

Travel to Central Coast Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors ('000)	4,618	4,586	4,608	4,835	5,042	5,711	6,819	4,403	3,988	5,690	42.7%
Nights ('000)	3,788	3,476	3,278	3,860	3,872	4,288	4,659	3,785	4,184	4,548	8.7%
Expenditure (\$ million)	\$856	\$742	\$799	\$785	\$792	\$952	\$1,051	\$816	\$969	\$1,338	38.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	1,359	1,242	1,244	1,363	1,411	1,618	1,749	1,529	1,426	1,659	16.4%
Nights (000)	3,788	3,476	3,278	3,860	3,872	4,288	4,659	3,785	4,184	4,548	8.7%
Average Length of Stay	2.8	2.8	2.6	2.8	2.7	2.7	2.7	2.5	2.9	2.7	-6.6%
Expenditure (\$ million)	\$610	\$479	\$490	\$527	\$509	\$627	\$648	\$586	\$733	\$855	16.6%
Spend per visitor per night (\$)	\$161	\$138	\$149	\$136	\$131	\$146	\$139	\$155	\$175	\$188	7.2%
Intrastate visitors (000)	1,199	1,065	1,077	1,207	1,219	1,432	1,530	1,416	1,266	1,443	14.0%
Interstate visitors (000)	160	177	167	156	192	185	219	113	159	216	35.4%
Intrastate nights (000)	3,234	2,749	2,679	3,164	3,195	3,441	3,767	3,298	3,378	3,592	6.4%
Interstate nights (000)	554	727	599	696	677	847	892	488	806	956	18.6%
Intrastate expenditure (\$ million)	\$539	\$399	\$438	\$459	\$425	\$539	\$551	\$541	\$650	\$731	12.4%
Interstate expenditure (\$ million)	\$71	\$80	\$52	\$68	\$84	\$88	\$97	\$45	\$83	\$124	49.0%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	633	594	557	603	615	721	775	688	670	798	19.1%
Visiting Friends & Relatives	614	558	576	622	615	724	749	651	598	740	23.8%
Business	n/p	n/p	77	104	124	112	154	93	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	80	98	n/p	n/p	-
Total	1,359	1,242	1,244	1,363	1,411	1,618	1,749	1,529	1,426	1,659	16.4%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	2,094	1,829	1,725	1,763	1,826	1,833	2,083	1,812	2,029	2,312	14.0%
Visiting Friends & Relatives	1,421	1,327	1,278	1,538	1,607	2,085	1,905	1,553	1,712	1,896	10.7%
Business	n/p	n/p	201	427	291	233	343	164	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	328	257	n/p	n/p	-
Total	3,788	3,476	3,278	3,860	3,872	4,288	4,659	3,785	4,184	4,548	8.7%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Regional NSW	363	321	316	321	436	430	472	357	288	371	28.7%
Sydney	835	743	761	886	782	1,002	1,059	1,059	978	1,072	9.6%
Total Intrastate	1,199	1,065	1,077	1,207	1,219	1,432	1,530	1,416	1,266	1,443	14.0%
Victoria	n/p	n/p	n/p	n/p	n/p	63	n/p	n/p	n/p	n/p	-
Queensland	n/p	73	n/p	n/p	n/p	n/p	89	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	160	177	167	156	192	185	219	113	159	216	35.4%
Grand Total	1,359	1,242	1,244	1,363	1,411	1,618	1,749	1,529	1,426	1,659	16.4%

Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	296	285	282	313	376	333	404	341	291	448	54.3%
30-39	264	164	196	226	238	309	299	255	271	277	2.5%
40-49	248	254	178	221	212	236	257	292	282	260	-7.9%
50-59	218	193	214	258	225	307	251	261	211	256	21.3%
60-69	212	206	232	219	221	273	314	254	231	268	16.0%
70+	121	141	142	126	139	158	225	125	140	150	6.7%
Total	1,359	1,242	1,244	1,363	1,411	1,618	1,749	1,529	1,426	1,659	16.4%

Travel to Central Coast Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Travelling alone	292	289	276	356	398	402	582	448	363	511	40.5%
Adult couple	383	355	399	424	405	493	461	436	374	461	23.1%
Family group - parents and children	347	312	267	260	272	294	350	283	274	312	13.7%
Friends or relatives travelling together with(out) children	298	268	249	301	298	395	327	326	395	349	-11.7%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	-
Total	1,359	1,242	1,244	1,363	1,411	1,618	1,749	1,529	1,426	1,659	16.4%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	829	705	692	752	888	921	985	792	768	887	15.6%
Go to the beach	646	605	576	586	598	756	845	749	725	800	10.4%
Visit friends & relatives	749	724	683	730	776	863	836	699	516	738	43.1%
Sightseeing/looking around	297	322	215	257	300	410	433	231	269	370	37.6%
Pubs, clubs, discos etc	316	234	236	275	300	280	345	210	244	323	32.1%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Friends or relatives property	1,716	1,611	1,545	1,857	1,903	2,301	2,248	1,923	2,014	2,185	8.5%
Caravan park or commercial camping ground	374	370	365	285	405	361	423	266	261	566	117.1%
Rented house/apartment/flat or unit	464	517	346	411	319	418	454	439	585	522	-10.7%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	1,211	1,036	1,065	1,191	1,211	1,437	1,498	1,422	1,244	1,474	18.5%
Railway	65	91	72	n/p	74	106	112	n/p	n/p	n/p	-
Aircraft	n/p	n/p	68	n/p	86	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	3,260	3,344	3,364	3,472	3,631	4,093	5,070	2,874	2,562	4,031	57.3%
Expenditure (\$ million)	\$247	\$263	\$309	\$258	\$283	\$325	\$402	\$229	\$236	\$483	104.5%
Spend per visitor (\$)	\$76	\$79	\$92	\$74	\$78	\$79	\$79	\$80	\$92	\$120	30.0%

Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	1,531	1,437	1,482	1,532	1,537	1,881	2,152	1,216	1,059	1,511	42.7%
Visiting Friends & Relatives	1,205	1,345	1,415	1,332	1,343	1,612	1,796	1,107	887	1,667	88.0%
Business	n/p	n/p	165	n/p	348	n/p	656	279	n/p	495	-
Other	241	422	303	399	403	297	466	273	370	n/p	-
Total	3,260	3,344	3,364	3,472	3,631	4,093	5,070	2,874	2,562	4,031	57.3%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Sydney	1,940	2,302	2,029	2,399	2,471	2,890	3,060	1,908	1,841	2,662	44.6%
Regional NSW	1,288	1,042	1,314	1,058	1,156	1,189	1,999	961	710	1,347	89.7%
Total Intrastate	3,228	3,344	3,342	3,457	3,627	4,079	5,060	2,870	2,551	4,009	57.2%
Total Interstate	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,260	3,344	3,364	3,472	3,631	4,093	5,070	2,874	2,562	4,031	57.3%

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Year ended March 2023

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Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	n/p	776	728	626	802	800	1,109	565	558	1,128	102.2%
30-39	508	482	403	613	467	691	849	547	373	714	91.3%
40-49	746	654	483	444	663	504	686	470	349	493	41.4%
50-59	534	568	693	694	631	672	811	453	606	725	19.6%
60-69	642	560	652	656	713	812	1,047	500	321	466	45.1%
70+	436	304	405	439	356	614	567	340	355	505	42.2%
Total	3,260	3,344	3,364	3,472	3,631	4,093	5,070	2,874	2,562	4,031	57.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	1,310	1,521	1,669	1,549	1,793	1,788	2,480	1,206	990	1,688	70.5%
Visit friends & relatives	1,402	1,680	1,457	1,406	1,496	1,721	1,918	1,067	778	1,513	94.3%
Go to the beach	671	785	472	698	881	973	1,161	634	497	982	97.3%
Go shopping for pleasure	433	488	497	517	366	581	492	n/p	n/p	582	-
Sightseeing/looking around	331	530	612	601	438	670	933	412	328	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	3,024	3,063	3,177	3,284	3,420	3,801	4,793	2,694	2,379	3,809	60.2%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable; '-' = not available

Central Coast includes: Gosford, Terrigal, The Entrance and Wyong.