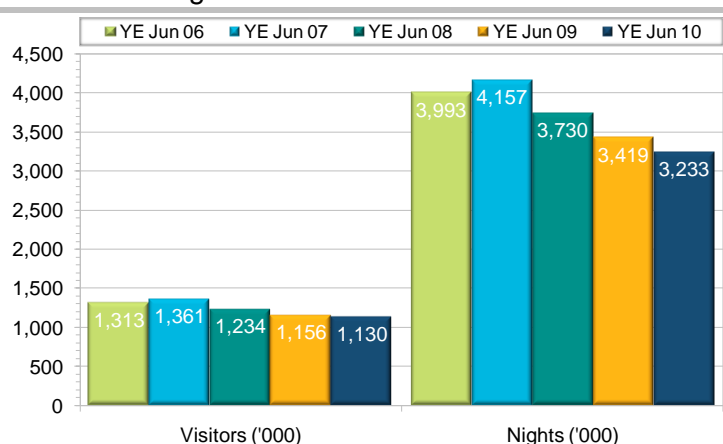


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



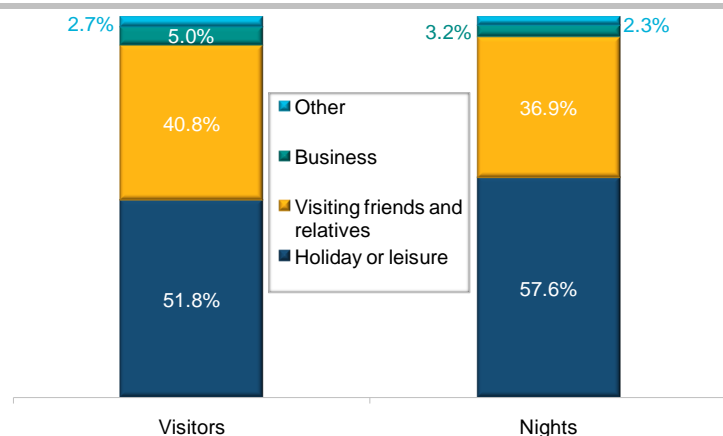
Central Coast received over 1.1 million domestic overnight visitors - down by 2.2% on YE Jun 09. Visitors spent over 3.2 million nights in the region - down by 5.4% on YE Jun 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.7 percent on last year, but was down by 3.1 percent compared to four years ago.

#### Market share

The region received 6.8% of visitors and 5.6% of nights in regional NSW. Compared to YE Jun 09, the share of visitors was down by 0.4% pts and the share of nights was down by 0.3% pts.

#### Purpose of visit to the region



'Holiday or leisure' (51.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (40.8%) and 'business' (5.0%).

'Holiday or leisure' (57.6%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (36.9%) and 'business' (3.2%).

#### Accommodation

'Friends or relatives property' (46.9%) was the most popular accommodation used for nights in the region. 'Rented house, apartment, flat or unit' (13.3%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (13.1%) and 'standard hotel, motor inn, below 4 star' (8.9%).

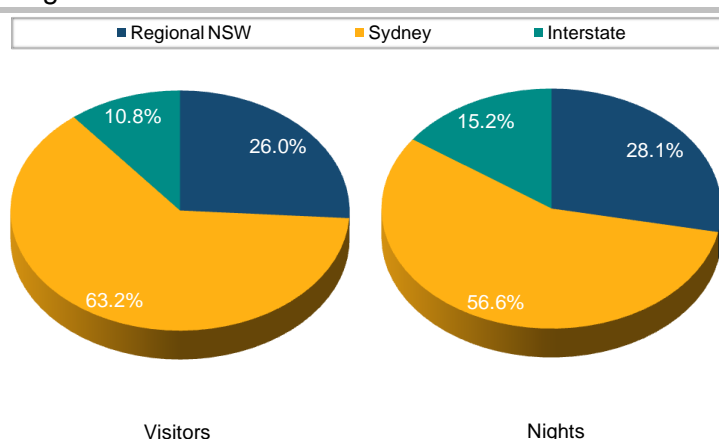
#### Age

'35 to 44 years' (21.9%) was the largest age group of visitors to the region, followed by '55 to 64 years' (20.7%).

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 Jun 10, Tourism Research Australia (TRA)

#### Origin



The region received 89.2% of visitors and 84.8% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

**Interstate** contributed 10.8% of visitors and 15.2% of nights in the region (each interstate market contributed less than 5 percent to both visitors and nights).

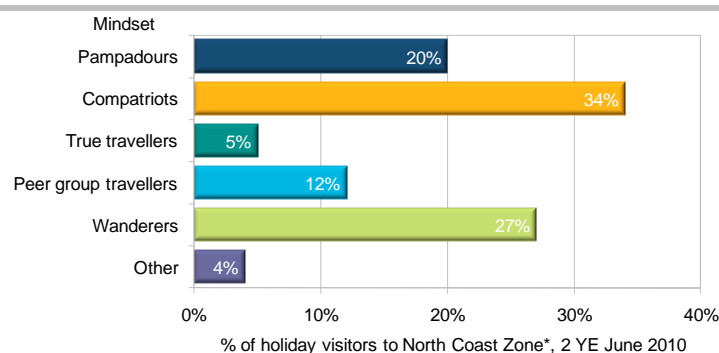
#### All transport

'Private or company vehicle' (90.3%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (4.5%) and 'railway' (3.9%).

#### Activities

'Eat out at restaurants' (55.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (52.9%) and 'go to the beach' (42.3%).

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



The 'compatriots' (34%) was the largest travel mindset of holiday visitors to the North Coast zone\*, followed by the 'wanderers' (27%) and the 'pampadours' (20%).

*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 Jun 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 \$454 million in the region. On average, they spent \$140 per night in the region.

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

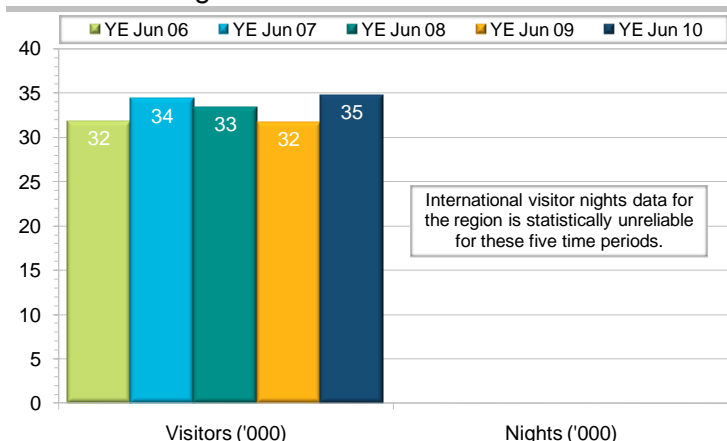
# Travel to Central Coast

## Year ended June 2010

Total visitors ('000)	4,544
Domestic nights ('000)	3,233
Total expenditure (million)	\$762

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

#### Visitors and nights



Central Coast received 34,700 international overnight visitors - up by 9.7% on YE Jun 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 2.9 percent on last year and by 6.9 percent compared to four years ago.

#### Market share

The region received 5.7% of visitors to regional NSW. Compared to YE Jun 09, the share was up by 0.4% pts.

#### Purpose of visit to the region

'Visiting friends and relatives' (46.6%) was the largest purpose for visitors to the region, followed by 'holiday / pleasure' (45.8%) and 'business' (10.1%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	33.8%	12	Scandinavia	1.7%
2	New Zealand	17.9%	13	Indonesia	1.6%
3	USA	8.7%	14	Singapore	1.3%
4	Germany	5.4%	15	Thailand	1.2%
5	Ireland	3.2%	16	Japan	1.2%
6	France	2.8%	17	Malaysia	0.7%
7	Canada	2.7%	18	Middle East & Nth Africa	0.7%
8	Mainland China & HK	2.6%	19	India	0.5%
	Mainland China	1.0%	20	Italy	0.2%
	Hong Kong	1.6%	21	Taiwan	0.1%
9	Switzerland	2.6%		Other Asia	1.3%
10	Korea	2.3%		Other Europe	3.7%
11	Netherlands	1.7%		Other Countries	2.2%

The UK (33.8%) was the region's largest source market of visitors, followed by New Zealand (17.9%) and the USA (8.7%).

#### Accommodation

'Home of friend or relative' (78.5%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (12.3%) and 'serviced apartment' (3.0%).

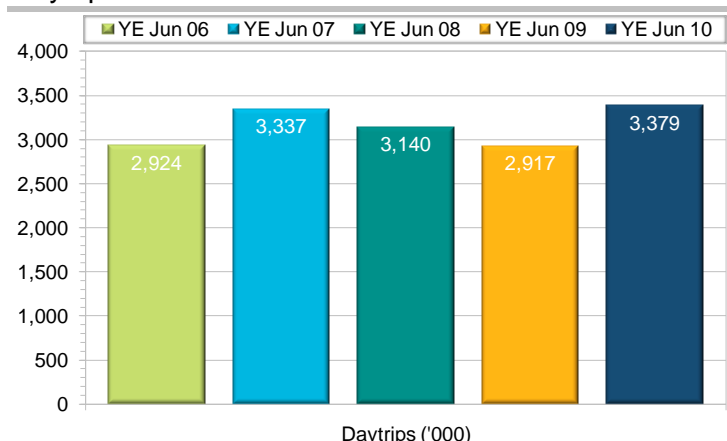
#### Expenditure (excl package expenditure) <sup>(5)</sup>

Expenditure by international overnight visitors spent \$28 million in the region. On average, they spent \$43 per night in the region.

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

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

#### Daytrips



Central Coast received nearly 3.4 million domestic daytrip visitors - up by 15.8% on YE Jun 09.

Note: The number of domestic daytrips to regional New South Wales increased by 8.9 percent on last year and by 13.2 percent compared to four years ago.

#### Market share

The region received 10.6% of daytrips to regional NSW. Compared to YE Jun 09, the share was up by 0.6% pts.

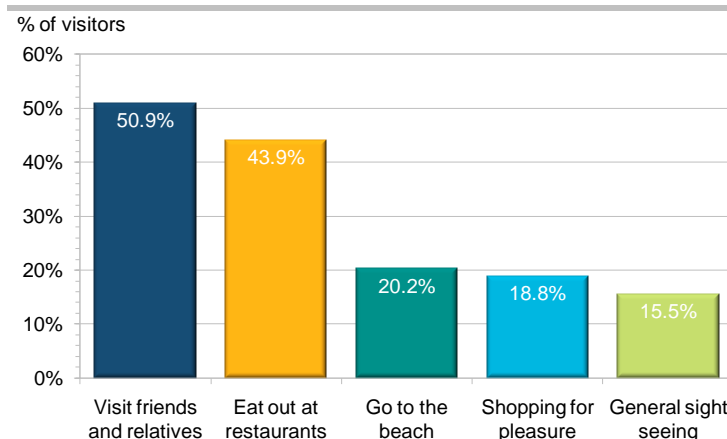
#### Main purpose of trip

'Visiting friends and relatives' (45.4%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (42.6%) and 'business' (5.9%).

#### Age

'25 to 34 years' (18.8%) was the largest age group of visitors to the region. '55 to 64 years' (18.3%) was the 2<sup>nd</sup> largest, followed by '45 to 54 years' and '65 years and over' (16.9% each).

#### Activities



'Visit friends and relatives' (50.9%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (43.9%) and 'go to the beach' (20.2%).

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

Domestic daytrip visitors spent \$280 million in the region. On average, they spent \$83 per trip to the region.

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