

Central Coast Visitor Profile

Year ended September 2023



Source: National Visitor Survey, Tourism Research Australia.

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

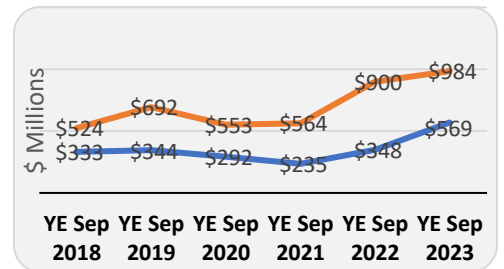
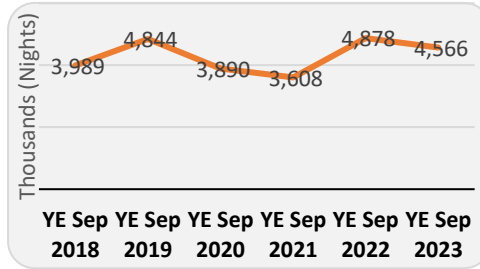
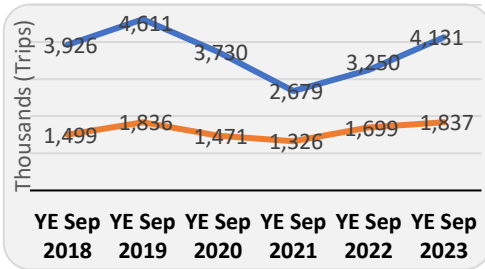
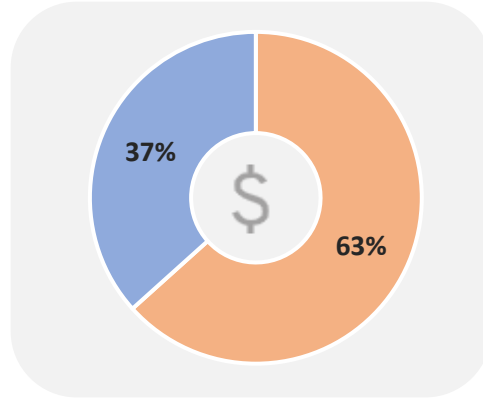
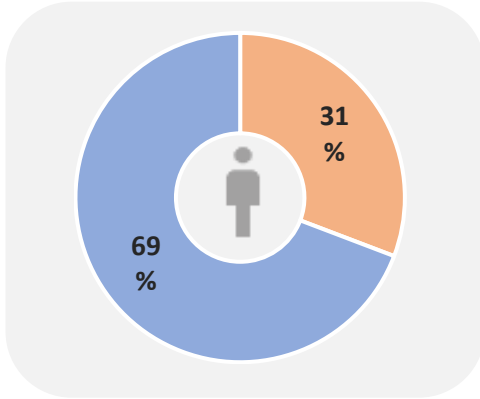
TOTAL DOMESTIC

Visitors
6.0m
+20.6% YoY

Nights
4.6m
-6.4% YoY

Expenditure
\$1.6bn
+24.5% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 1.8m (+8.2% YoY)
Nights: 4.6m (-6.4% YoY)
Expenditure: \$983.9m (+9.4% YoY)

Average spend
\$215 per night
\$536 per visitor



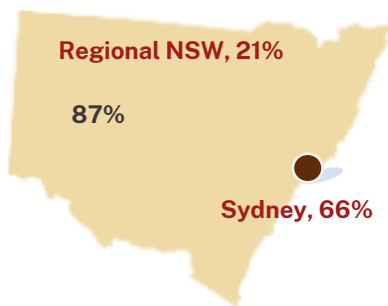
Average length of stay:
2.5 nights



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

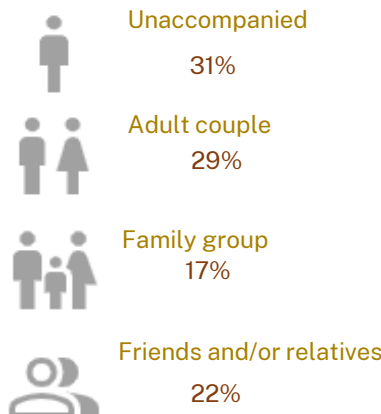
Origin

87% of the visitors came from within New South Wales

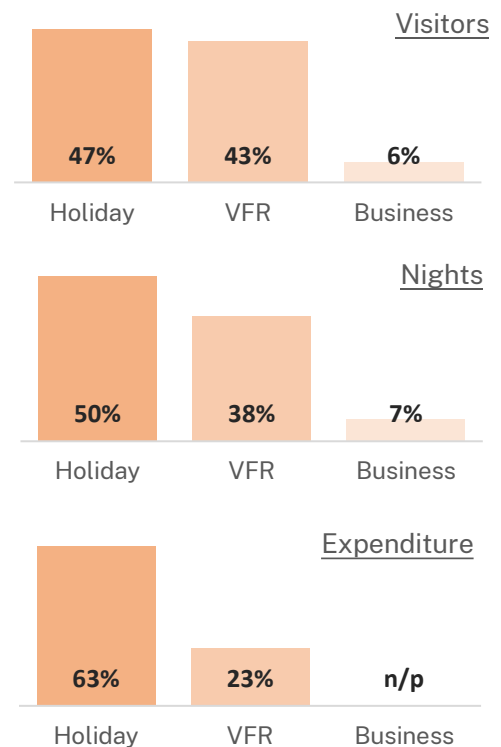


Travel party

31% of the visitors were travelling alone



Purpose of visit



Transport

Self-drive Land Vehicle, 90%
Other Land Transport (Bus, Train, etc.), n/p
Aircraft, n/p
Other or Mixed Transport, n/p

Gender



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

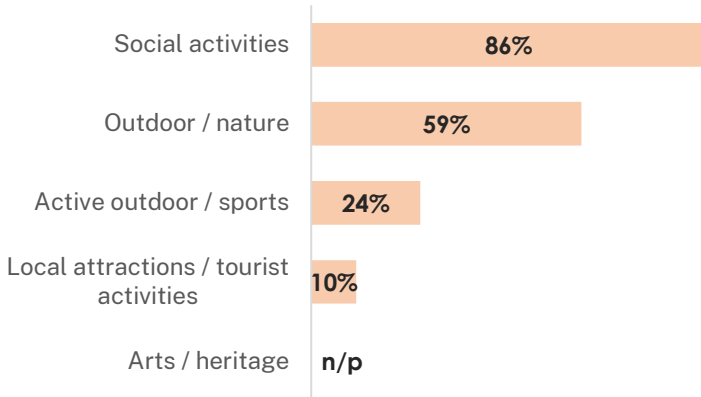
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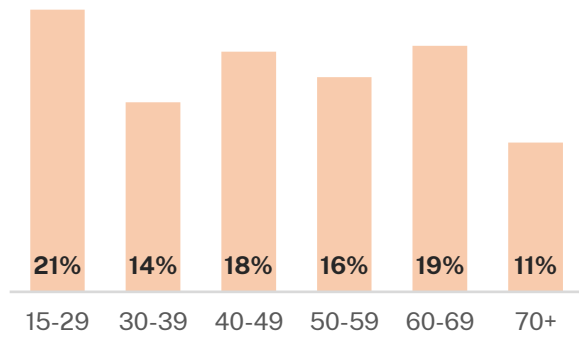


Top 5 activities

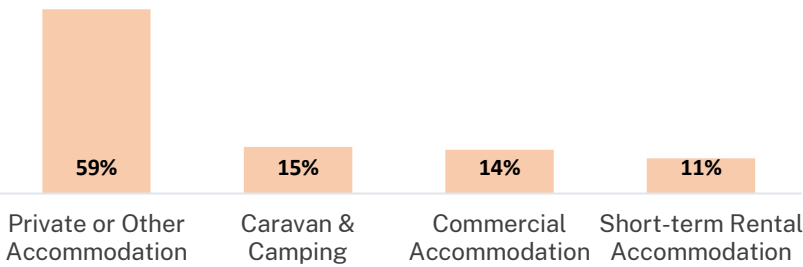


Age

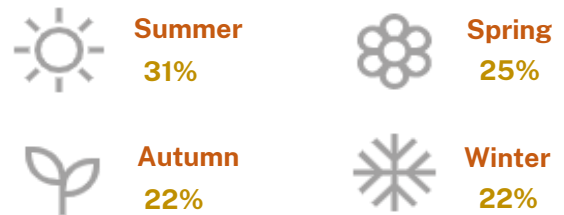
15-29 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

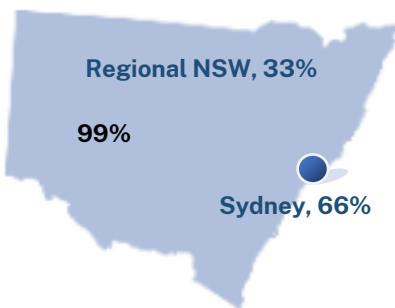
Visitors: 4.1m (+27.1% YoY)
Expenditure: \$569.4m (+63.6% YoY)

Average spend \$138 per visitor

#4 for visitors
#5 for expenditure
In Regional NSW

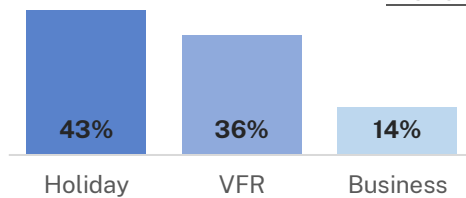
Origin

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

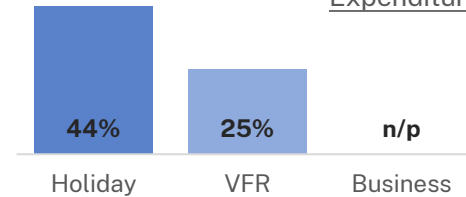


Purpose of visit

Visitors



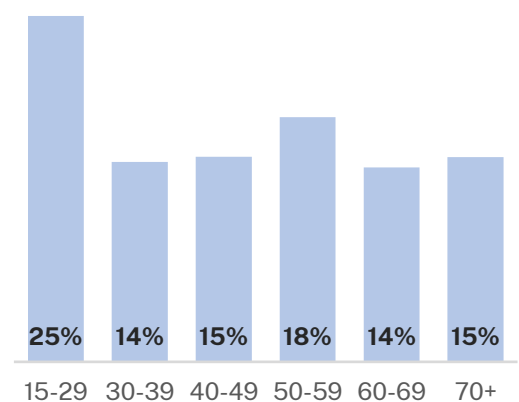
Expenditure



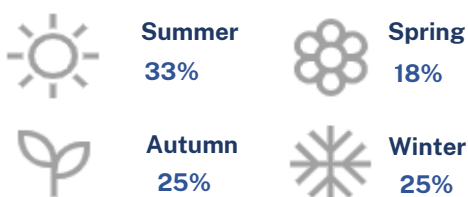
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

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

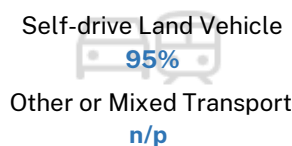


Travel season*



*by month returned from the trip

Transport



Gender

