

Central Coast Visitor Profile

Year ended March 2021

Source: National and International Visitor Surveys, Tourism Research Australia.



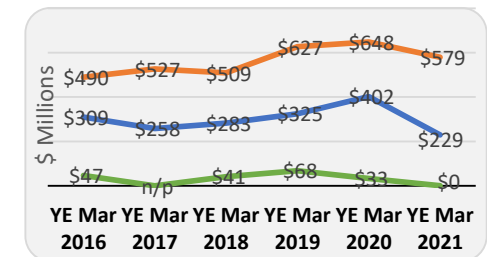
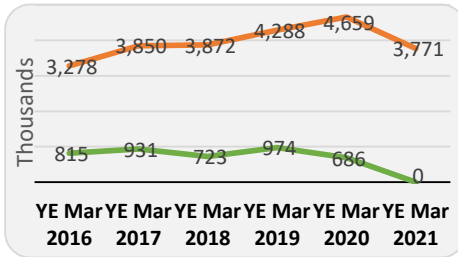
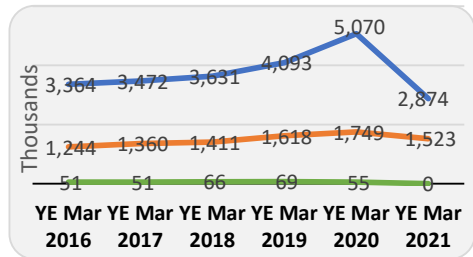
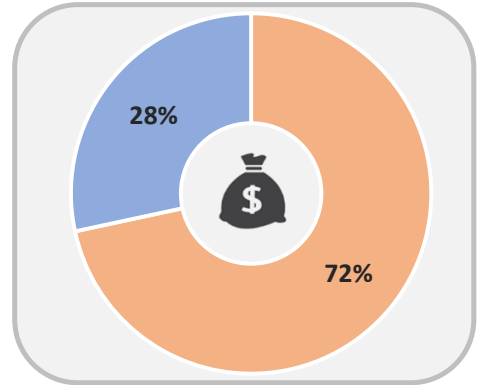
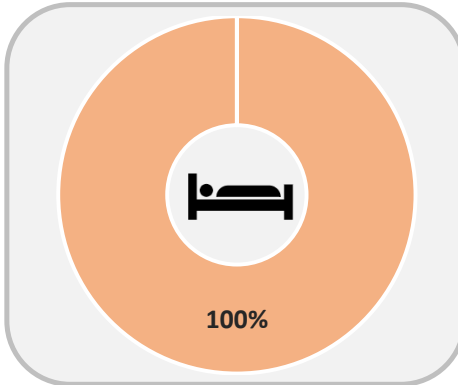
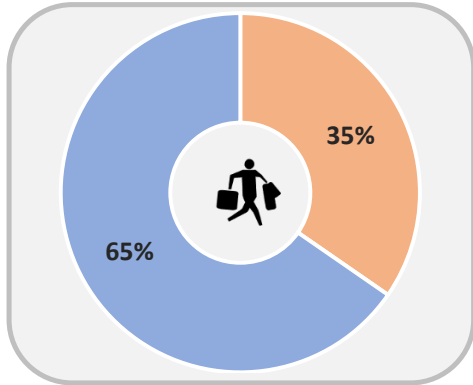
Icons sourced from www.easilly.com

Note: International data for YE March 2021 is not available for this tourism region.

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.5m (-13.0% YoY)
Nights: 3.8m (-19.1% YoY)
Expenditure: \$579.4m (-10.6% YoY)

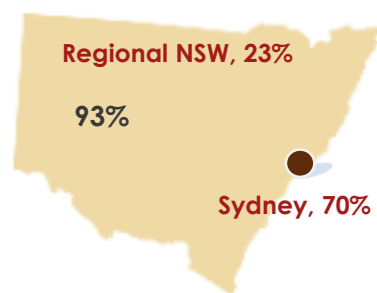
Average spend
\$154 per night
\$381 per visitor

Average length of stay:
2.5 nights

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

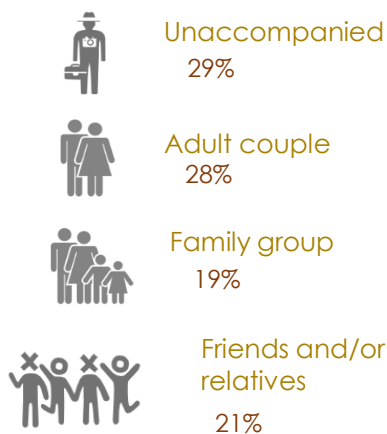
Origin

93% of the visitors came from within New South Wales



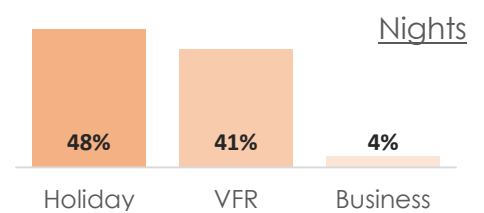
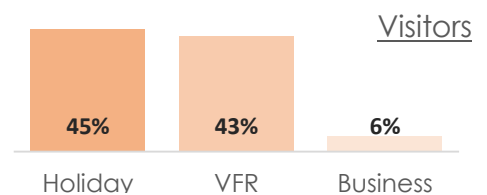
Travel party

29% of the visitors were travelling alone



Purpose of visit

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



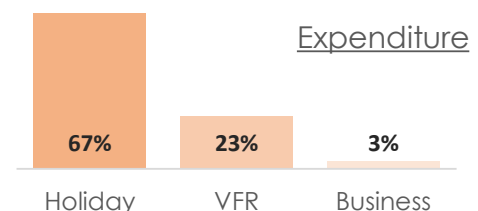
Transport

Private vehicle or company car, 93%
Railway, n/p

Gender



Expenditure



Central Coast Visitor Profile

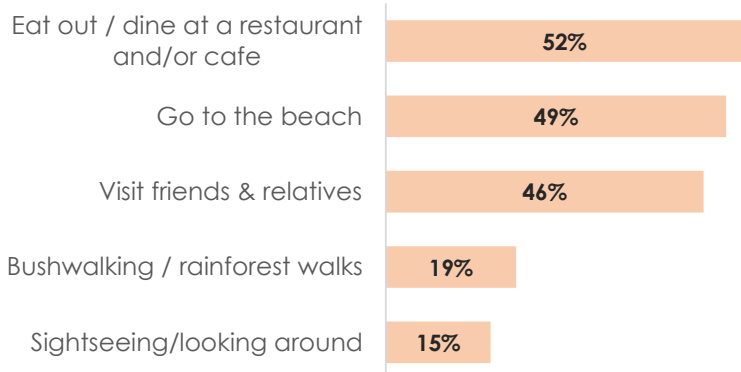
Year ended March 2021

Source: National and International Visitor Surveys, Tourism Research Australia.



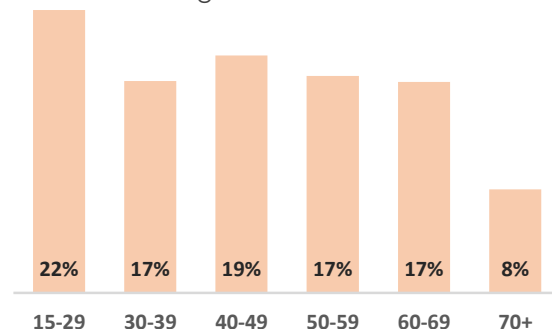
Icons sourced from www.easil.ly

Top 5 activities

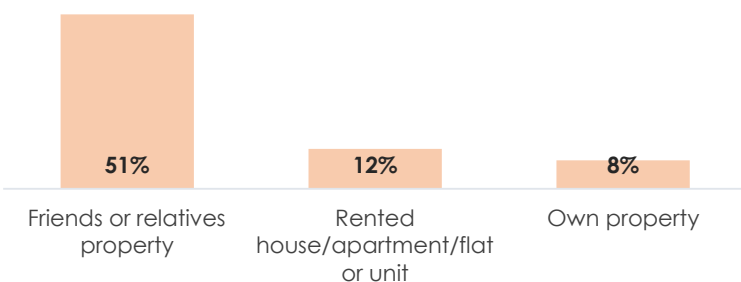


Age

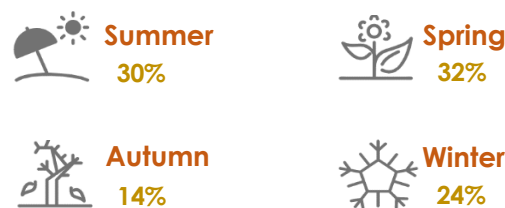
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.9m (-43.3% YoY)
Expenditure: \$229.5m (-42.9% YoY)



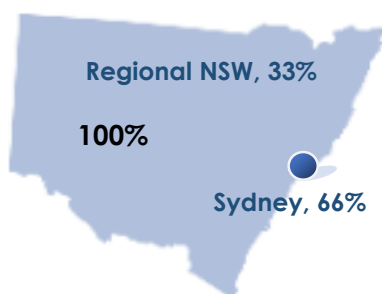
Average spend \$80 per visitor



#4 for visitors
#6 for expenditure
In Regional NSW

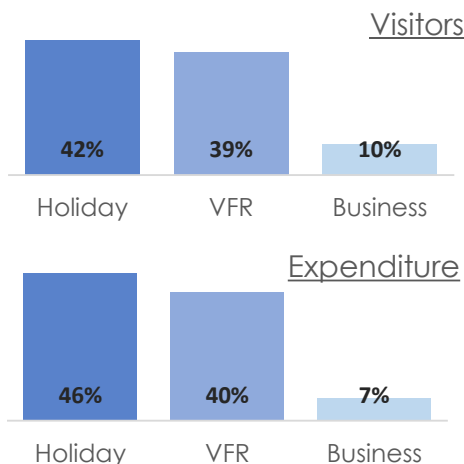
Origin

100% of the visitors to the region came from New South Wales



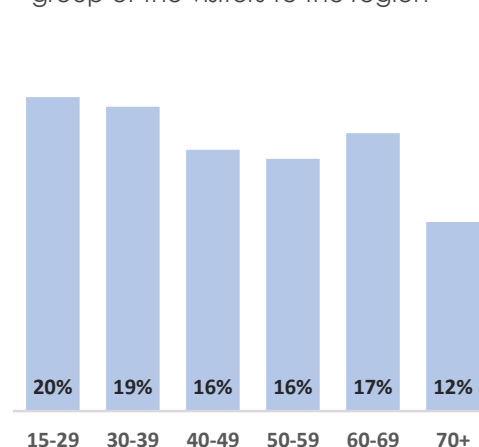
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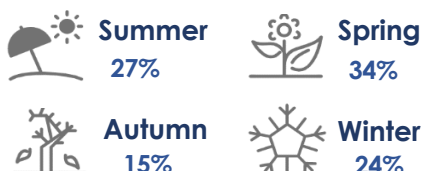


Age

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

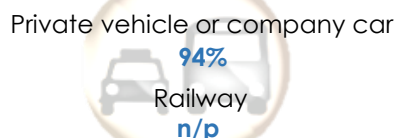


Travel season*

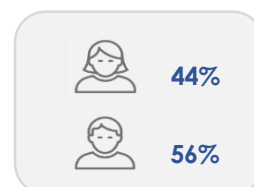


*by month returned from the trip

Transport



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE