

Central Coast Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE June 2023 International Visitor Survey data are not available.

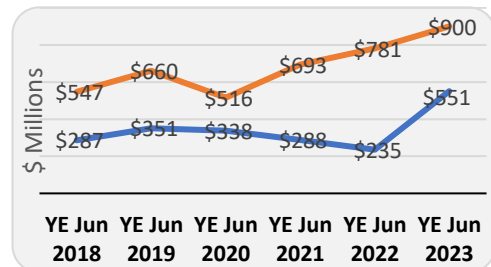
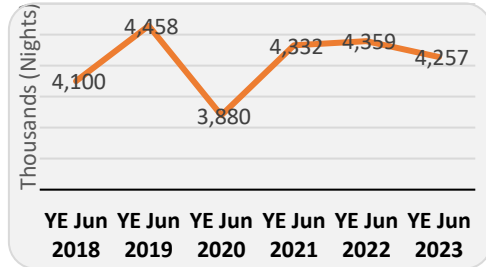
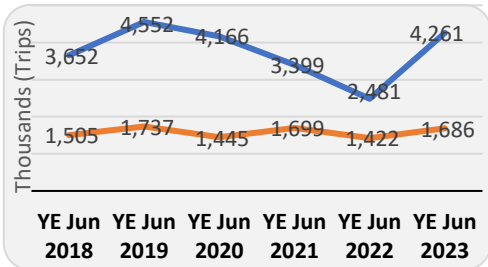
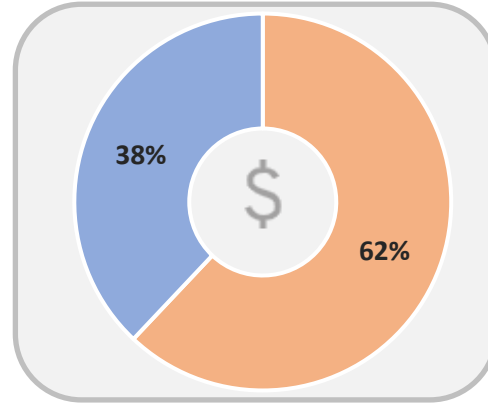
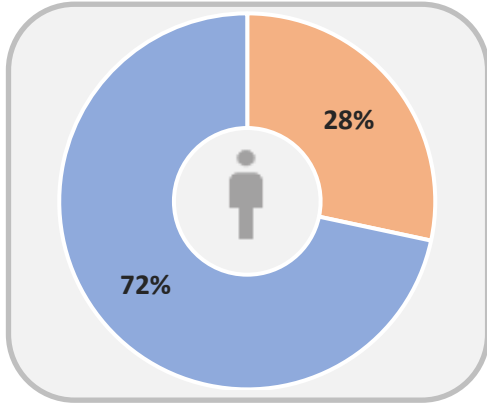
TOTAL DOMESTIC

Visitors
5.9m
+52.3% YoY

Nights
4.3m
-2.4% YoY

Expenditure
\$1.5bn
+42.7% YoY

Domestic Overnight (Orange) Domestic Daytrip (Blue)



Domestic overnight travel

Visitors: 1.7m (+18.6% YoY)
Nights: 4.3m (-2.4% YoY)
Expenditure: \$900.0m (+15.2% YoY)

Average spend
\$211 per night
\$534 per visitor



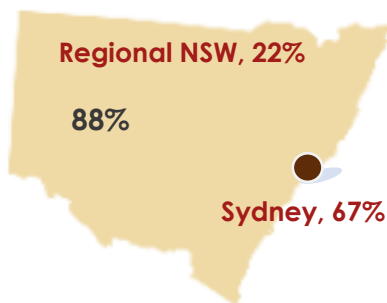
Average length of stay:
2.5 nights



#6 for visitors
#6 for nights
#7 for expenditure
In Regional NSW

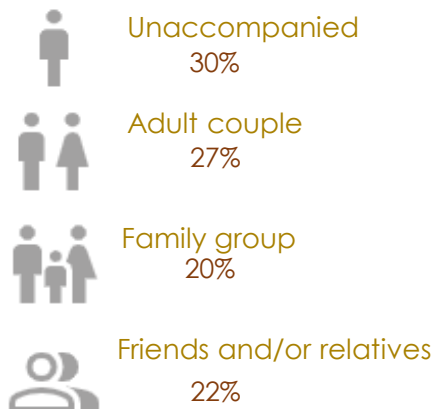
Origin

88% of the visitors came from within New South Wales

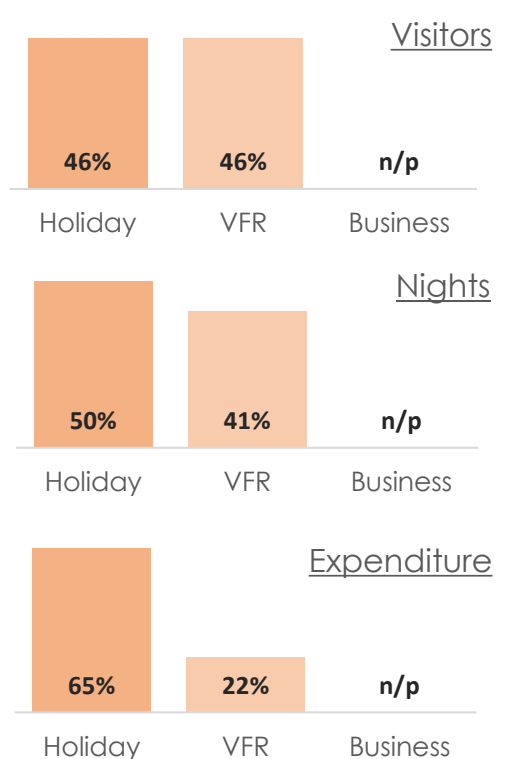


Travel party

30% of the visitors were travelling alone



Purpose of visit



Transport

Private vehicle or company car, 92%
Aircraft, n/p

Gender

53% (Male) 47% (Female)

*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

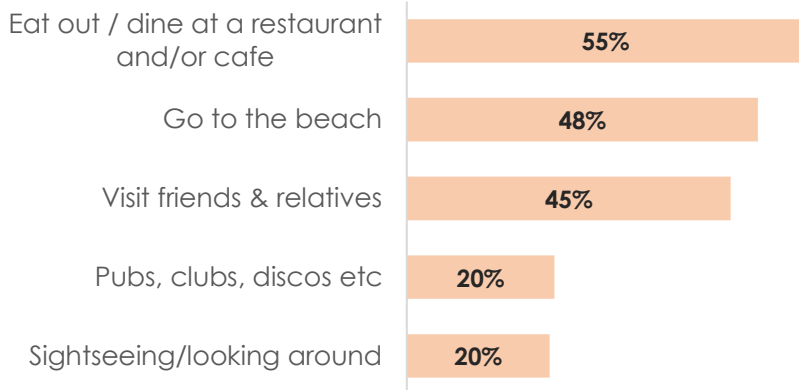
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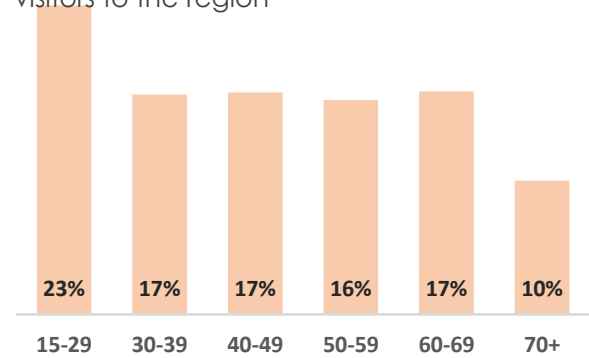


Top 5 activities

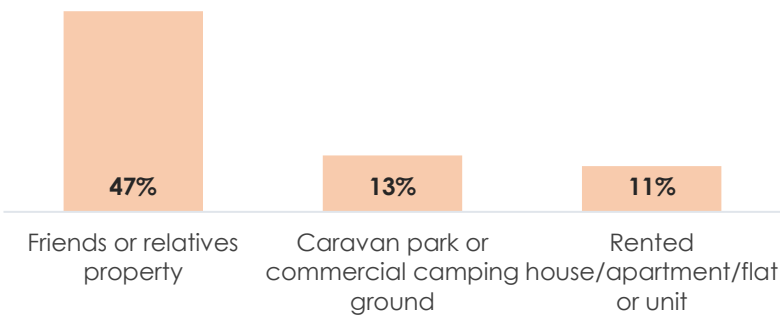


Age

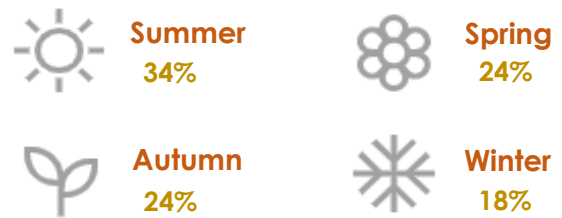
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

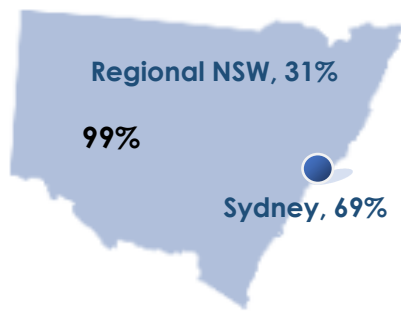
Visitors: 4.3m (+71.7% YoY)
Expenditure: \$550.6m (+133.9% YoY)

Average spend \$129 per visitor

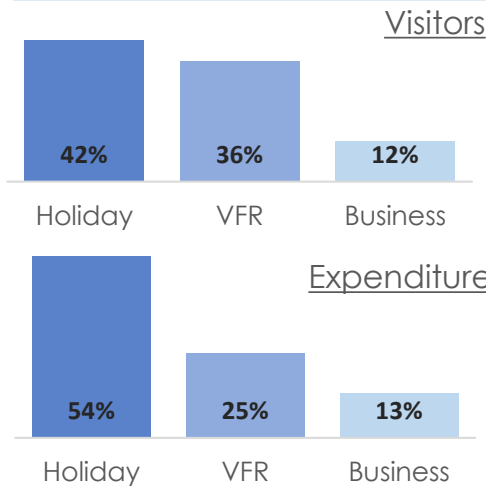
#4 for visitors
#5 for expenditure
In Regional NSW

Origin

99% of the visitors to the region came from New South Wales



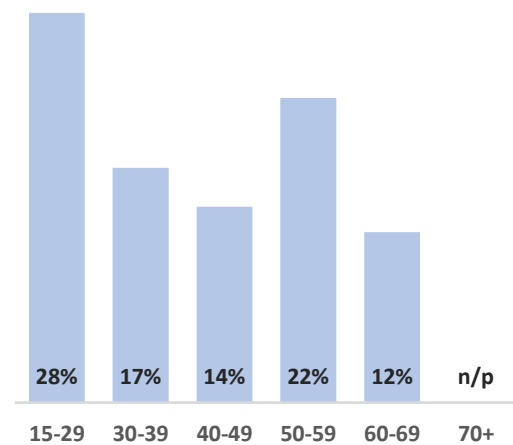
Purpose of visit



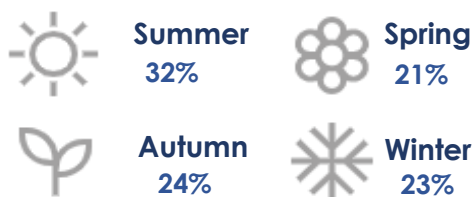
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Age

'15-29 years' was the largest age group of the visitors to the region

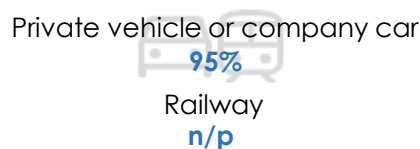


Travel season*



*by month returned from the trip

Transport



Gender

