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TOURISM
RESEARCH
AUSTRALIA

LOCAL GOVERNMENT AREA PROFILES, 2018*

CENTRAL COAST (C) (NSW), NEW SOUTH WALES

AREA POPULATION[^]: 342,047



| TOURISM BUSINESSES [^] | TOTAL |
|---------------------------------|--------------|
| Non-employing | 1,306 |
| 1 to 4 employees | 1,081 |
| 5 to 19 employees | 593 |
| 20 or more employees | 150 |
| Total | 3,134 |

TOP INTERNATIONAL MARKETS

| COUNTRY OF RESIDENCE | VISITORS ('000) | NIGHTS ('000) |
|--------------------------|-----------------|---------------|
| United Kingdom | 11 | 154 |
| New Zealand | 10 | 77 |
| United States of America | 5 | 59 |

KEY TOURISM METRICS FOR CENTRAL COAST (C) (NSW)

| | INTERNATIONAL | DOMESTIC OVERNIGHT | DOMESTIC DAY | TOTAL |
|---|---------------|--------------------|--------------|-------|
| Visitors ('000) | 51 | 1,300 | 3,374 | 4,725 |
| Nights ('000) | 797 | 3,587 | - | 4,384 |
| Average stay (nights) | 16 | 3 | - | 3 |
| Spend (\$m) | 49 | 510 | 276 | 835 |
| Average spend per trip (\$) | 964 | 392 | 82 | 177 |
| Average spend per night (\$) | 62 | 142 | - | 128 |
| Average spend (commercial accommodation) per night (\$) | 110 | 224 | - | 210 |

TOURISM STATISTICS FOR CENTRAL COAST (C) (NSW)

| VISITORS TO CENTRAL COAST (C) (NSW) | INTERNATIONAL | DOMESTIC OVERNIGHT | DOMESTIC DAY | TOTAL |
|--|---------------|--------------------|--------------|-------|
| Reason (visitors '000) | | | | |
| Holiday | 18 | 589 | 1,454 | 2,060 |
| Visiting friends or relatives | 30 | 571 | 1,341 | 1,942 |
| Business | np | 95 | 228 | np |
| Other | 2 | 47 | 351 | 400 |
| Travel party type (visitors '000) | | | | |
| Unaccompanied | 29 | 317 | - | 346 |
| Couple | 12 | 403 | - | 415 |
| Family group | 5 | 269 | - | 274 |
| Friends/relatives travelling together | 4 | 278 | - | 282 |
| Accommodation (nights '000) | | | | |
| Hotel or similar | 37 | 567 | - | 604 |
| Home of friend or relative | 550 | 1,715 | - | 2,265 |
| Commercial camping/caravan park | 7 | 344 | - | 351 |
| Backpacker | np | np | - | np |
| Other | 202 | 960 | - | 1,161 |

KEY TOURISM METRICS FOR TOTAL AUSTRALIA, 2018[^]

| | | | | |
|-----------------------|---------|---------|---------|---------|
| Visitors ('000) | 8,524 | 105,600 | 206,051 | 320,174 |
| Percentage change | ▲ 5 | ▲ 9 | ▲ 7 | ▲ 8 |
| Nights ('000) | 273,793 | 376,087 | - | 649,881 |
| Percentage change | ▲ 4 | ▲ 7 | - | ▲ 6 |
| Average stay (nights) | 32 | 4 | - | 6 |
| Percentage change | ■ -1 | ▼ -1 | - | ▼ -2 |
| Spend (\$m) | 43,918 | 72,705 | 22,526 | 139,150 |
| Percentage change | ▲ 7 | ▲ 13 | ▲ 10 | ▲ 11 |

KEY TOURISM METRICS FOR NEW SOUTH WALES, 2018[^]

| | | | | |
|-----------------------|--------|---------|--------|---------|
| Visitors ('000) | 4,370 | 34,554 | 61,718 | 100,642 |
| Percentage change | ▲ 3 | ▲ 9 | ▲ 7 | ▲ 7 |
| Nights ('000) | 96,204 | 107,413 | - | 203,617 |
| Percentage change | ▲ 2 | ▲ 7 | - | ▲ 5 |
| Average stay (nights) | 22 | 3 | - | 5 |
| Percentage change | ■ -1 | ▼ -2 | - | ▼ -3 |
| Spend (\$m) | 10,729 | 21,095 | 6,935 | 38,759 |
| Percentage change | ▲ 4 | ▲ 13 | ▲ 13 | ▲ 11 |

* Data is based on a four year average from 2015 to 2018.

'np' = the estimate is unreliable and cannot be published. '-' = not available.

[^] Data for 2018. Percentage change: compares previous year data.

Note: Data may not match totals due to rounding. For the purposes of confidentiality, Tourism Businesses data has been perturbed, therefore data may not match totals.

Sources:

Regional Population Growth - cat. no. 3218.0, ABS.

Counts of Australian Businesses - cat. no. 8165.0, ABS.

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