

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**

63 ▼ 9%



**NIGHTS ('000)**

779 ▼ 9%



**SPEND (\$M)**

\$50 ▼ 3%

**Domestic overnight**

1,939 ▲ 38%

5,042 ▲ 36%

\$692 ▲ 29%

**Domestic day**

4,987 ▲ 27%

\$375 ▲ 14%

## TOTAL SPEND

**\$1,117M ▲ 22%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**7,080 persons ▲ 7.5%**

- Tourism accounted for 5.4% of the region's workforce
- Part-time workers accounted for 59% of the tourism workforce

#### Tourism gross value added

**\$476 million ▲ 8.2%**

- Tourism accounted for 3.5% of the regional economy
- Food Services was the largest contributing sector (28%)

#### GVA by industry

Food Services  
**\$135m**

Retail trade  
**\$88m**

Accommodation  
**\$86m**

Recreational activities  
**\$65m**

Transport  
**\$42m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**3,317 businesses ▲ 6.0%**

- 55% of tourism-related businesses in the Central Coast region employed staff

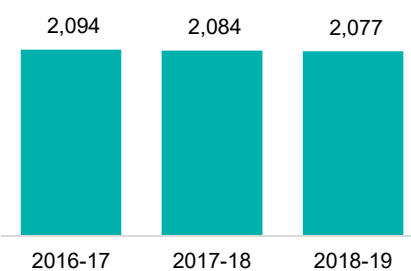
#### Domestic inbound aviation

**seats NA**

**flights NA**

#### Accommodation

**2,077 rooms**

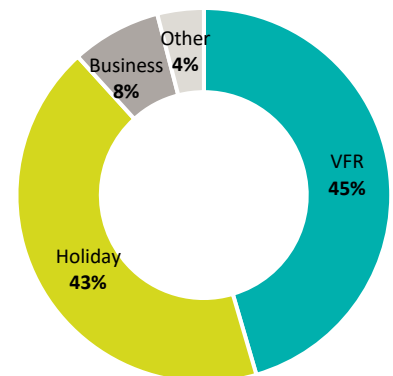


**66% occupancy ▼ 1.6 ppt**

**\$126.19 RevPAR ▼ \$6.50**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Central Coast region
- Interstate visitors accounted for 12% of domestic overnight visitors and 16% of domestic overnight spend
- The top international visitor markets were United Kingdom then New Zealand
- Commercial accommodation accounted for 33% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities