

Travel to Central Coast Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	4,574	4,434	4,446	5,097	5,425	6,447	5,201	4,005	4,949	5,968	20.6%
Nights ('000)	3,473	3,506	3,502	3,784	3,989	4,844	3,890	3,608	4,878	4,566	-6.4%
Expenditure (\$ million)	\$749	\$787	\$762	\$805	\$857	\$1,036	\$844	\$799	\$1,248	\$1,553	24.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	1,257	1,240	1,259	1,404	1,499	1,836	1,471	1,326	1,699	1,837	8.2%
Nights (000)	3,473	3,506	3,502	3,784	3,989	4,844	3,890	3,608	4,878	4,566	-6.4%
Average Length of Stay	2.8	2.8	2.8	2.7	2.7	2.6	2.6	2.7	2.9	2.5	-13.5%
Expenditure (\$ million)	\$509	\$501	\$505	\$531	\$524	\$692	\$553	\$564	\$900	\$984	9.4%
Spend per visitor per night (\$)	\$147	\$143	\$144	\$140	\$131	\$143	\$142	\$156	\$184	\$215	16.8%
Intrastate visitors (000)	1,074	1,064	1,115	1,229	1,317	1,606	1,331	1,184	1,499	1,601	6.8%
Interstate visitors (000)	183	176	145	175	182	230	140	142	199	236	18.4%
Intrastate nights (000)	2,776	2,784	2,916	3,065	3,431	3,763	3,272	2,970	3,861	3,631	-6.0%
Interstate nights (000)	697	722	585	719	558	1,082	618	638	1,017	936	-7.9%
Intrastate expenditure (\$ million)	\$431	\$435	\$451	\$452	\$454	\$578	\$493	\$495	\$792	\$868	9.6%
Interstate expenditure (\$ million)	\$78	\$67	\$54	\$79	\$70	\$114	\$60	\$69	\$108	\$116	7.8%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	540	596	576	625	668	796	620	659	762	862	13.1%
Visiting Friends & Relatives	609	542	588	594	658	812	681	532	762	794	4.2%
Business	n/p	67	n/p	130	120	156	99	64	n/p	116	-
Other	n/p	35	n/p	n/p	n/p	76	77	72	n/p	n/p	-
Total	1,257	1,240	1,259	1,404	1,499	1,836	1,471	1,326	1,699	1,837	8.2%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	1,655	1,904	1,778	1,772	1,883	2,133	1,690	1,792	2,264	2,283	0.8%
Visiting Friends & Relatives	1,486	1,355	1,249	1,571	1,714	2,125	1,754	1,505	2,095	1,731	-17.4%
Business	n/p	171	n/p	323	229	313	228	105	n/p	307	-
Other	n/p	75	n/p	n/p	n/p	273	219	205	n/p	n/p	-
Total	3,473	3,506	3,502	3,784	3,989	4,844	3,890	3,608	4,878	4,566	-6.4%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	770	763	796	880	852	1,157	915	931	1,124	1,208	7.4%
Regional NSW	304	300	318	349	465	450	415	253	375	394	5.0%
Total Intrastate	1,074	1,064	1,115	1,229	1,317	1,606	1,331	1,184	1,499	1,601	6.8%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Queensland	82	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	47	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	183	176	145	175	182	230	140	142	199	236	18.4%
Grand Total	1,257	1,240	1,259	1,404	1,499	1,836	1,471	1,326	1,699	1,837	8.2%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Central Coast Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	281	288	276	322	375	403	386	253	408	392	-3.9%
30-39	171	186	224	236	274	329	246	209	318	263	-17.1%
40-49	228	214	191	254	206	252	228	279	305	334	9.4%
50-59	211	183	245	255	242	326	223	214	261	299	14.2%
60-69	216	234	207	198	260	329	222	238	263	342	30.1%
70+	149	134	116	140	142	197	166	132	143	207	44.6%
Total	1,257	1,240	1,259	1,404	1,499	1,836	1,471	1,326	1,699	1,837	8.2%

Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	295	256	305	373	405	538	501	324	507	567	11.8%
Adult couple	341	391	380	436	427	527	425	334	441	536	21.6%
Family group - parents and children	296	300	286	267	286	326	286	284	310	312	0.7%
Friends/relatives travelling together	300	246	264	292	350	405	235	347	416	408	-1.9%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,257	1,240	1,259	1,404	1,499	1,836	1,471	1,326	1,699	1,837	8.2%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	1,158	1,094	1,113	1,219	1,321	1,612	1,253	1,094	1,412	1,589	12.6%
Outdoor / nature	640	714	643	702	787	992	822	767	965	1,089	12.8%
Active outdoor / sports	326	289	297	339	393	432	472	314	443	439	-0.9%
Local attractions / tourist activities	149	166	139	188	206	235	84	142	110	182	65.6%
Arts / heritage	71	99	92	129	109	92	n/p	n/p	n/p	n/p	-

Top 3 Accommodation types used (sorted by the latest year)

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private or Other Accommodation	2,106	1,870	2,177	2,224	2,381	3,181	2,606	2,335	3,048	2,716	-10.9%
Caravan & Camping	362	439	385	463	553	457	469	341	408	685	68.0%
Commercial Accommodation	739	615	551	696	727	734	468	488	719	645	-10.3%

Top 3 types of Transport used (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	1,059	1,077	1,097	1,226	1,372	1,586	1,330	1,248	1,511	1,651	9.3%
Other Land Transport (Bus, Train, etc.)	126	112	99	88	65	164	103	n/p	n/p	n/p	-
Aircraft	67	n/p	n/p	83	n/p	88	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Central Coast Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	3,317	3,194	3,187	3,692	3,926	4,611	3,730	2,679	3,250	4,131	27.1%
Expenditure (\$ million)	\$240	\$286	\$257	\$274	\$333	\$344	\$292	\$235	\$348	\$569	63.6%
Spend per visitor (\$)	\$72	\$90	\$81	\$74	\$85	\$75	\$78	\$88	\$107	\$138	28.7%

Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	1,481	1,440	1,378	1,580	1,801	2,034	1,567	1,142	1,225	1,774	44.8%
Visiting Friends & Relatives	1,356	1,223	1,306	1,364	1,560	1,563	1,479	984	1,349	1,467	8.8%
Business	n/p	184	n/p	n/p	n/p	584	379	299	n/p	588	-
Other	n/p	348	388	398	308	429	304	254	444	n/p	-
Total	3,317	3,194	3,187	3,692	3,926	4,611	3,730	2,679	3,250	4,131	27.1%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	2,155	2,059	2,104	2,421	2,721	2,971	2,491	1,773	2,257	2,745	21.6%
Regional NSW	1,130	1,135	1,061	1,256	1,189	1,638	1,229	890	993	1,364	37.3%
Total Intrastate	3,285	3,194	3,165	3,677	3,910	4,609	3,720	2,663	3,250	4,110	26.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,317	3,194	3,187	3,692	3,926	4,611	3,730	2,679	3,250	4,131	27.1%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	655	612	669	703	945	867	862	515	837	1,025	22.5%
30-39	414	474	469	485	598	790	664	456	554	592	6.9%
40-49	784	524	401	592	612	592	499	458	n/p	607	-
50-59	595	587	619	822	589	717	586	555	669	725	8.4%
60-69	583	656	566	702	700	1,059	673	389	422	576	36.4%
70+	286	342	463	389	482	586	446	307	421	607	44.1%
Total	3,317	3,194	3,187	3,692	3,926	4,611	3,730	2,679	3,250	4,131	27.1%

Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	2,659	2,534	2,699	2,999	3,068	3,532	2,958	1,904	2,221	3,167	42.6%
Outdoor / nature	958	771	738	1,007	1,329	1,285	1,241	726	953	1,391	45.8%
Active outdoor / sports	352	362	393	481	449	630	520	373	n/p	684	-
Local attractions / tourist activities	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Arts / heritage	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	3,021	2,993	3,031	3,504	3,661	4,363	3,547	2,525	3,050	3,919	28.5%
Other or Mixed Transport	296	202	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

Central Coast includes: Gosford, Terrigal, The Entrance & Wyong