

# Central Coast Visitor Profile

Year ended March 2022

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

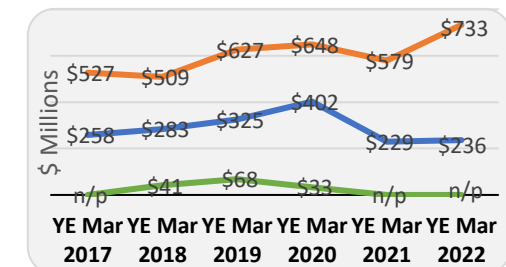
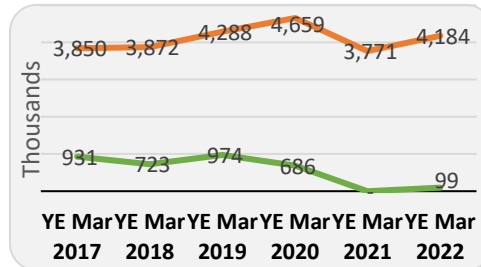
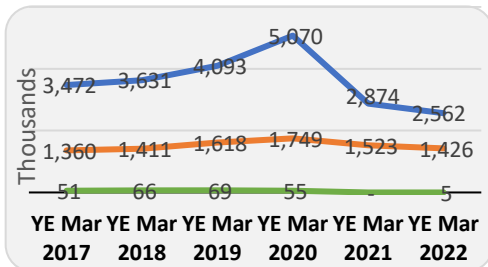
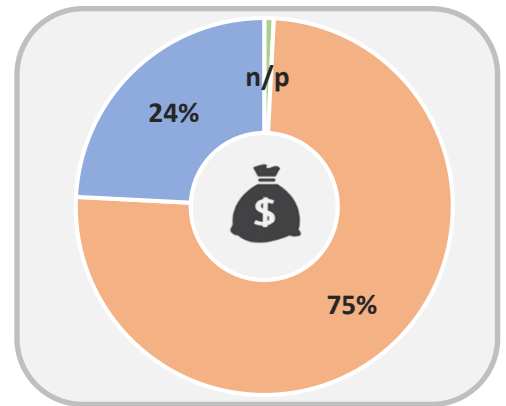
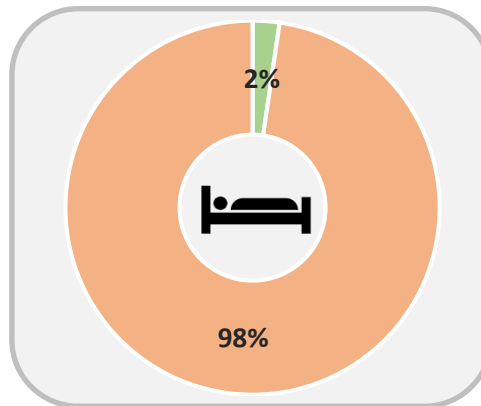
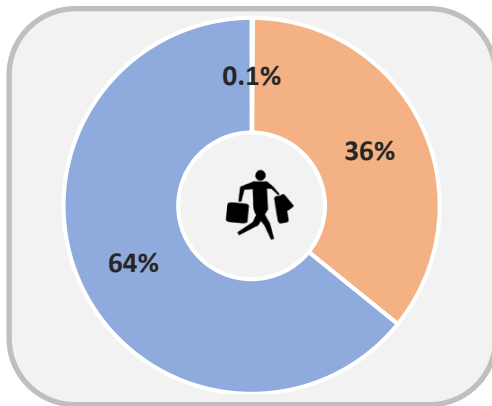


Icons sourced from www.easil.ly

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 1.4m (-6.4% YoY)  
Nights: 4.2m (+11.0% YoY)  
Expenditure: \$733.0m (+26.5% YoY)

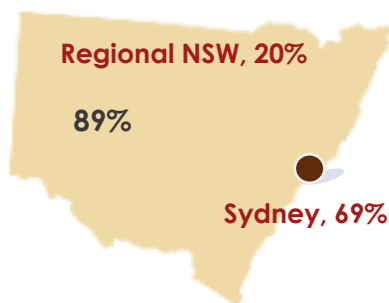
Average spend  
\$175 per night  
\$514 per visitor

Average length of stay:  
2.9 nights

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

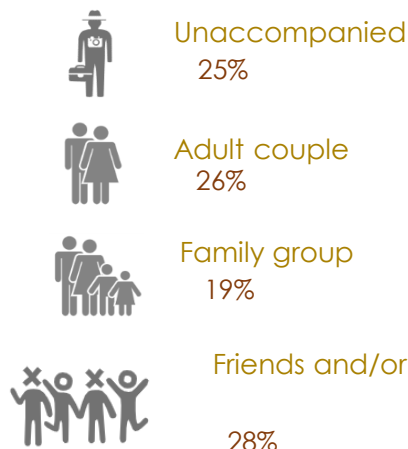
### Origin

89% of the visitors came from within New South Wales



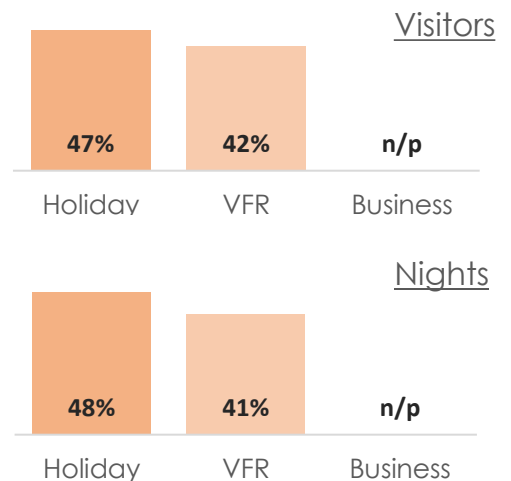
### Travel party

28% of the visitors were friends or relatives travelling together



### Purpose of visit

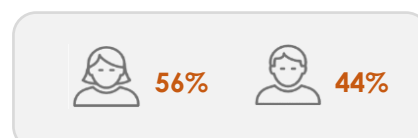
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



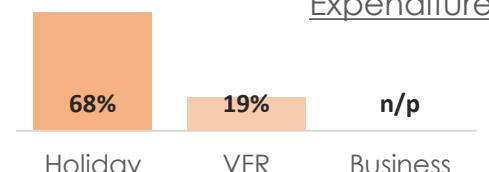
### Transport

Private vehicle or company car, 87%  
Railway, n/p

### Gender



### Expenditure



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.

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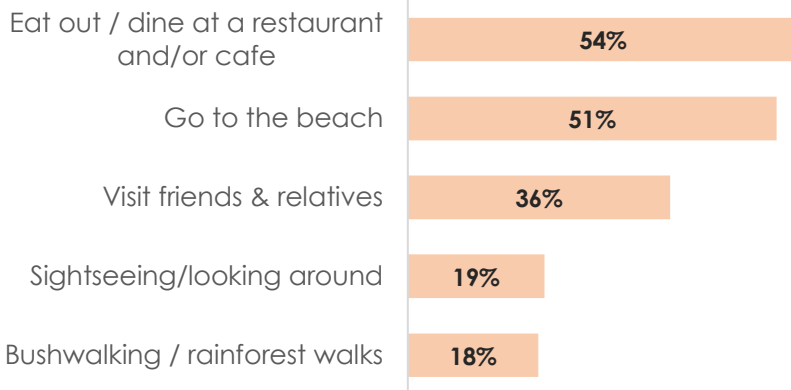
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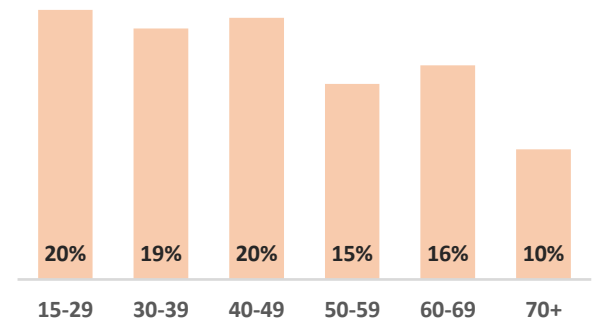
Icons sourced from www.easil.ly

## Top 5 activities

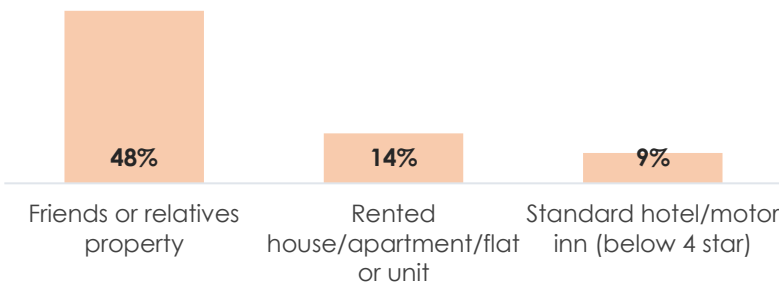


## Age

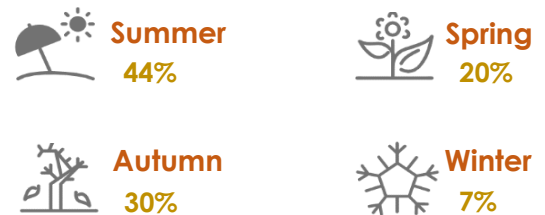
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 2.6m (-10.9% YoY)  
Expenditure: \$236.4m (+3.0% YoY)



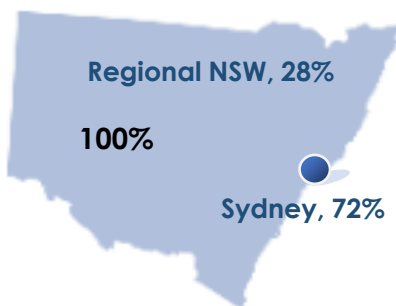
Average spend \$92 per visitor



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

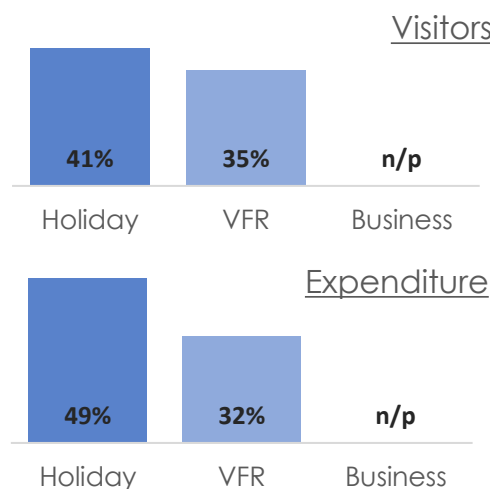
### Origin

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



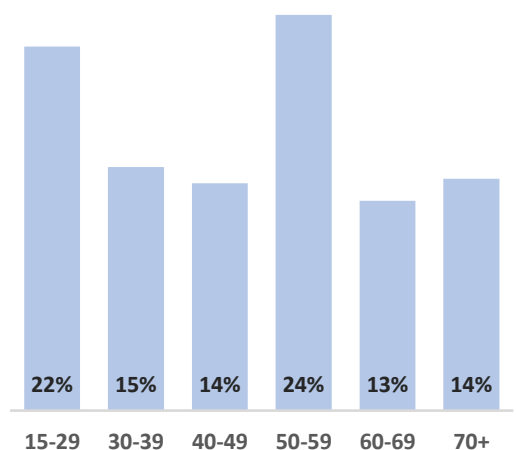
### Purpose of visit

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

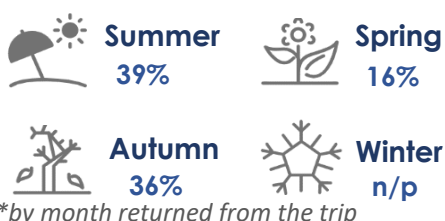


### Age

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



### Travel season\*



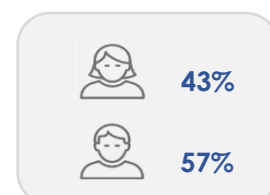
\*by month returned from the trip

### Transport

Private vehicle or company car



### 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**