

Central Coast Visitor Profile

Year ended September 2021



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

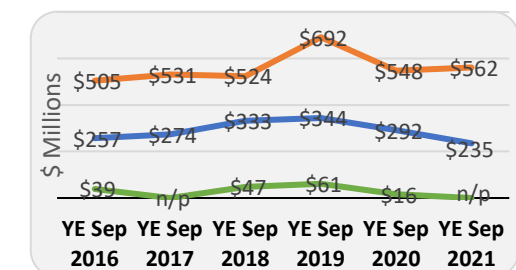
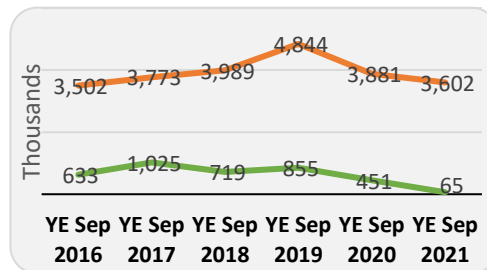
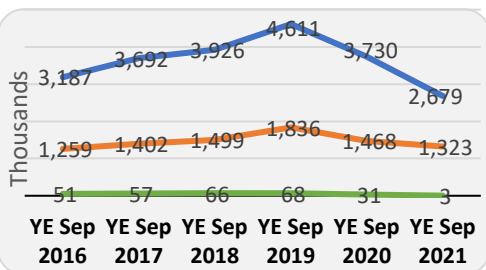
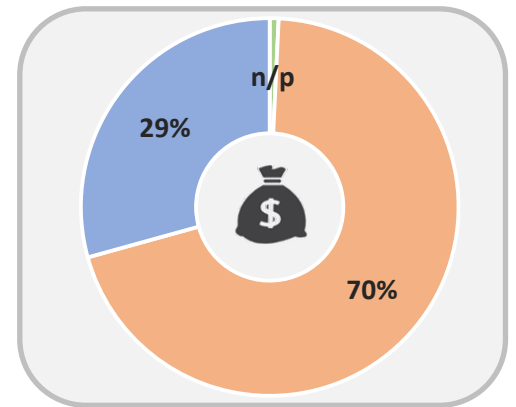
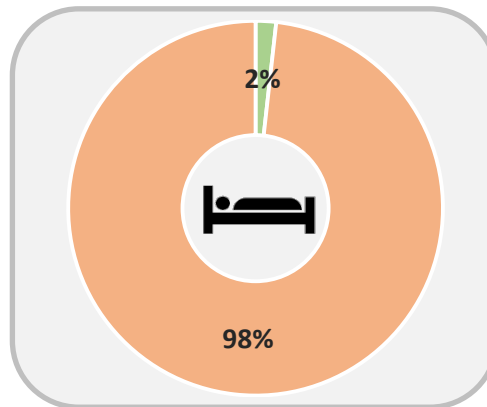
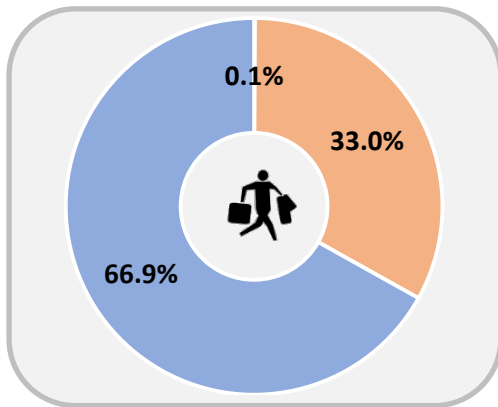
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.3m (-9.9% YoY)
Nights: 3.6m (-7.2% YoY)
Expenditure: \$561.6m (+2.6% YoY)



Average spend
\$156 per night
\$425 per visitor



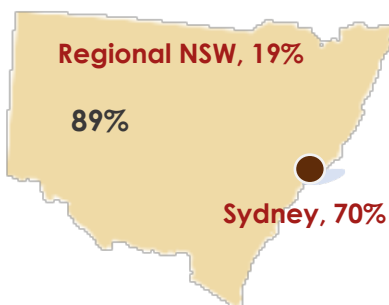
Average length of stay:
2.7 nights



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

Origin

89% of the visitors came from within New South Wales



Travel party

26% of the visitors were friends or relatives travelling together



Unaccompanied
24%



Adult couple
25%



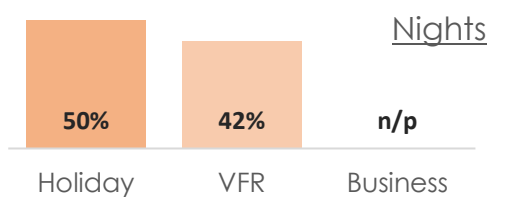
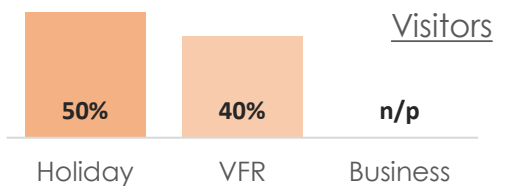
Family group
22%



Friends and/or relatives
26%

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, n/p

Gender

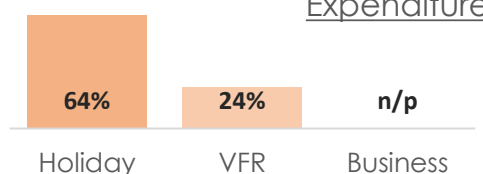


53%



47%

Expenditure



Central Coast Visitor Profile

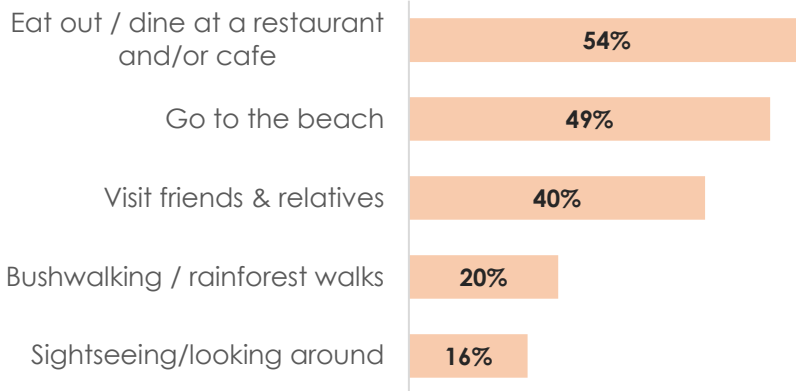
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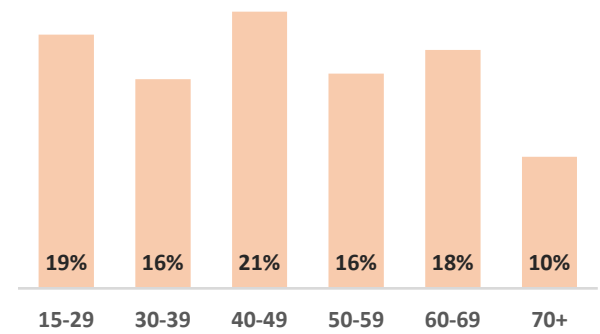
Icons sourced from www.easil.ly

Top 5 activities

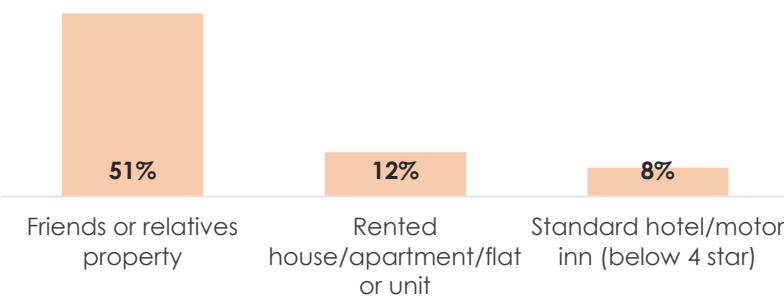


Age

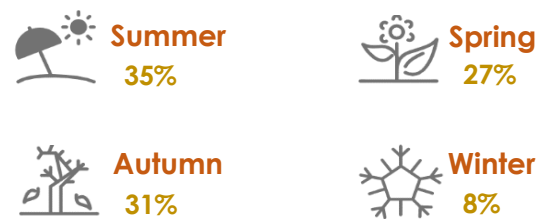
'40-49 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.7m (-28.2% YoY)
Expenditure: \$235.3m (-19.4% YoY)



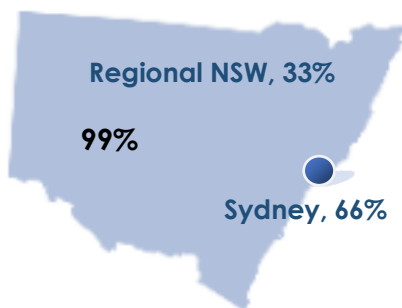
Average spend \$88 per visitor



#4 for visitors
#6 for expenditure
In Regional NSW

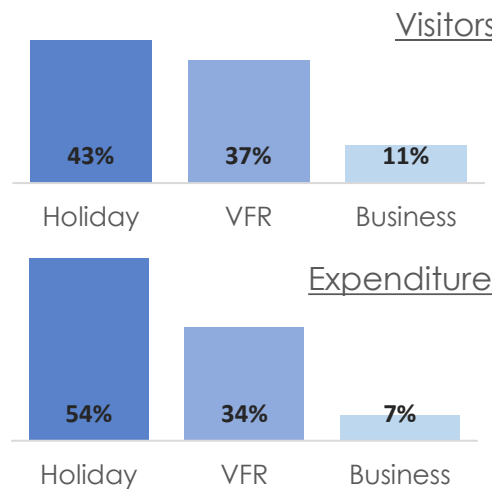
Origin

99% of the visitors to the region came from New South Wales



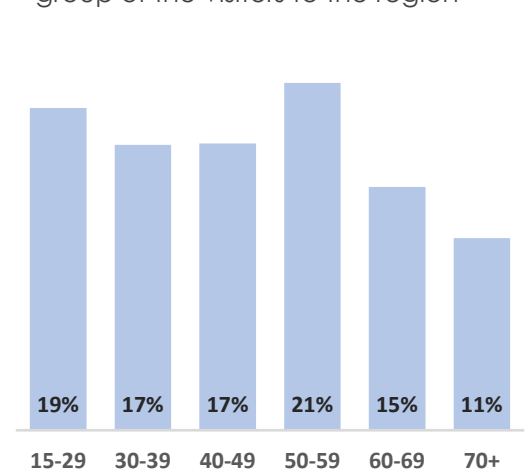
Purpose of visit

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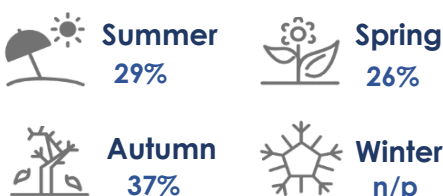


Age

'50-59 years' was the largest age group of the visitors to the region

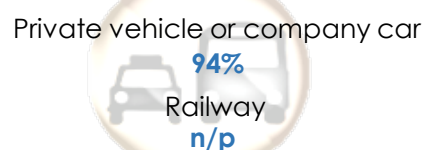


Travel season*

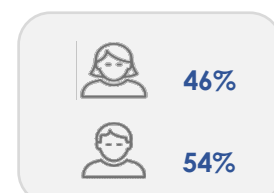


*by month returned from the trip

Transport



Gender



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE