

FACT SHEET

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



SPEND
\$1.1 b
up 21.6% YoY



VISITORS
7.0 m
up 29.1% YoY



NIGHTS
5.8 m
up 27.8% YoY

Central Coast received 7.3% of international visitors, 7.1% of domestic overnight visitors and 10.6% 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 1.9 million domestic overnight visitors (up 38.4% on the previous year) who stayed 5.0 million nights (up 36.1%) in Central Coast and spent \$692 million (up 28.6%).
- The average length of stay in the region was 2.6 nights and average spend per night was \$137.
- The region accounted for 7.1% of visitors, 5.8% of nights and 4.8% 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 (43%) and Business (8%).
- 22% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (19%), 30-39 years old (18%) and 50-59 years old (17%).
- 'Unaccompanied traveller' (32%) was the most common travel party among visitors to the region, followed by 'adult couple' (28%) and 'friends and relatives travelling together' (21%).
- Sydney was the largest source market for visitors to the region (63%), followed by Regional NSW (25%) and Hunter*. Visitors from interstate accounted for 12% of the region's visitors.

TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 55.4%, up 49.6% and up 50.9%, respectively.

DOMESTIC DAY TRIP VISITATION

- Central Coast is Regional NSW's number 4 region for domestic day trip visitors and 5 for expenditure.
- There were 5.0 million domestic day trip visitors to the Central Coast (up 26.5% on the previous year) who spent \$375 million (up 14.1%). The average spend per visitor was \$75.
- The region accounted for 10.6% of visitors and 7.2% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (42%), followed by Visiting Friends and Relatives (36%) 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 (20%), 30-39 years old (16%) and 50-59 years old (15%).

TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 56.1% and up 46.7%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- Central Coast is Regional NSW's number 5 region for international visitors, nights and expenditure.
- There were 62,900 international visitors (down 8.6% on the previous year) who stayed 779,000 nights (down 8.5%) in Central Coast and spent \$50.1 million (down 3.3%).
- The average length of stay in the region was 12.4 nights and average spend per night was \$64.
- The region accounted for 7.3% of visitors, 5.4% of visitor nights and 4.9% of expenditure in Regional NSW for YE December 2019.
- Visiting Friends and Relatives was the largest purpose of visit to the region (47%), followed by Holiday (45%) and Business*.
- 25% of the visitors were aged 15-29 years, followed by 60-69 years old* and 50-59 years old*.
- 'Unaccompanied traveller' (53%) was the most common travel party among visitors to the region, followed by 'adult couple' (25%) and 'family groups with children'*.
- United Kingdom was the region's largest source market for visitors (22%), followed by New Zealand* and China*.

TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 52.3%, down 5.5% and up 46.9%, respectively.

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

