

# Central Coast Visitor Profile

Year ended December 2021

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

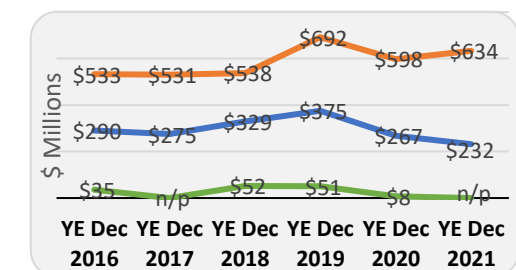
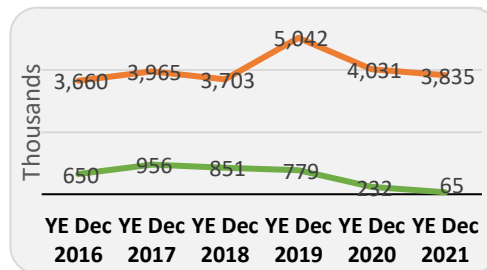
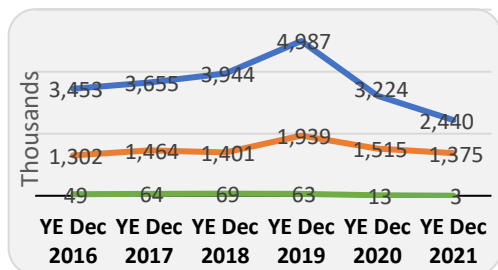
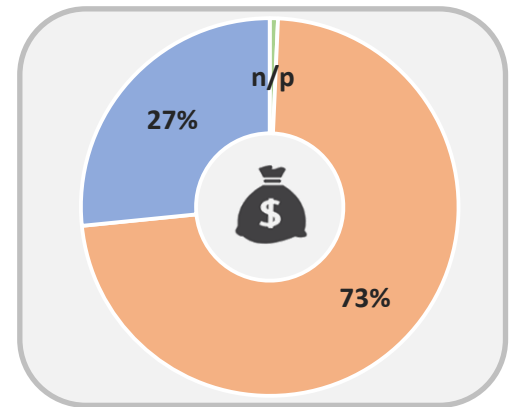
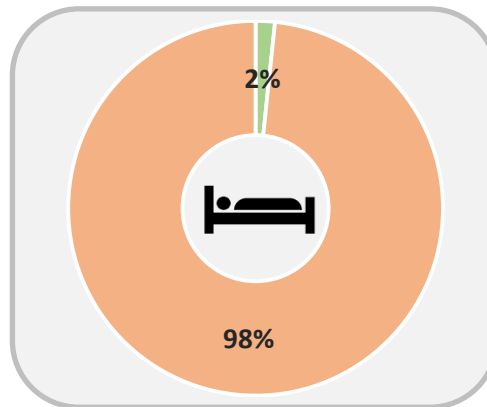
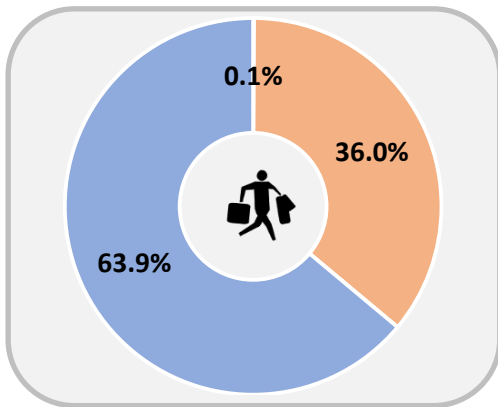


Icons sourced from www.easli.ly

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 1.4m (-9.3% YoY)  
Nights: 3.8m (-4.9% YoY)  
Expenditure: \$633.7m (+5.9% YoY)



Average spend  
\$165 per night  
\$461 per visitor



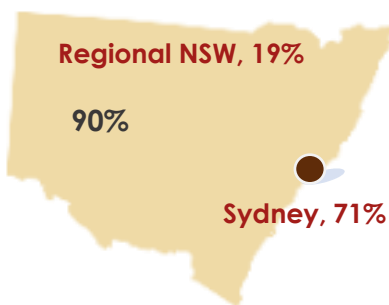
Average length of stay:  
2.8 nights



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

### Origin

90% of the visitors came from within New South Wales



### Travel party

30% of the visitors were friends or relatives travelling together



Unaccompanied  
24%



Adult couple  
26%



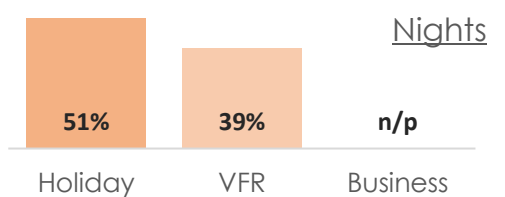
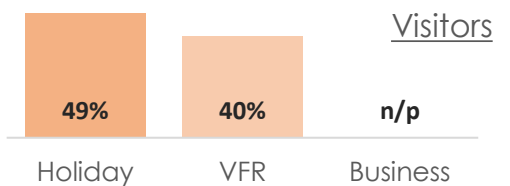
Family group  
18%



Friends and/or relatives  
30%

### Purpose of visit

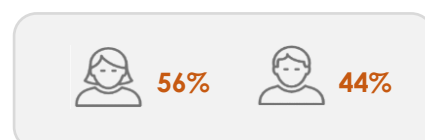
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



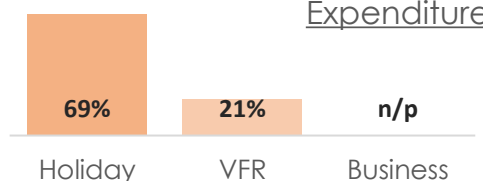
### Transport

Private vehicle or company car, 89%  
Railway, n/p

### Gender



### Expenditure



# Central Coast Visitor Profile

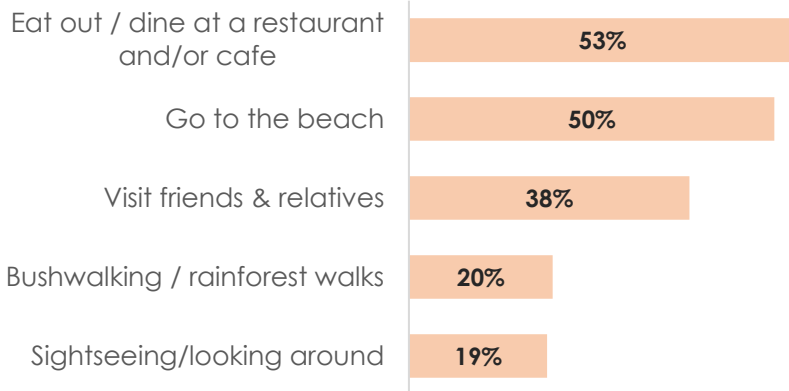
Year ended December 2021

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



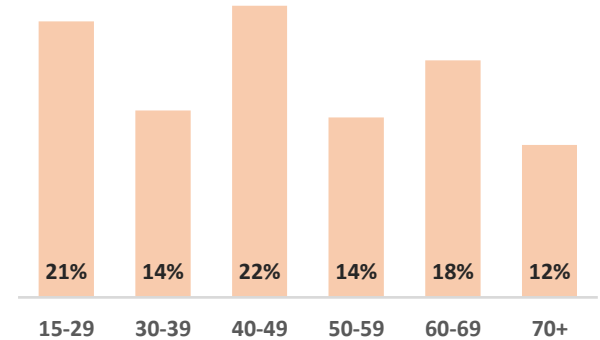
Icons sourced from www.easil.ly

## Top 5 activities

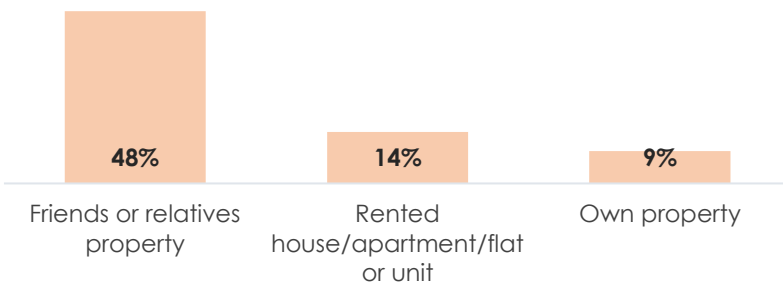


## Age

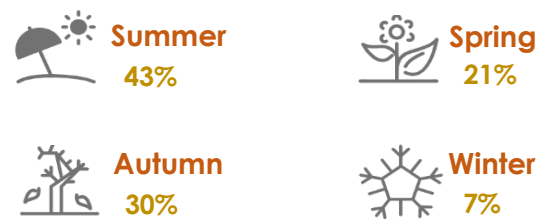
'40-49 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 2.4m (-24.3% YoY)  
Expenditure: \$231.8m (-13.3% YoY)



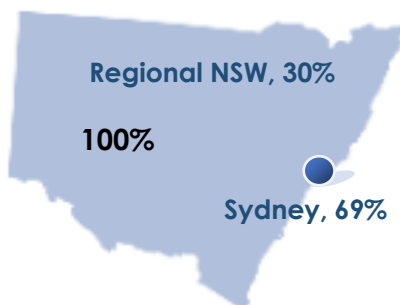
Average spend \$95 per visitor



#4 for visitors  
#5 for expenditure  
**In Regional NSW**

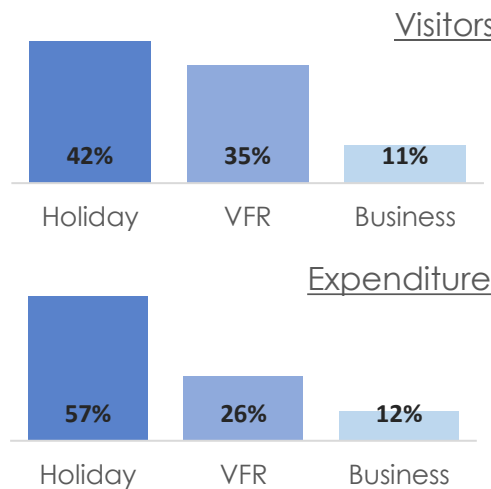
## Origin

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



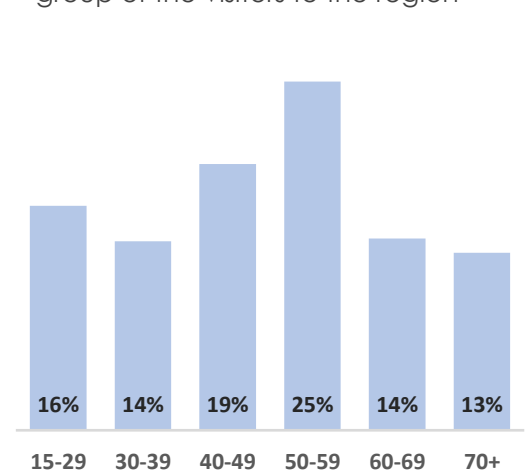
## Purpose of visit

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

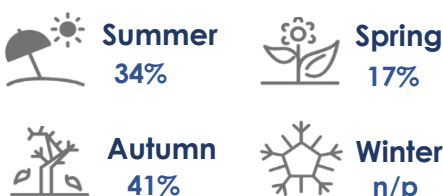


## Age

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



## Travel season\*

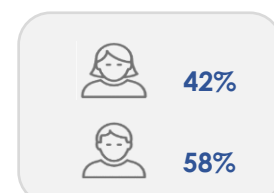


\*by month returned from the trip

## Transport

Private vehicle or company car 93%  
Railway n/p

## 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**