

# Central Coast Visitor Profile

Year ended June 2022

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

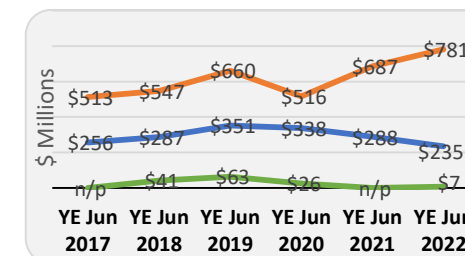
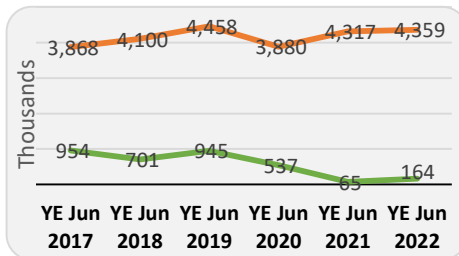
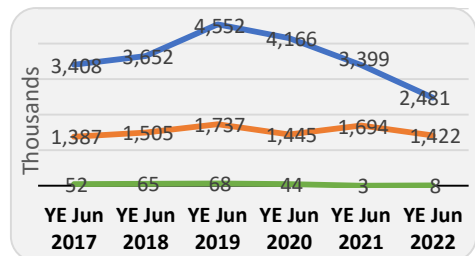
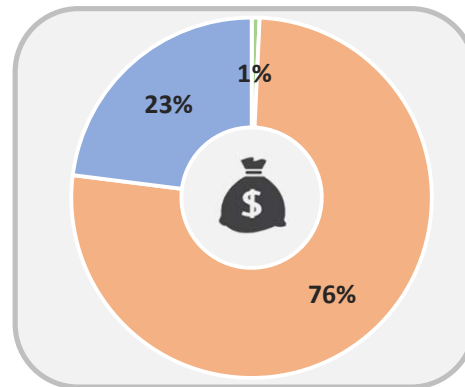
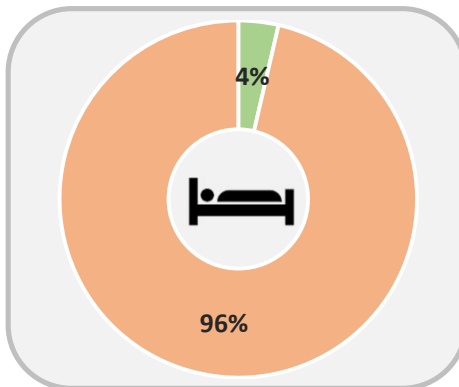
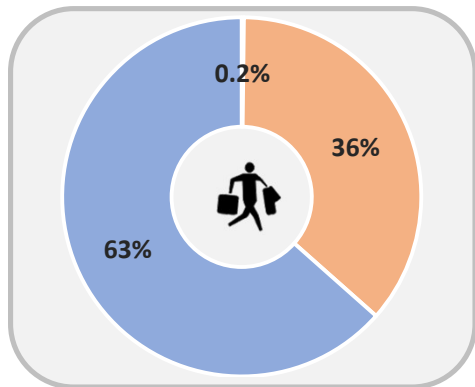


Icons sourced from www.easil.ly

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 1.4m (-16.0% YoY)  
Nights: 4.4m (+1.0% YoY)  
Expenditure: \$781.1m (+13.8% YoY)



Average spend  
\$179 per night  
\$549 per visitor



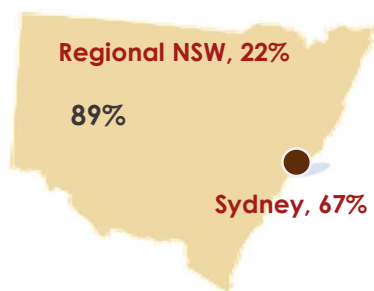
Average length of stay:  
3.1 nights



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

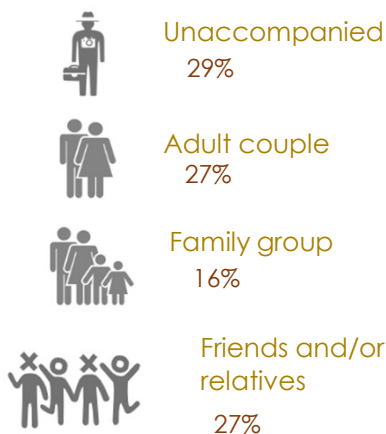
### Origin

89% of the visitors came from within New South Wales



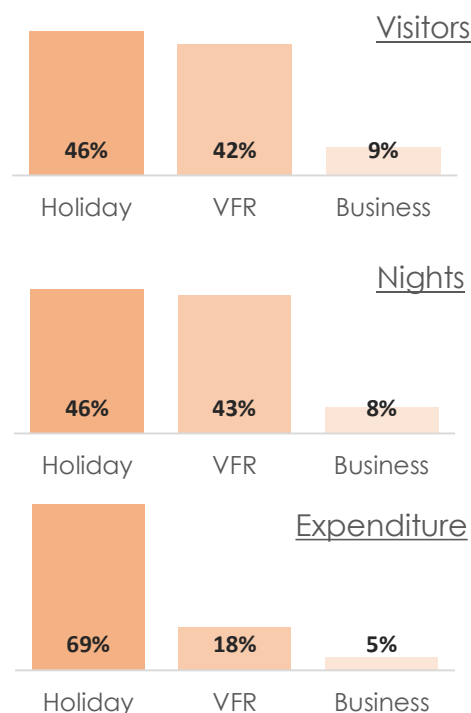
### Travel party

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, 86%  
Railway, n/p

### Gender



# Central Coast Visitor Profile

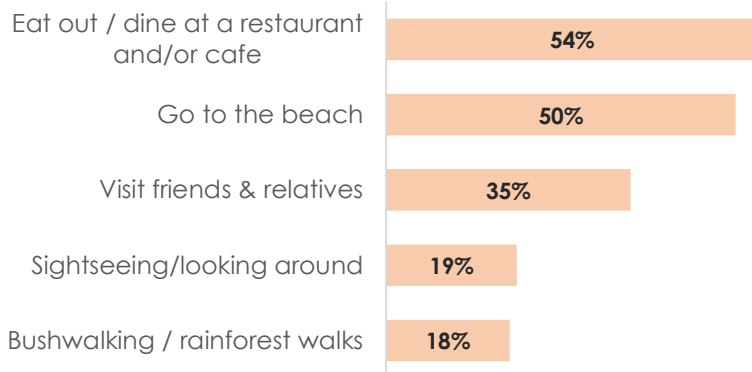
Year ended June 2022

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



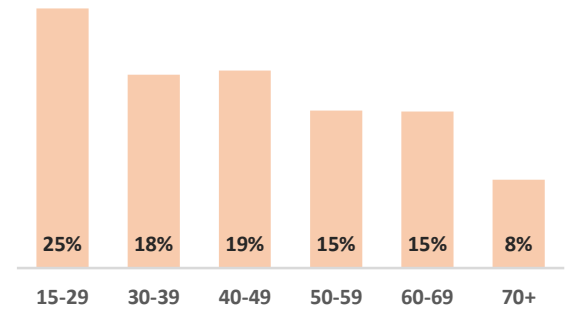
Icons sourced from www.easilly

## Top 5 activities

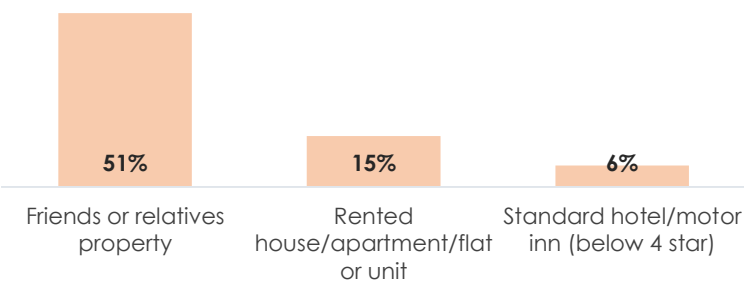


## Age

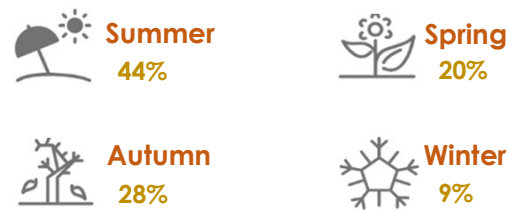
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 2.5m (-27.0% YoY)  
Expenditure: \$235.4m (-18.3% YoY)



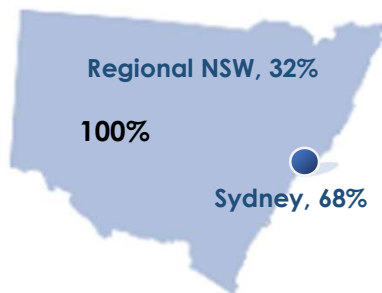
Average spend \$95 per visitor



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

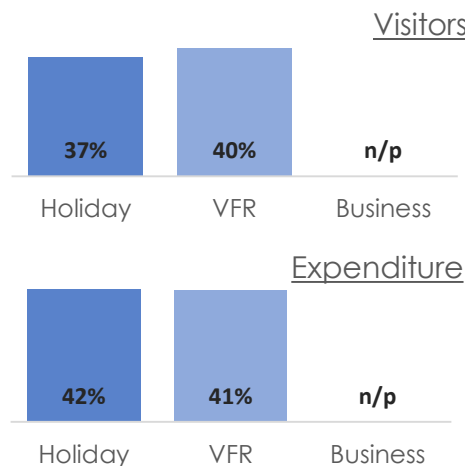
## Origin

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



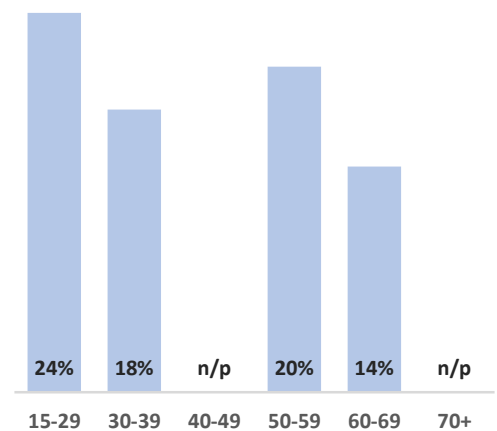
## Purpose of visit

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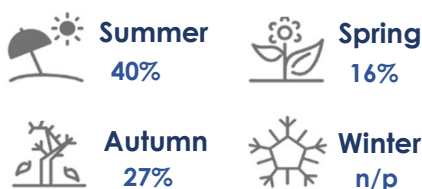


## Age

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



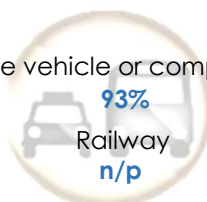
## Travel season\*



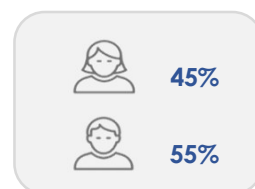
\*by month returned from the trip

## Transport

Private vehicle or company car



## Gender



**INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE**