

FACT SHEET

Total Domestic and International visitation to Central Coast (spend, visitors and nights)



SPEND
\$1.0 b
up 22.3% YoY



VISITORS
5.8 m
up 13.1% YoY



NIGHTS
5.3 m
up 14.5% YoY

Central Coast received 8% of international visitors, 6% of domestic overnight visitors and 10% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Central Coast is Regional NSW's number 5 region for domestic overnight visitors, number 5 for nights and number 7 for expenditure.
- There were 1.6 million domestic overnight visitors (up 14.6% on the previous year) who stayed 4.3 million nights (up 10.7%) in Central Coast and spent \$627 million (up 23.2%).
- The average length of stay in the region was 2.7 nights and average spend per night was \$146.
- The region accounted for 6% of visitors, 5% of nights and 5% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives (45%), followed by Holiday (45%).
- Around 21% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (19%), 50-59 years old (19%) and 60-69 years old (17%).
- 'Adult couple' (30%) was the most common travel party amongst visitors to the region, followed by 'unaccompanied traveller' (25%) and 'friends and relatives travelling together' (24%).
- Sydney was the largest source market for visitors to the region (62%), followed by Regional NSW (27%). Visitors from interstate accounted for 11% of the region's visitors.

TREND

- From **YE March 2014** to **YE March 2019**, domestic visitors, nights and expenditure in the region recorded the following changes: up 19.1%, up 13.2% and up 2.8%, respectively.

DOMESTIC DAY TRIP VISITATION

- Central Coast is Regional NSW's number 4 region for domestic day trip visitors and number 7 for expenditure.
- There were 4.1 million domestic day trip visitors to the Central Coast (up 12.7% on the previous year) who spent \$325 million (up 14.7%). The average spend per visitor was \$79.
- The region accounted for 10% of visitors and 7% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (46%), followed by Visiting Friends and Relatives (39%).
- Visitors aged 60-69 years accounted for 20% of all day trippers to the region, followed by the 50-59 years old (16%) and 70+ years old (15%).

TREND

- From **YE March 2014** to **YE March 2019**, domestic day trip visitors and expenditure in the region recorded the following changes: up 25.4% and up 31.6%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- Central Coast is Regional NSW's number 5 region for international visitors, number 4 for nights, and number 4 for expenditure.
- There were 69,100 international visitors (up 4.3% on the previous year) who stayed 974,000 nights (up 34.7%) in Central Coast and spent \$67.1 million (up 62.1%).
- The average length of stay in the region was 14.1 nights and average spend per night was \$69.
- The region accounted for 8% of visitors, 6% of visitor nights and 6% of expenditure in regional NSW for YE March 2019.
- Visiting Friends and Relatives was the largest purpose of visit to the region (51%), followed by Holiday (41%).
- 25% of the visitors were aged 60-69 years, followed by 15-29 years old (22%) and 30-39 years old (15%).
- 'Unaccompanied traveller' (54%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (25%).
- United Kingdom was the region's largest source market for visitors (18%).

TREND

- From **YE March 2014** to **YE March 2019**, international visitors, nights and expenditure in the region recorded the following changes: up 62.1%, up 58.0% and up 113.5%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Central Coast for YE March 2019.

