

Central Coast Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



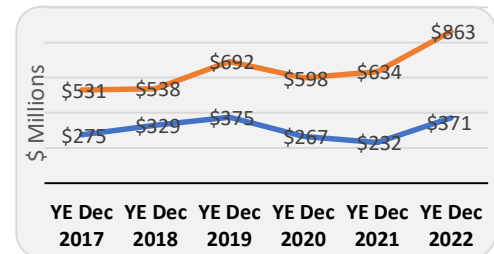
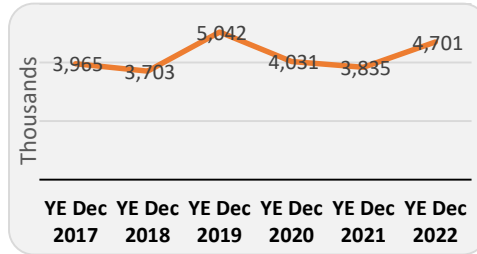
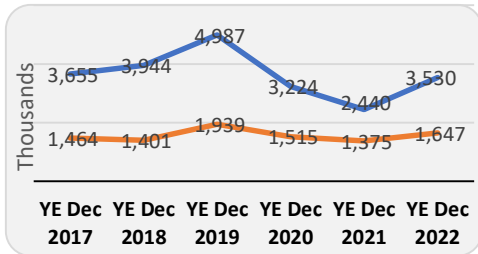
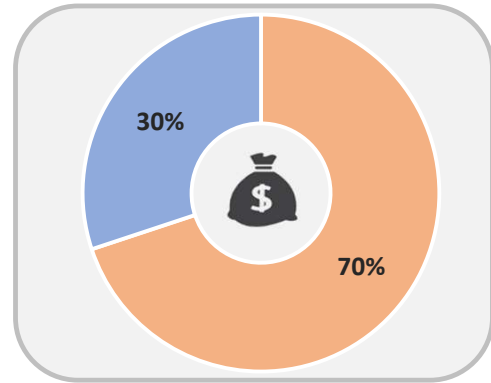
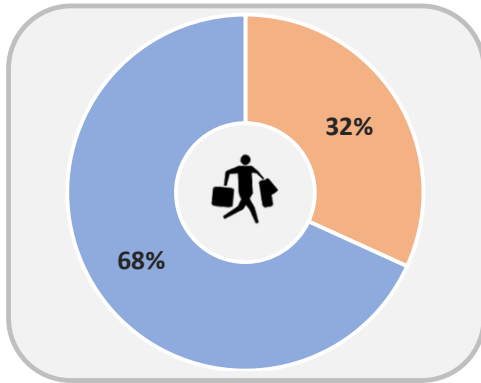
Icons sourced from www.easilly.com

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic overnight travel (orange) Domestic daytrip travel (blue)



Domestic overnight travel

Visitors: 1.6m (+19.8% YoY)
Nights: 4.7m (+22.6% YoY)
Expenditure: \$863.1m (+36.2% YoY)



Average spend
\$184 per night
\$524 per visitor



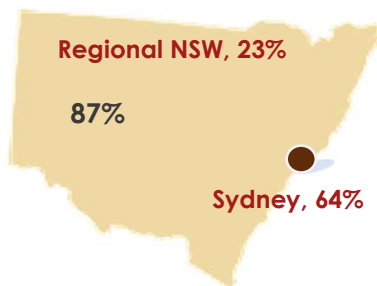
Average length of stay:
2.9 nights



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

Origin

87% of the visitors came from within New South Wales



Travel party

29% of the visitors were travelling alone



Unaccompanied
29%



Adult couple
28%



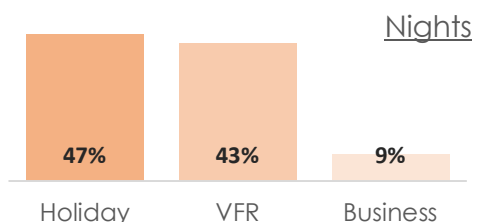
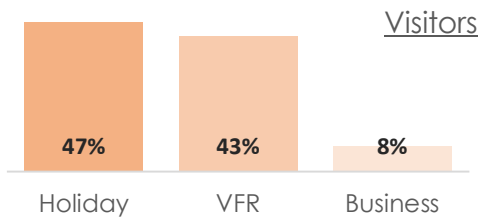
Family group
20%



Friends and/or relatives
22%

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

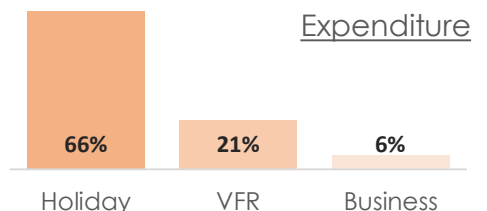


54%



46%

Expenditure



Central Coast Visitor Profile

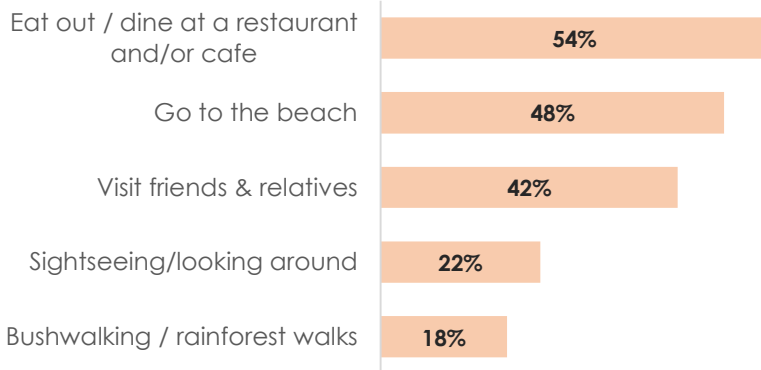
Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



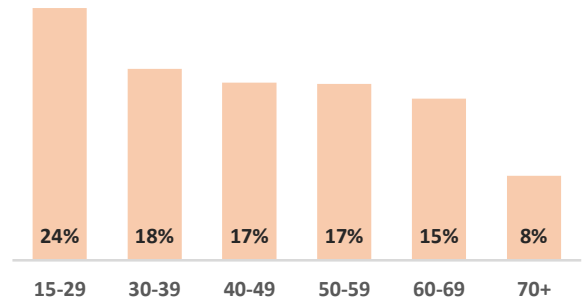
Icons sourced from www.easil.ly

Top 5 activities

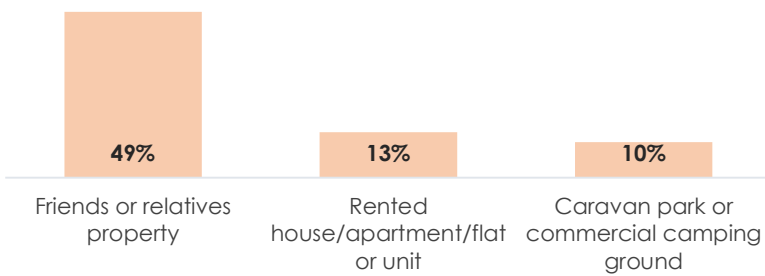


Age

'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: 3.5m (+44.7% YoY)
Expenditure: \$371.4m (+60.3% YoY)



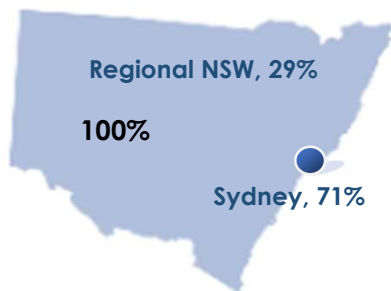
Average spend \$105 per visitor



#4 for visitors
#6 for expenditure
In Regional NSW

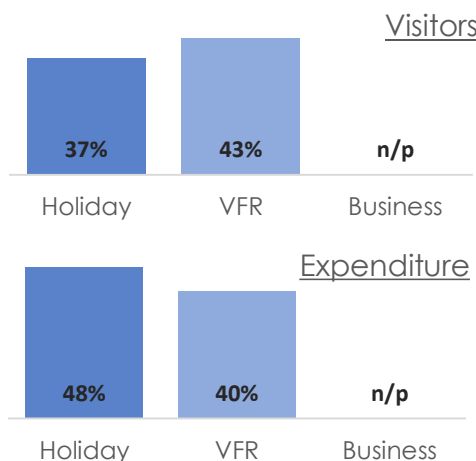
Origin

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



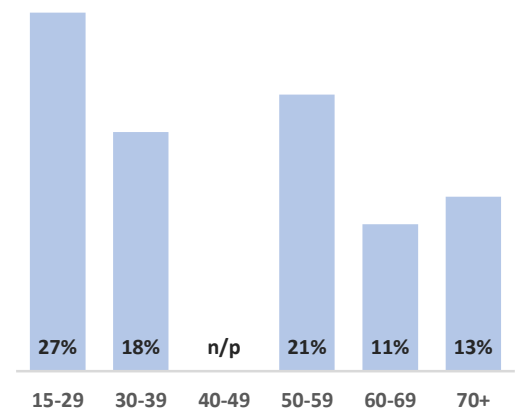
Purpose of visit

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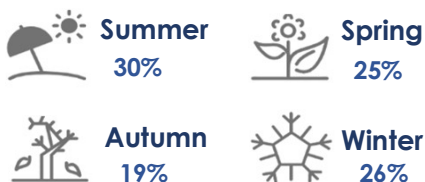


Age

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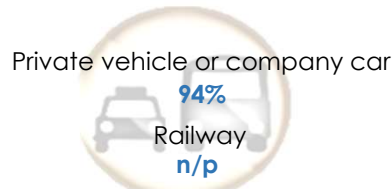


Travel season*



*by month returned from the trip

Transport



Gender

