

Central Coast Visitor Profile

Year ended June 2021



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

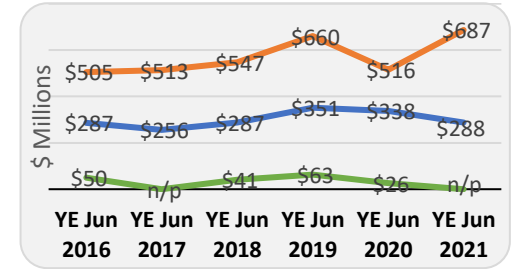
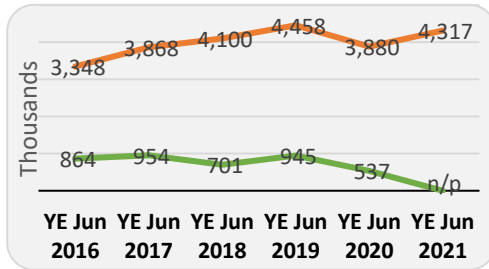
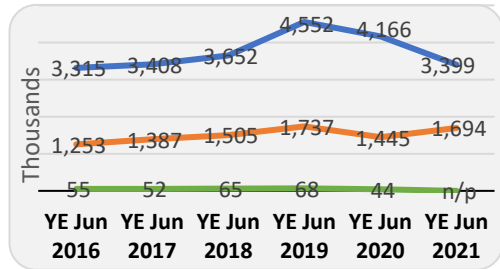
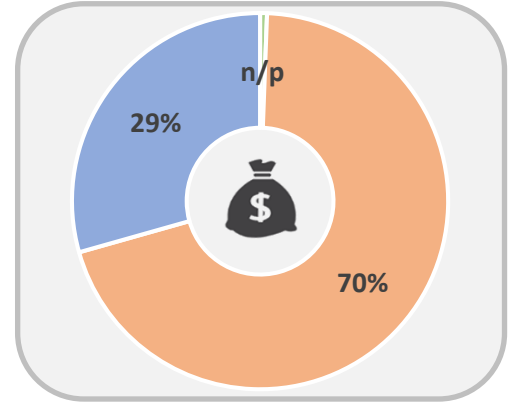
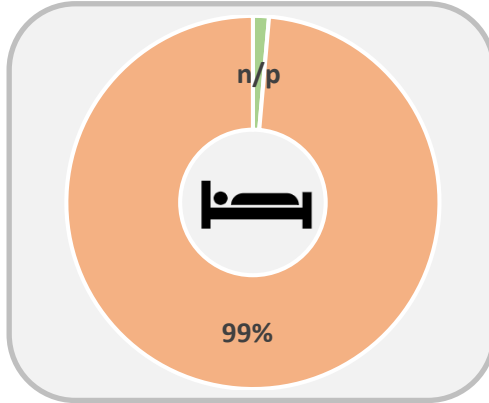
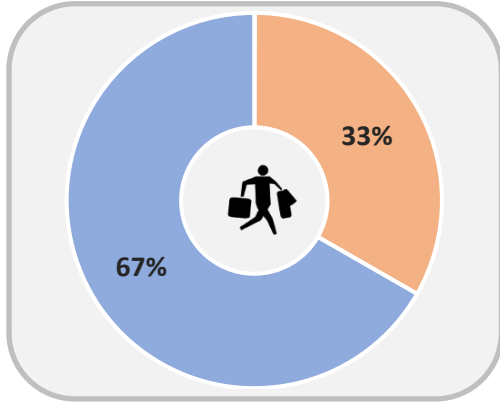
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.7m (+17.2% YoY)
Nights: 4.3m (+11.3% YoY)
Expenditure: \$686.5m (+33.1% YoY)



Average spend
\$159 per night
\$405 per visitor



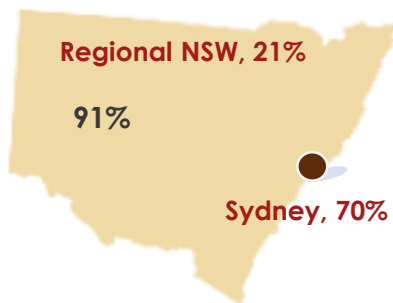
Average length of stay:
2.5 nights



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

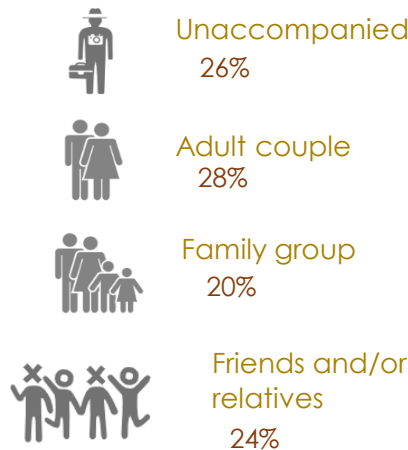
Origin

91% of the visitors came from within New South Wales



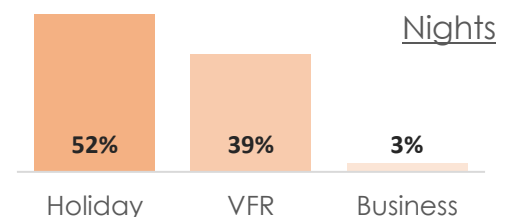
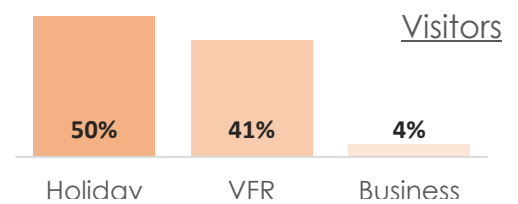
Travel party

28% of the visitors were an adult couple



Purpose of visit

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



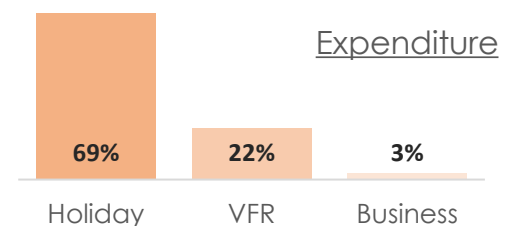
Transport

Private vehicle or company car, 92%
Railway, 4%

Gender



Expenditure



Central Coast Visitor Profile

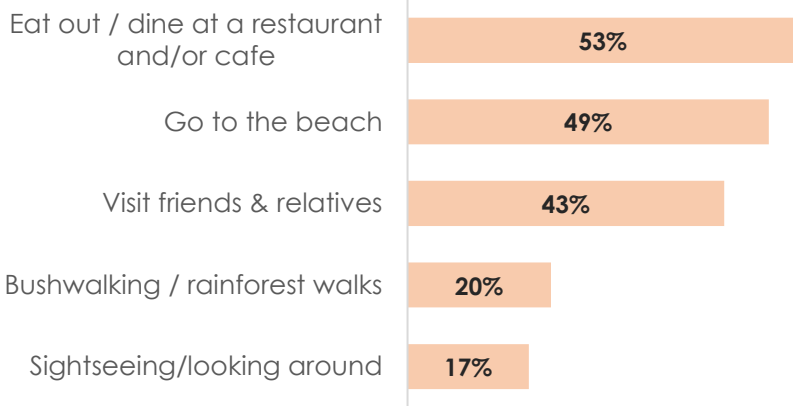
Year ended June 2021

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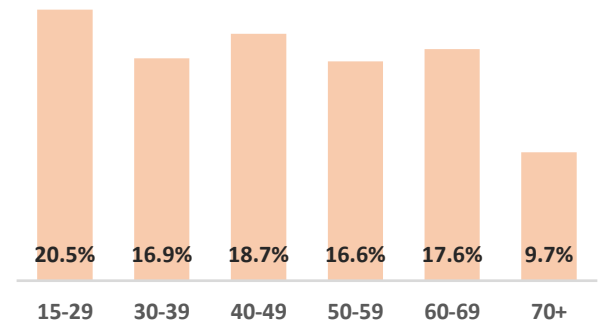
Icons sourced from www.easil.ly

Top 5 activities

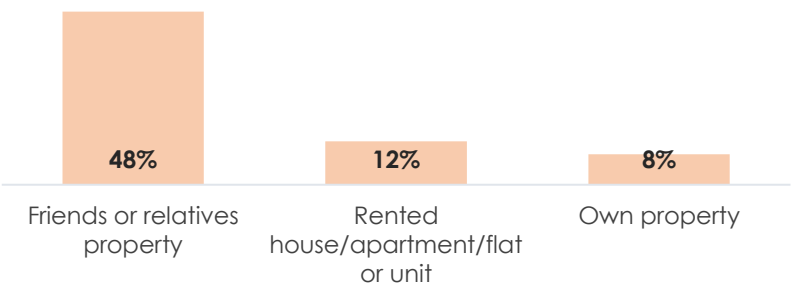


Age

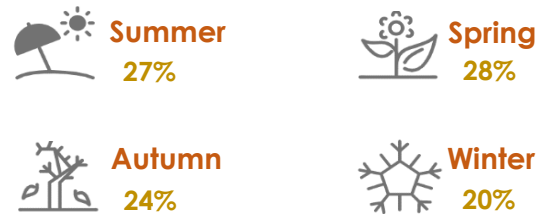
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 3.4m (-18.4% YoY)
Expenditure: \$288.1m (-14.7% YoY)



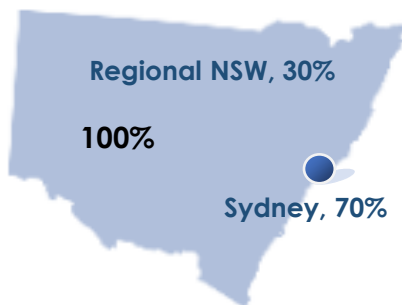
Average spend \$85 per visitor



#4 for visitors
#6 for expenditure
In Regional NSW

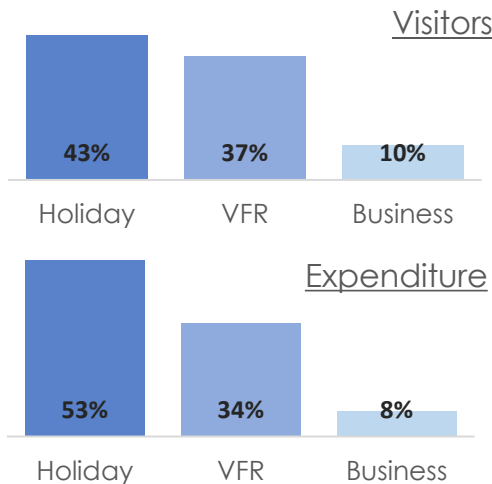
Origin

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



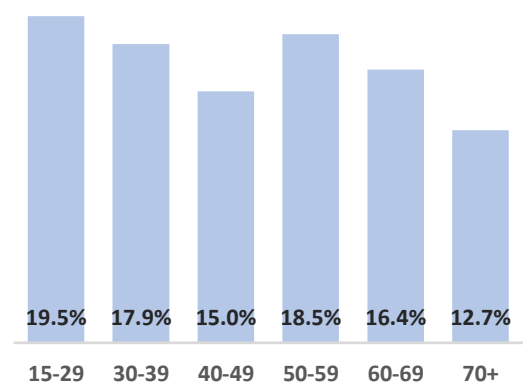
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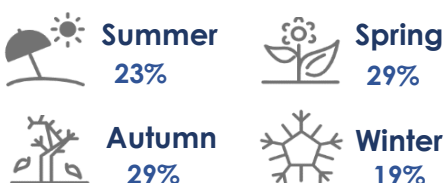


Age

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

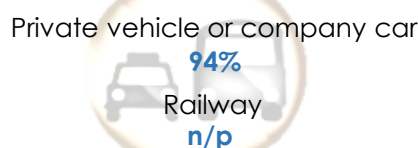


Travel season*

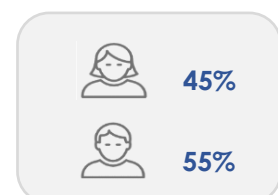


*by month returned from the trip

Transport



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE