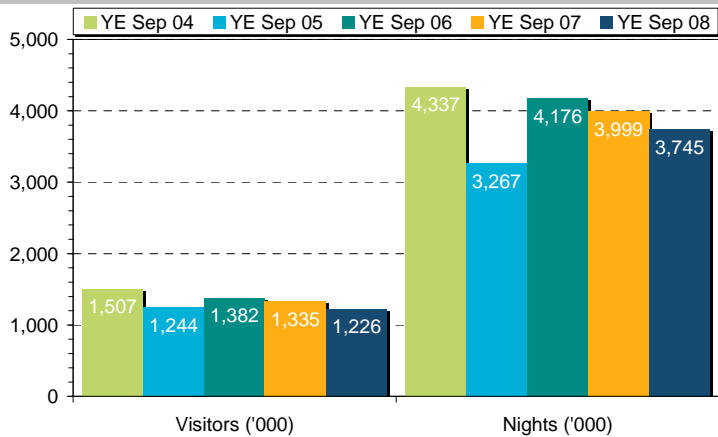




Domestic Overnight Travel

Visitors and nights



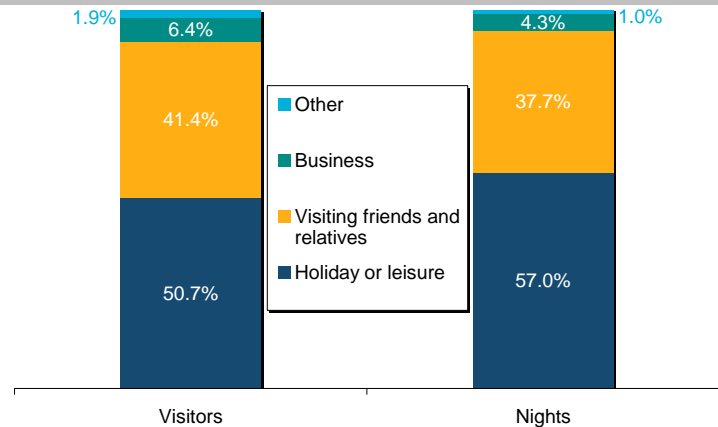
Central Coast received over 1.2 million domestic overnight visitors - down by 8.2% on YE Sep 07. Visitors spent over 3.7 million nights in the region - down by 6.4% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

Market share

The region received 7.2% of visitors and 6.2% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was down by 0.4% points and the share of nights was down by 0.3% points.

Purpose of visit to the region



'Holiday or leisure' (50.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (41.4%) and 'business' (6.4%).

'Holiday or leisure' (57.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (37.7%) and 'business' (4.3%).

Accommodation

'Friends or relatives property' (46.8%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (10.9%) was the 2nd most popular, followed by 'rented house, apartment, flat or unit' (10.7%) and 'standard hotel, motor inn, below 4 star' (10.4%).

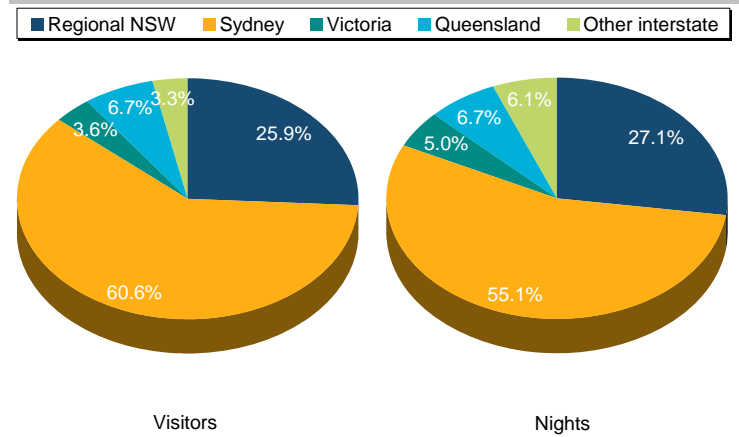
Age

'35 to 44 years' (18.6%) was the largest age group of visitors to the region, followed by '25 to 34 years' (16.9%).

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

(1) Source: National Visitor Survey, YE Sep 08, Tourism Research Australia (TRA) - unless otherwise indicated

Origin



The region received 86.4% of visitors and 82.2% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 13.6% of visitors and 17.8% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

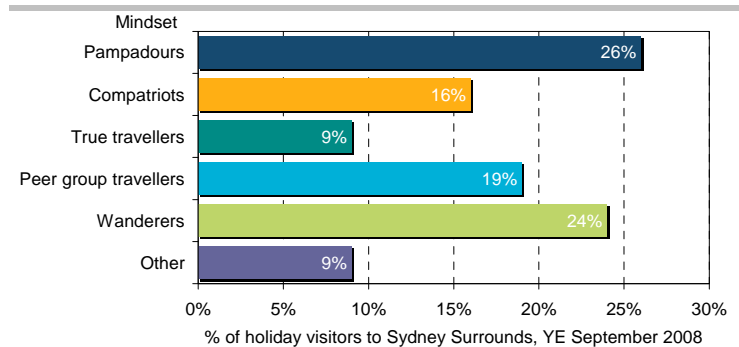
All transport

'Private or company car' (86.9%) was the most popular form of transport used by visitors to the region, followed by 'railway' (5.6%) and 'air transport' (4.9%).

Activities

'Visit friends and relatives' (50.2%) was the most popular activity undertaken by visitors to the region. 'Eat out at restaurants' (49.4%) was the 2nd most popular, followed by 'go to the beach' (43.5%) and 'go shopping for pleasure' (25.7%).

Australian Travel Mindsets ⁽²⁾



The 'pampadours' (26%) was the largest travel mindset of holiday visitors to Sydney Surrounds*, followed by the 'wanderers', (24%) and 'peer group travellers' (19%).

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, YE Sep 08

* combined regions of Blue Mountains, Central Coast and Illawarra, plus selected local areas of the Capital Country, Hunter, Mid North Coast and Sydney regions.

Expenditure (incl airfares and transport costs) ⁽³⁾

Visitors spent, on average, \$131 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA

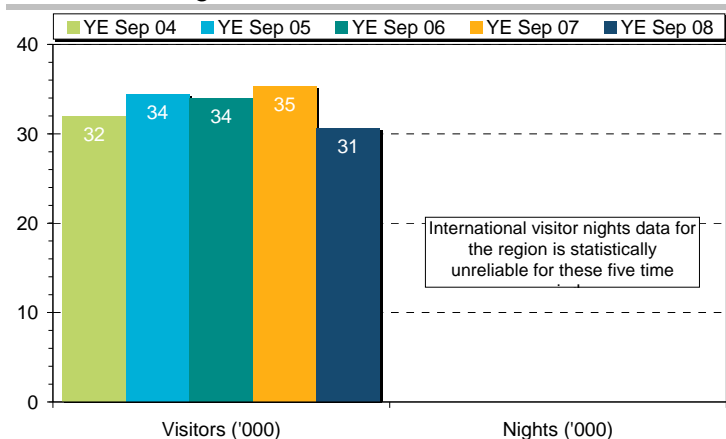
Travel to Central Coast (4)

Year ended September 2008

Total visitors ('000)	4,284
Domestic nights ('000)	3,745
Total expenditure (million)	\$802

International Overnight Travel

Visitors and nights



Central Coast received 30,600 international overnight visitors - down by 13.4% on YE Sep 07. 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 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

Market share

The region received 4.9% of visitors to regional NSW. Compared to YE Sep 07, the share was down by 0.9% points.

Purpose of visit to the region

'Visiting friends and relatives' (45.7%) was the largest purpose for visitors to the region, followed by 'holiday/pleasure' (35.4%) and 'business' (15.8%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	31.0%	14.	Malaysia	0.7%
2.	New Zealand	26.6%	15.	India	0.6%
3.	USA	8.6%	16.	Ireland	0.6%
4.	Germany	5.4%	17.	Italy	0.6%
5.	China	3.6%	18.	Hong Kong	0.6%
6.	Korea	2.6%	19.	Indonesia	0.3%
7.	Canada	1.8%	20.	Thailand	0.2%
8.	Switzerland	1.7%	21.	Taiwan	0.0%
9.	Netherlands	1.4%	22.	Middle East & Nth Africa	0.0%
10.	Japan	1.3%		Other Asia	0.8%
11.	Scandinavia	1.2%		Other Europe	3.6%
12.	France	1.0%		Other Countries	4.8%
13.	Singapore	1.0%			

'UK' (31.0%) was the region's largest source market of visitors. 'New Zealand' (26.6%) was the 2nd largest, followed by 'USA' (8.6%) and 'Germany' (5.4%).

Accommodation

'Home of friend or relative' (59.3%) was the most popular form of accommodation used for nights in the region. 'Homestay' (9.8%) was the 2nd most popular, followed by 'other non-commercial property' (9.1%) and 'rented house, apartment, unit, flat' (7.8%).

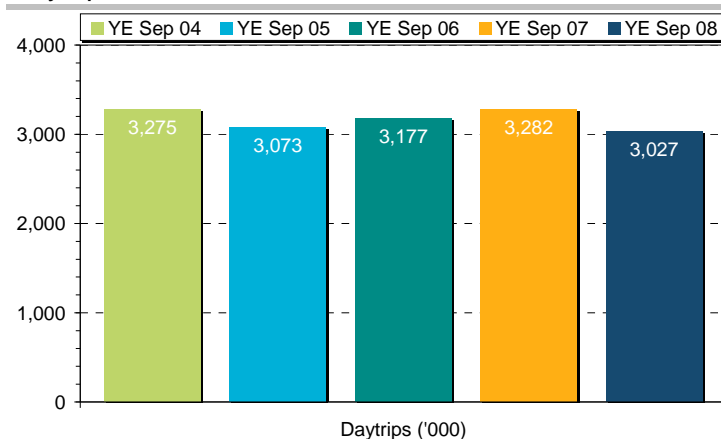
Expenditure (excl package expenditure) (5)

Visitors spent, on average, \$60 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

Domestic Daytrip Travel

Daytrips



Central Coast received over 3.0 million domestic daytrip visitors - down by 7.8% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

Market share

The region received 10.7% of daytrips to regional NSW. Compared to YE Sep 07, the share was unchanged.

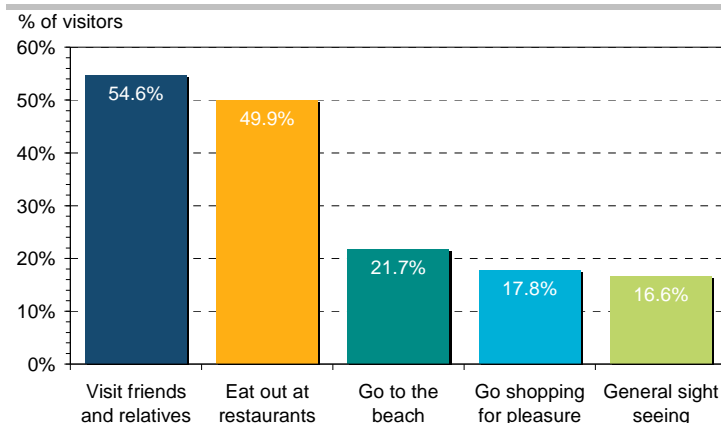
Main purpose of trip

'Visiting friends and relatives' (47.0%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (42.9%) and 'business' (6.4%).

Age

'35 to 44 years' (19.0%) was the largest age group of visitors to the region, followed by '55 to 64 years' (18.0%) and '45 to 54 years' (17.4%).

Activities



'Visit friends and relatives' (54.6%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (49.9%) and 'go to the beach' (21.7%).

Expenditure (6)

Visitors spent, on average, \$97 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA