

FACT SHEET

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

 **SPEND**
\$1.1 b
up 21.3% YoY

 **VISITORS**
6.5 m
up 18.6% YoY

 **NIGHTS**
5.7 m
up 21.1% 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 and nights and number 7 for expenditure.
- There were 1.8 million domestic overnight visitors (up 22.5% on the previous year) who stayed 4.8 million nights (up 21.4%) in Central Coast and spent \$692 million (up 32.0%).
- The average length of stay in the region was 2.6 nights and average spend per night was \$143.
- The region accounted for 7% of visitors, 6% 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 (44%), followed by Holiday (43%) and Business (8%).
- Around 22% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old, 30-39 years old and 50-59 years old (18% each).
- 'Unaccompanied traveller' and 'adult couple' (29% each) were the most common travel parties amongst visitors to the region, followed by 'friends or relatives travelling together' (22%).
- Sydney was the largest source market for visitors to the region (63%), followed by Regional NSW (24%). Visitors from interstate accounted for 13% of the region's visitors.

TREND

- From YE September 2014 to YE September 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 46.0%, up 39.5% and up 35.9%, 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 17.5% on the previous year) who spent \$344 million (up 3.5%). The average spend per visitor was \$75.
- 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 (44%), followed by Visiting Friends and Relatives (34%) and Business (13%).
- Visitors aged 60-69 years accounted for 23% of all day trippers to the region, followed by the 15-29 years old (19%), 30-39 years old (17%) and 50-59 years old (16%).

TREND

- From YE September 2014 to YE September 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 39.0% and up 43.2%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- Central Coast is Regional NSW's number 5 region for international visitors, number 6 for nights, and number 4 for expenditure.
- There were 68,000 international visitors (up 3.1% on the previous year) who stayed 854,700 nights (up 18.9%) in Central Coast and spent \$60.7 million (up 28.0%).
- The average length of stay in the region was 12.6 nights and average spend per night was \$71.
- The region accounted for 8% of visitors, 6% of visitor nights and expenditure in regional NSW for YE September 2019.
- Visiting Friends and/or Relatives was the largest purpose of visit to the region (48%), followed by Holiday (44%).
- 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' (22%).
- United Kingdom was the region's largest source market for visitors (19%).

TREND

- From YE September 2014 to YE September 2019, international visitors, nights and expenditure in the region recorded the following changes: up 54.2%, up 9.1% and up 71.1%, respectively.

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

