

centralcoast



**Tourism Industry Update –
September 2022**

Marketing and Tourism key projects

Growing the visitor economy

Visitor Information Centre Refurb

- Improved layout and new decking to take advantage of the Entrance channel and natural environment, including improved accessibility
- State-of-the-art technology such as large interactive touchscreens and a modern experience to better
- Meet current consumer expectations
- An exciting new retail zone which will showcase a wide spectrum of bespoke local products from local
- Makers and creators, available for sale to visitors
- Upgraded green room facility to the adjacent stage and Upgraded toilet facilities and a new Adult Accessible Change Facility
- Re-opening January 2023



Delicious Harvey Norman Produce Awards

Outstanding Region

**Central Coast named
'Outstanding Region'**



Central Coast Visitor Guide

Growing the visitor economy

Hot off the press

- New Central Coast Visitor Guide out now
- Free guide to encourage dispersal and spending throughout the region
- Beautiful story of the Central Coast and what we offer as a destination
- Unique with no advertising and no listings
- Links directly to live listings and information pages on [LoveCentralCoast.com](https://www.LoveCentralCoast.com)
- Collect a box or two for your business today



Analysis

Current stats and trends

Reported national pandemic tourism losses (as at June)

- Domestic and international tourism losses have totalled \$156.8 billion since the start of the pandemic. These losses include:
 - - \$56.2 billion for domestic overnight travel
 - - \$18.7 billion for domestic day trips
 - - \$81.9 billion for international travel

Central Coast visitation (Mar 2020 compared to Mar 2022)

- 6.4% decline in domestic overnight visitors to 1.426m visitors
- 10.6% increase in domestic visitor nights to 4.184m
- 26.6% increase in domestic visitor expenditure to \$733m
- 10.9% decline in day visitors to 2.562m
- 3.1% increase in day visitor expenditure to \$236m

Note - no international travel due to COVID pandemic



Destination Campaigns

Driving visitation to the region

PR and Coverage

- **Channel 9's today show** as 1 of 4 Best Aussie Destinations and Best last minute destination for school holidays
- A story in **Australian Women's Weekly** magazine
- **Sydney Weekender** ECO feature to air in September
- Feature articles in **Australian Traveller**
 - The ultimate list of things to do on the Central Coast
 - Beautiful spots for camping on the Central Coast
 - The best Central Coast accommodation
 - A Guide to the Central Coast Markets
 - 28 top restaurants on the Central Coast
 - Your guide to the ECO Certified Central Coast
 - Do the Central Coast like a green local
 - The Central Coast and Margaret River become ECO Certified
- **ABC Landline, Spice Magazine and HunterHunter**

The image shows a graphic for a TV news broadcast. At the top, it says "BEST AUSSIE DESTINATIONS" in large blue letters, with a subtitle "PLACES YOU CAN GET A DEAL" in a blue box. Below this are four small images of Australian destinations: Blue Mountains (NSW), Snowy Mountains (NSW), Mackay (QLD), and Central Coast (NSW). Each image has its name and state/territory in a blue box below it. To the right of these images is the "stayz" logo. Below the images, it says "Today 8:55" in a yellow box, "FESTIVE HOLIDAY FRENZY" in a white box, and "TRACKING TILES ENCOURAGED AMID AIRPORT CHAOS" in a blue box. In the bottom right corner, it says "SYD 17°" with a weather icon.



Destination Campaigns

Driving visitation to the region

Qantas inflight video

- Collaboration between Newcastle Airport, Destination NSW and Qantas
- Operators: Nadia at Firescreek Botanical Winery and Gavi from Darkinjung Aboriginal Land Council

Destination website and social traffic (YoY)

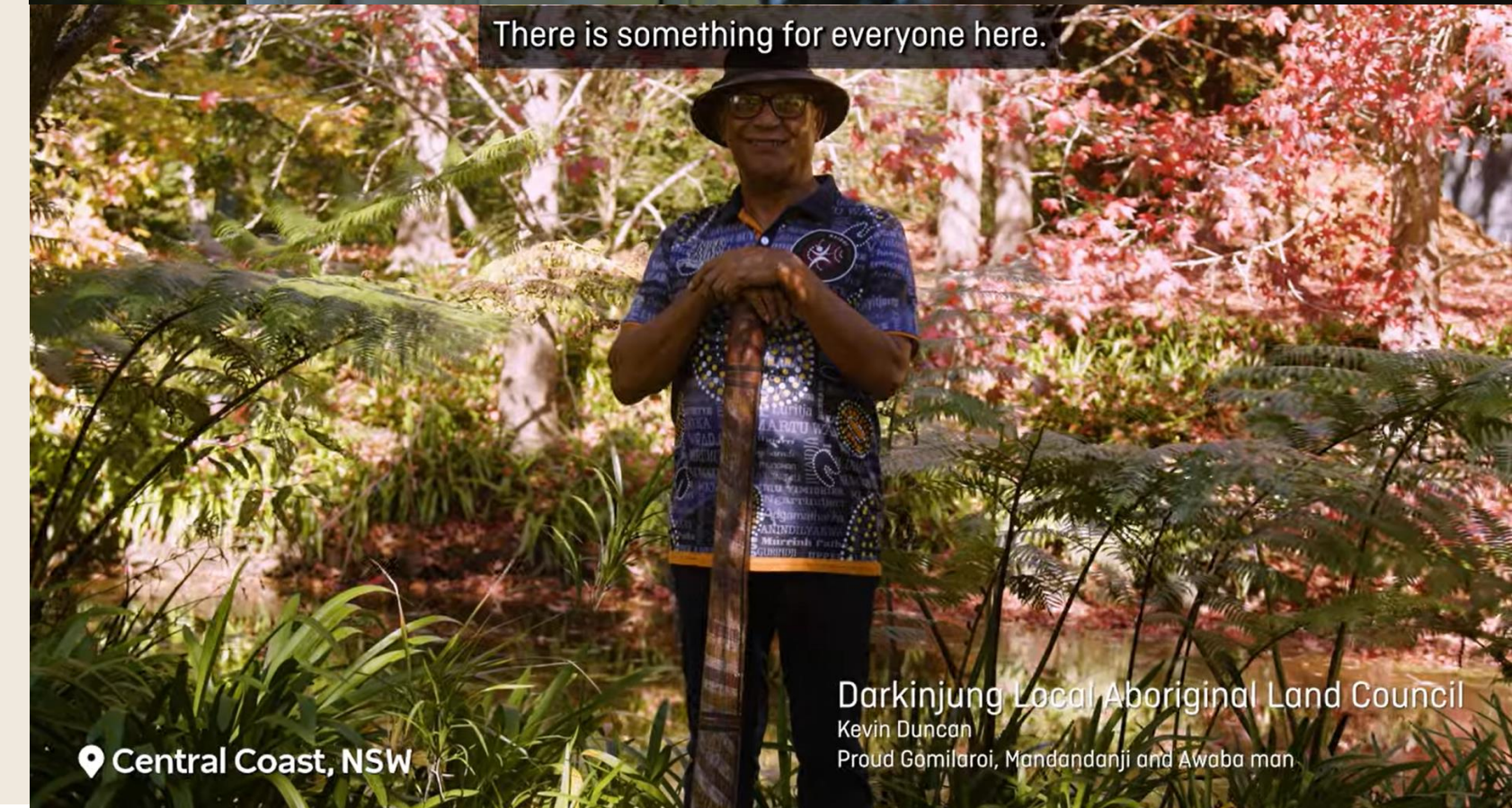
- +140% Unique visitors
- +133% total pageviews
- +31% Instagram followers
- +54% Facebook followers
- Top visited pages: Things to do, Stay, Eat & Drink, Makers & Creators, Deals



People should fly into Newcastle to visit the Central Coast



There is something for everyone here.



Central Coast, NSW

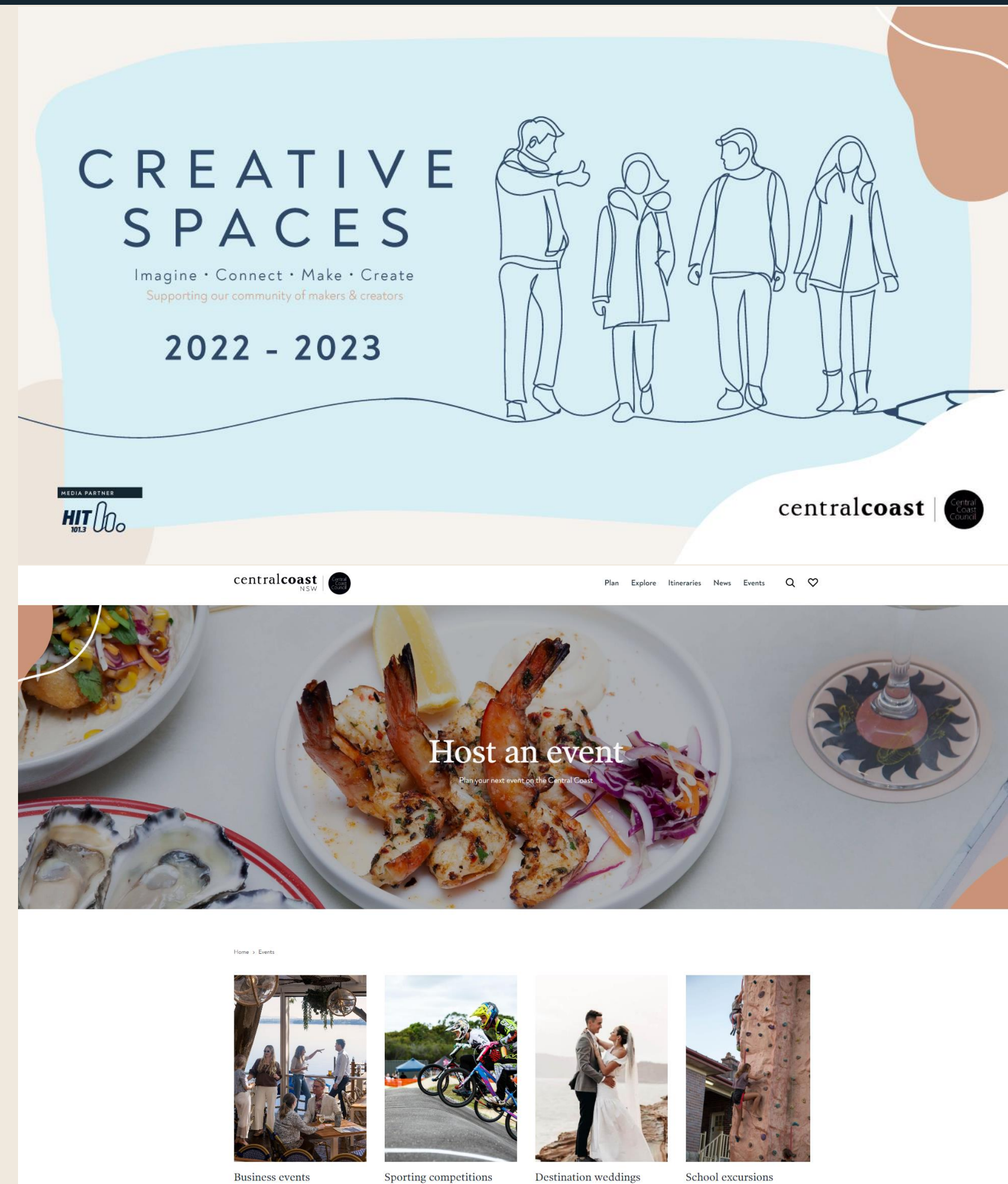
Darkinjung Local Aboriginal Land Council
Kevin Duncan
Proud Gamilaroi, Mandandanji and Awaba man

Destination Campaigns

Driving visitation to the region

Key projects

- **Bushfire Local Economic Recovery Fund Grant** to map out:
 - Events: Weddings, Sporting, Excursions
 - ECO and rural: Ecotourism, and walking, waterways and agri-rural trails
 - Aboriginal and cultural
- **Creative Spaces program** giving free space and marketing support to local makers and creators to showcase and sell their products in high traffic areas
- **Always on social and digital campaigns**
 - 65% increase in new users
 - 48 million impressions
 - Over 360,000 website clicks
- **Touring itineraries** linking the Coast and Hinterland



State of the tourism industry (Winter school holidays 2022)

- Declined or significantly declined revenue
- Decline in tourist/visitor demand for products
- Operators were forced to cancel tours or services, or close
- Operators were forced to reduce staffing levels
- Operators continue to be impacted by a decline in forward bookings or cancellations
- 29% respondents believe it will take 12+ months to recover from flood impacts

While there has been funding and grant support provided by the State Government, a number of our operators have reported being ineligible for a recovery grant.

So we are currently working with Regional NSW / DSSN and Resilience NSW to get extra support specifically for the Central Coast tourism industry to help us recover – and we'll keep you updated on this as discussions progress.



Economic Development key projects

- Gosford Waterfront and Stadium Options Assessment in the final stage with a recommendation to be made to the September Council meeting.
- Warnervale South Seasonal Biodiversity Study is Underway
- Central Coast Airport RFI has closed and is being used to inform the Draft Masterplan Options
- 3 Airport Masterplans nearing completion in preparation for Community engagement
- Warnervale Business Precinct Masterplan nearing completion in preparation for Community Engagement
- Sale of Gosford Administration Building to TAFE NSW is progressing
- VenuesLive taken over operational management of the Central Coast Stadium in July 2022
- NRLW Triple Header Sunday 18 September 2022



Thank you

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