

Travel to Central Coast Tourism Region

Year ended December 2023



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	4,484	4,594	4,804	5,186	5,415	6,989	n/p	n/p	n/p	5,947	-
Nights ('000)	4,195	4,469	4,310	4,932	4,556	5,821	n/p	n/p	n/p	5,273	-
Expenditure (\$ million)	\$748	\$835	\$859	n/p	\$919	\$1,118	n/p	n/p	n/p	\$1,589	-
OVERNIGHT (international & domestic)											
Visitors ('000)	1,289	1,314	1,351	1,531	1,471	2,002	n/p	n/p	n/p	1,844	-
Nights ('000)	4,195	4,469	4,310	4,932	4,556	5,821	n/p	n/p	n/p	5,273	-
Expenditure (\$ million)	\$493	\$564	\$568	n/p	\$590	\$743	n/p	n/p	n/p	\$994	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	4,443	4,548	4,754	5,122	5,345	6,927	4,746	3,815	5,177	5,905	14.1%
Nights ('000)	3,370	3,522	3,660	3,976	3,703	5,042	4,045	3,835	4,701	4,503	-4.2%
Expenditure (\$ million)	\$714	\$780	\$823	\$806	\$867	\$1,067	\$872	\$865	\$1,234	\$1,543	25.0%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	1,248	1,268	1,302	1,466	1,401	1,939	1,521	1,375	1,647	1,802	9.4%
Nights (000)	3,370	3,522	3,660	3,976	3,703	5,042	4,045	3,835	4,701	4,503	-4.2%
Average Length of Stay	2.7	2.8	2.8	2.7	2.6	2.6	2.7	2.8	2.9	2.5	-12.5%
Expenditure (\$ million)	\$458	\$510	\$533	\$531	\$538	\$692	\$605	\$634	\$863	\$948	9.8%
Spend per visitor per night (\$)	\$136	\$145	\$146	\$133	\$145	\$137	\$150	\$165	\$184	\$211	14.7%
Intrastate visitors (000)	1,061	1,095	1,134	1,289	1,249	1,697	1,388	1,235	1,432	1,563	9.1%
Interstate visitors (000)	187	173	168	178	152	242	133	139	214	239	11.7%
Intrastate nights (000)	2,650	2,834	2,992	3,311	3,189	3,929	3,447	3,145	3,701	3,528	-4.7%
Interstate nights (000)	720	688	668	665	514	1,113	598	690	1,000	975	-2.5%
Intrastate expenditure (\$ million)	\$382	\$445	\$471	\$449	\$471	\$580	\$554	\$558	\$751	\$827	10.1%
Interstate expenditure (\$ million)	\$77	\$65	\$62	\$81	\$67	\$113	\$50	\$75	\$112	\$121	8.3%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	580	582	587	623	667	828	662	679	782	825	5.5%
Visiting Friends & Relatives	559	576	613	635	573	881	685	552	710	811	14.3%
Business	n/p	n/p	n/p	149	n/p	154	107	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,248	1,268	1,302	1,466	1,401	1,939	1,521	1,375	1,647	1,802	9.4%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,688	1,890	1,800	1,803	1,809	2,199	1,874	1,948	2,187	2,145	-1.9%
Visiting Friends & Relatives	1,333	1,354	1,412	1,656	1,554	2,204	1,775	1,498	2,043	1,868	-8.6%
Business	n/p	n/p	n/p	352	n/p	316	219	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,370	3,522	3,660	3,976	3,703	5,042	4,045	3,835	4,701	4,503	-4.2%

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	774	762	853	830	861	1,215	993	975	1,050	1,202	14.5%
Regional NSW	287	332	281	458	388	482	394	261	383	361	-5.6%
Total Intrastate	1,061	1,095	1,134	1,289	1,249	1,697	1,388	1,235	1,432	1,563	9.1%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	187	173	168	178	152	242	133	139	214	239	11.7%
Grand Total	1,248	1,268	1,302	1,466	1,401	1,939	1,521	1,375	1,647	1,802	9.4%

Age											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	375	352	407	493	423	595	516	370	536	527	-1.7%
35-54	427	437	450	503	500	602	523	512	572	555	-3.0%
55+	446	478	444	471	478	742	482	492	538	720	33.8%
Total	1,248	1,268	1,302	1,466	1,401	1,939	1,521	1,375	1,647	1,802	9.4%

Travel Party											
Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	297	292	317	405	312	624	500	329	473	565	19.5%
Adult couple	349	383	411	429	438	533	431	356	457	492	7.8%
Family group - parents and children	294	280	264	312	284	344	293	250	327	327	0.1%
Friends/relatives travelling together	278	270	284	287	326	407	270	410	366	397	8.4%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,248	1,268	1,302	1,466	1,401	1,939	1,521	1,375	1,647	1,802	9.4%

n/p = not publishable (sample < 40); '-' = not calculable

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	41	46	49	65	70	63	n/p	n/p	n/p	42	-
Nights (000)	825	947	650	956	852	779	n/p	n/p	n/p	771	-
Average Length of Stay	20.0	20.5	13.2	14.7	12.2	12.4	n/p	n/p	n/p	18.5	-
Expenditure (\$ million)	\$34	\$54	\$35	n/p	\$52	\$51	n/p	n/p	n/p	\$46	-
Spend per visitor per night (\$)	\$41	\$57	\$54	n/p	\$61	\$65	n/p	n/p	n/p	\$60	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
New Zealand	10	8	9	12	13	n/p	n/p	n/p	n/p	12	-
United Kingdom	10	9	9	13	13	14	n/p	n/p	n/p	n/p	-
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	11	15	17	21	19	21	n/p	n/p	n/p	13	-
35-54	15	12	14	19	21	n/p	n/p	n/p	n/p	10	-
55+	15	19	19	25	31	27	n/p	n/p	n/p	18	-
Total	41	46	49	65	70	63	n/p	n/p	n/p	42	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	25	29	31	33	40	33	n/p	n/p	n/p	27	-
Adult couple	10	9	10	16	15	16	n/p	n/p	n/p	8	-
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	41	46	49	65	70	63	n/p	n/p	n/p	42	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	3,195	3,280	3,453	3,655	3,944	4,987	3,224	2,440	3,530	4,103	16.2%
Expenditure (\$ million)	\$256	\$270	\$290	\$275	\$329	\$375	\$267	\$232	\$371	\$595	60.1%
Spend per visitor (\$)	\$80	\$82	\$84	\$75	\$83	\$75	\$83	\$95	\$105	\$145	37.8%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,437	1,457	1,518	1,554	1,766	2,112	1,436	1,037	1,304	1,882	44.4%
Visiting Friends & Relatives	1,281	1,312	1,358	1,344	1,622	1,796	1,182	861	1,528	1,302	-14.8%
Business	n/p	n/p	n/p	n/p	n/p	626	n/p	n/p	n/p	n/p	-
Other	n/p	364	427	n/p	n/p	454	n/p	n/p	n/p	n/p	-
Total	3,195	3,280	3,453	3,655	3,944	4,987	3,224	2,440	3,530	4,103	16.2%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	2,231	2,016	2,309	2,472	2,790	3,036	2,144	1,685	2,501	2,689	7.5%
Regional NSW	959	1,264	1,106	1,183	1,138	1,945	1,069	744	1,029	1,393	35.4%
Total Intrastate	3,190	3,280	3,416	3,655	3,928	4,982	3,213	2,429	3,530	4,082	15.6%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,195	3,280	3,453	3,655	3,944	4,987	3,224	2,440	3,530	4,103	16.2%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	981	937	951	980	1,210	1,320	1,173	527	1,319	1,464	11.0%
35-54	1,117	1,012	1,075	1,380	1,255	1,630	873	934	1,007	1,333	32.4%
55+	1,097	1,331	1,426	1,295	1,479	2,037	1,178	980	1,204	1,306	8.5%
Total	3,195	3,280	3,453	3,655	3,944	4,987	3,224	2,440	3,530	4,103	16.2%

n/p = not publishable (sample < 40); '-' = not calculable

Central Coast Tourism Region LGAs: Central Coast