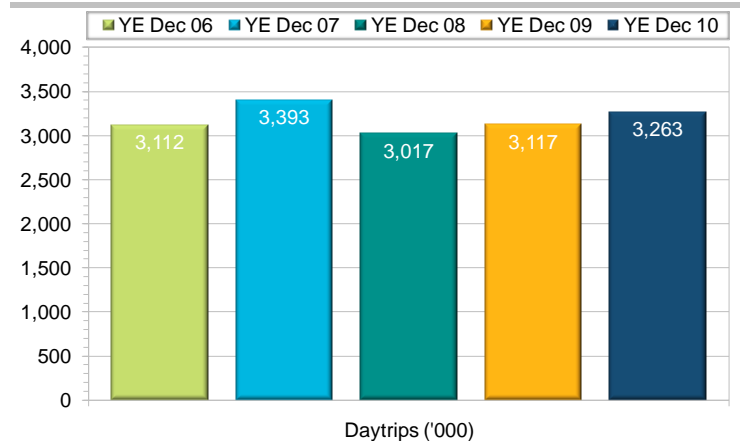
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA.

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

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

Domestic Daytrip Travel ⁽⁶⁾

Daytrips



Central Coast received nearly 3.3 million domestic daytrip visitors - up by 4.7% on YE Dec 09.

Note: The number of domestic daytrips to regional New South Wales increased by 4.2 percent on last year and by 10.3 percent compared to four years ago.

Market share

The region received 10.3% of daytrips to regional NSW. Compared to YE Dec 09, the share was unchanged.

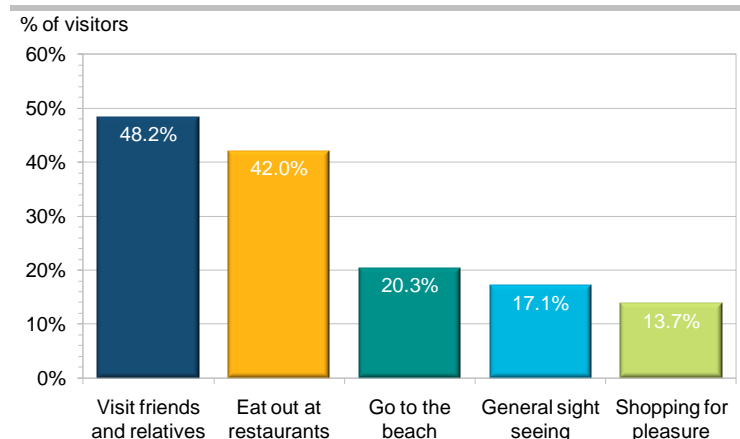
Main purpose of trip

'Holiday or leisure' (47.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (43.9%) and 'business' (4.2%).

Age

'65 years and over' (20.6%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.9%) and '45 to 54 years' (17.8%).

Activities



'Visit friends and relatives' (48.2%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (42.0%) and 'go to the beach' (20.3%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent \$252 million in the region. On average, they spent \$77 per trip to the region.

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