

## FACT SHEET

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

 **SPEND**  
\$1.1 b  
up 22.7% YoY

 **VISITORS**  
6.4 m  
up 21.7% YoY

 **NIGHTS**  
5.4 m  
up 12.6% YoY

Central Coast received 8% of international visitors, 7% 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 1.7 million domestic overnight visitors (up 15.5% on the previous year) who stayed 4.5 million nights (up 8.7%) in Central Coast and spent \$660 million (up 20.7%).
- The average length of stay in the region was 2.6 nights and average spend per night was \$148.
- The region accounted for 7% of visitors, 5% of nights and 5% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (45%), followed by Visiting Friends and Relatives (43%) and Business (9%).
- Around 22% of the domestic overnight visitors were aged 15-29 years, followed by 50-59 years old (19%), 30-39 years old (18%) and 60-69 years old (17%).
- 'Adult couple' (30%) was the most common travel party amongst visitors to the region, followed by 'unaccompanied traveller' (27%) and 'friends and relatives travelling together' (21%).
- Sydney was the largest source market for visitors to the region (63%), followed by Regional NSW (25%). Visitors from interstate accounted for 12% of the region's visitors.

### TREND

- From YE June 2014 to YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 34.1%, up 27.2% and up 23.0%, respectively.

### DOMESTIC DAY TRIP VISITATION

- Central Coast is Regional NSW's number 4 region for domestic day trip visitors and number 5 for expenditure.
- There were 4.6 million domestic day trip visitors to the Central Coast (up 24.6% on the previous year) who spent \$351 million (up 22.5%). The average spend per visitor was \$77.
- 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 (48%), followed by Visiting Friends and Relatives (34%).
- Visitors aged 15-29 years accounted for 21% of all day trippers to the region, followed by the 60-69 years old (19%), 50-59 years old (17%) and 30-39 years old (15%).

### TREND

- From YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 32.1% and up 37.0%, 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 67,900 international visitors (up 4.5% on the previous year) who stayed 945,500 nights (up 34.9%) in Central Coast and spent \$62.3 million (up 51.8%).
- The average length of stay in the region was 13.9 nights and average spend per night was \$66.
- The region accounted for 8% of visitors, 6% of visitor nights and 6% of expenditure in regional NSW for YE June 2019.
- Visiting Friends and Relatives was the largest purpose of visit to the region (52%), followed by Holiday (42%).
- 23% of the visitors were aged 15-29 years.
- 'Unaccompanied traveller' (56%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26%).
- United Kingdom was the region's largest source market for visitors (19%).

### TREND

- From YE June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 59.4%, up 28.2% and up 50.2%, respectively.

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

