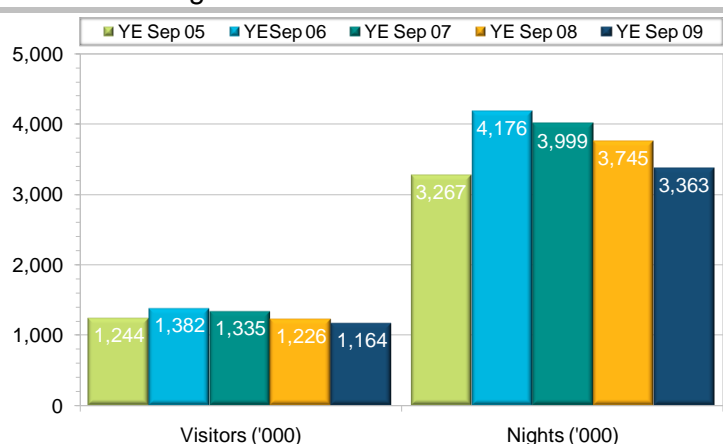


### Domestic Overnight Travel

#### Visitors and nights



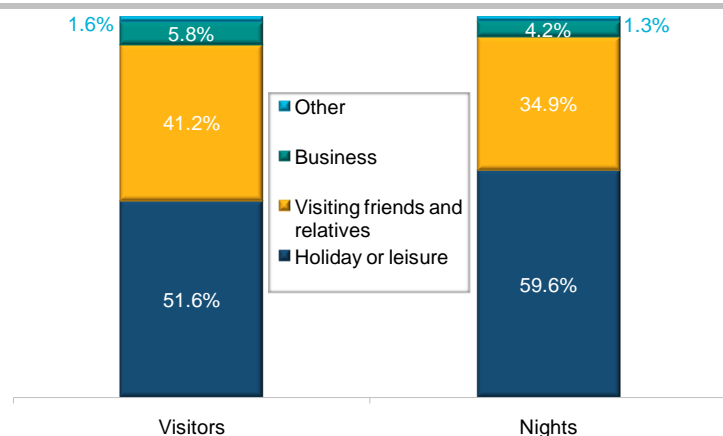
Central Coast received nearly 1.2 million domestic overnight visitors - down by 5.1% on YE Sep 08. Visitors spent nearly 3.4 million nights in the region - down by 10.2% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

#### Market share

The region received 7.3% of visitors and 5.8% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was up by 0.1% pt and the share of nights was down by 0.4% pts.

#### Purpose of visit to the region



'Holiday or leisure' (51.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (41.2%) and 'business' (5.8%).

'Holiday or leisure' (59.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (34.9%) and 'business' (4.2%).

#### Accommodation

'Friends or relatives property' (43.7%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (15.1%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel, motor inn, below 4 star' (10.4%) and 'rented house, apartment, flat or unit' (10.2%).

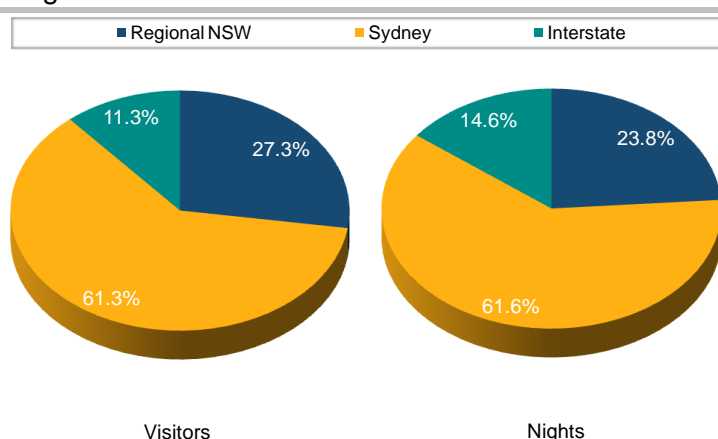
#### Age

'35 to 44 years' (22.3%) was the largest age group of visitors to the region, followed by '45 to 54 years' (17.4%).

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](http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx)

(1) Source: National Visitor Survey, YE Sep 09, Tourism Research Australia (TRA) - unless otherwise indicated

#### Origin



The region received 88.7% of visitors and 85.4% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

**Interstate** contributed 11.3% of visitors and 14.6% of nights in the region (each interstate market contributed less than 5.0% of both visitors and nights in the region).

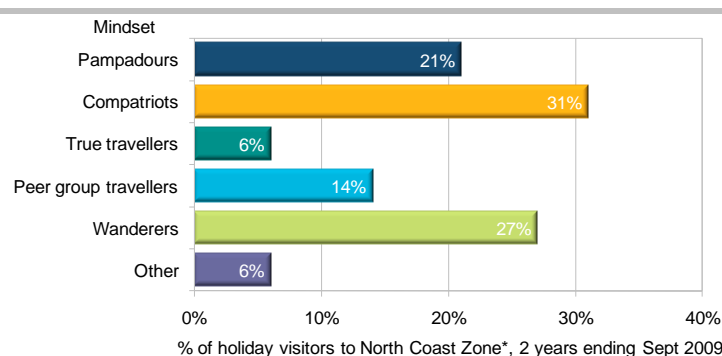
#### All transport

'Private or company vehicle' (89.0%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.2%) and 'railway' (3.8%).

#### Activities

'Eat out at restaurants' (56.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (51.0%) and 'go to the beach' (43.2%).

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



The 'compatriots' (31%) was the largest travel mindset of holiday visitors to the North Coast zone\*, followed by the 'wanderers' (27%) and the 'pampadours' (21%).

*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 09

\* 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 \$497 million in the region. On average, they spent \$148 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA

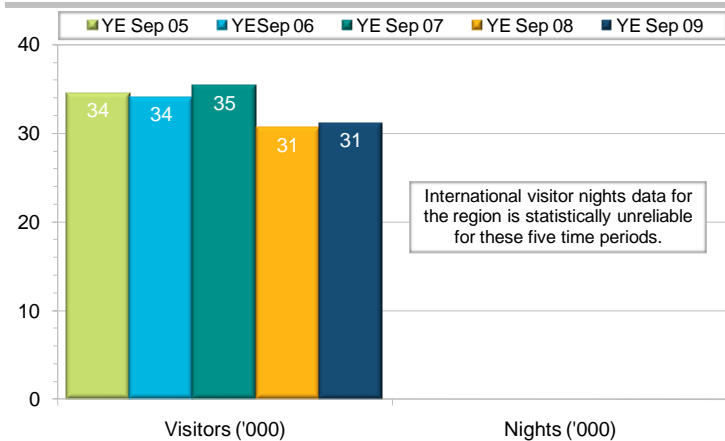
# Travel to Central Coast (4)

## Year ended September 2009

Total visitors ('000)	4,364
Domestic nights ('000)	3,363
Total expenditure (million)	\$781

### International Overnight Travel

#### Visitors and nights



Central Coast received 31,100 international overnight visitors - up by 1.7% on YE Sep 08. 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 decreased by 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

#### Market share

The region received 5.4% of visitors to regional NSW. Compared to YE Sep 08, the share was up by 0.4% pts.

#### Purpose of visit to the region

'Visiting friends and relatives' (53.8%) was the largest purpose for visitors to the region, followed by 'holiday / pleasure' (38.5%) and 'business' (7.5%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	30.2%	12	Indonesia	1.1%
2	New Zealand	21.0%	13	Netherlands	0.9%
3	USA	8.9%	14	India	0.8%
4	Germany	6.1%	15	Korea	0.7%
5	Canada	4.1%	16	Malaysia	0.6%
6	Mainland China & HK	3.8%	17	Italy	0.5%
	Mainland China	2.9%	18	Thailand	0.5%
	Hong Kong	0.9%	19	Singapore	0.3%
7	Scandinavia	2.6%	20	Taiwan	0.0%
8	Ireland	2.5%	20	Middle East & Nth Africa	0.0%
9	Switzerland	1.9%		Other Asia	0.4%
10	Japan	1.6%		Other Europe	3.0%
11	France	1.6%		Other Countries	6.7%

'UK' (30.2%) was the region's largest source market of visitors, followed by 'New Zealand' (21.0%) and 'USA' (8.9%).

#### Accommodation

'Home of friend or relative' (64.7%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (23.4%) and 'serviced apartment' (3.1%).

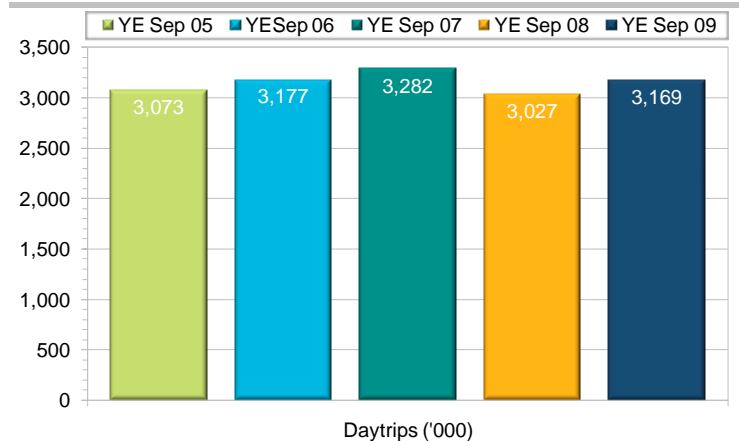
#### Expenditure (excl package expenditure) (5)

Expenditure by international overnight visitors in the region is statistically unreliable.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

### Domestic Daytrip Travel

#### Daytrips



Central Coast received nearly 3.2 million domestic daytrip visitors - up by 4.7% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

#### Market share

The region received 10.4% of daytrips to regional NSW. Compared to YE Sep 08, the share was down by 0.3% pts.

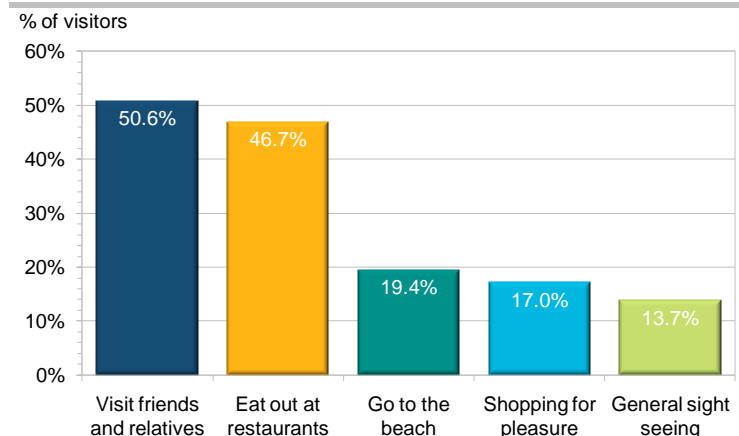
#### Main purpose of trip

'Visiting friends and relatives' (45.2%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (41.9%) and 'business' (8.1%).

#### Age

'65 years and over' (19.8%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.4%) and '55 to 64 years' (16.2%).

#### Activities



'Visit friends and relatives' (50.6%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (46.7%) and 'go to the beach' (19.4%).

#### Expenditure (6)

Domestic daytrip visitors spent \$252 million in the region. On average, they spent \$79 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA