

Sydney Visitor Profile

Year ended March 2022

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

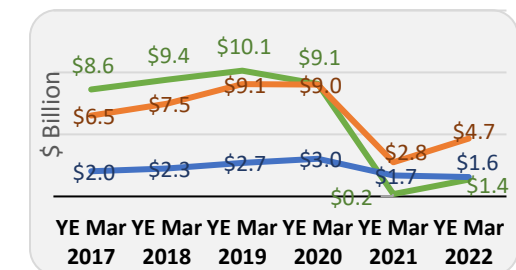
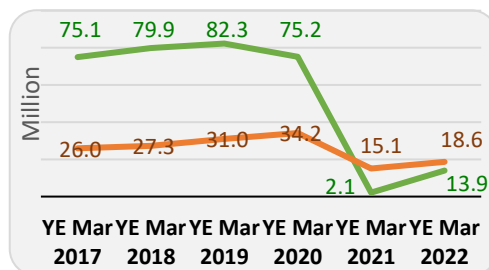
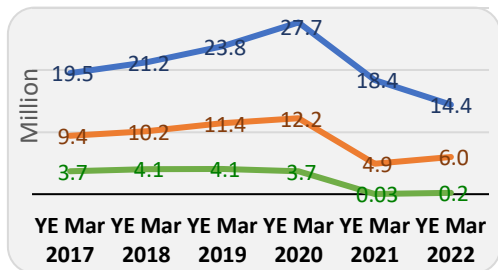
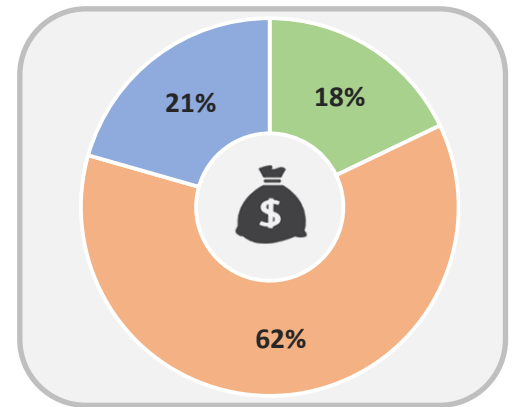
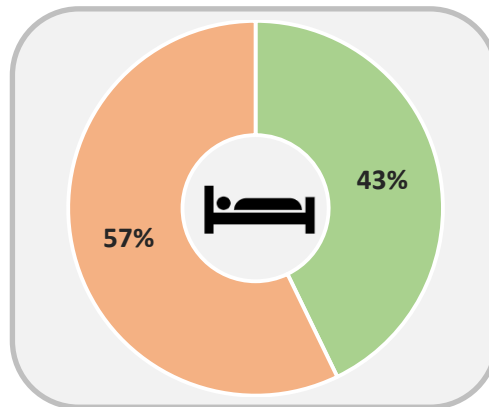
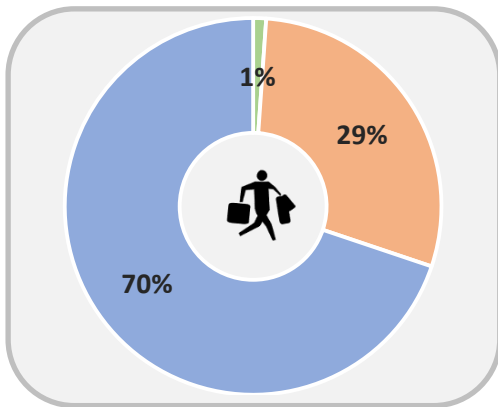


Icons sourced from www.easilly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

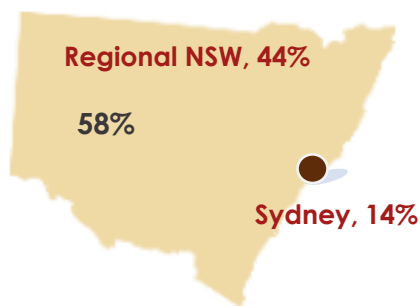
Visitors: 6.0m (+22.2% YoY)
Nights: 18.6m (+23.3% YoY)
Expenditure: \$4.7bn (+69.6% YoY)

Average spend
\$251 per night
\$779 per visitor

Average length of stay:
3.1 nights

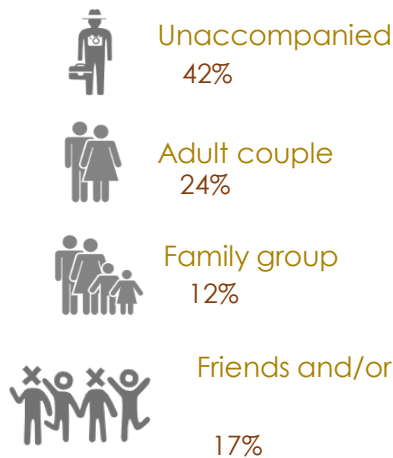
Origin

58% of the visitors came from within New South Wales



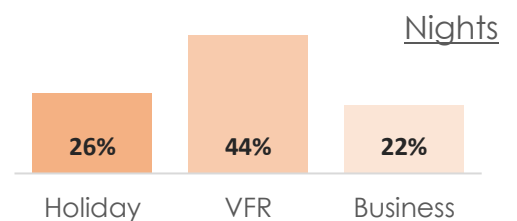
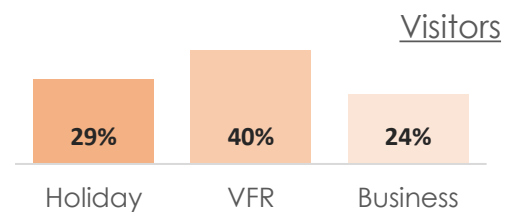
Travel party

42% of the visitors were travelling alone



Purpose of visit

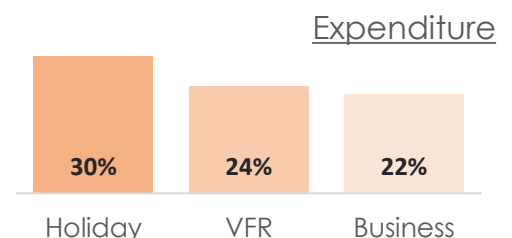
Note: Visitors may visit for more than one Purpose; VFR



Transport

Private vehicle or company car, 63%
Aircraft, 29%

Gender



Sydney Visitor Profile

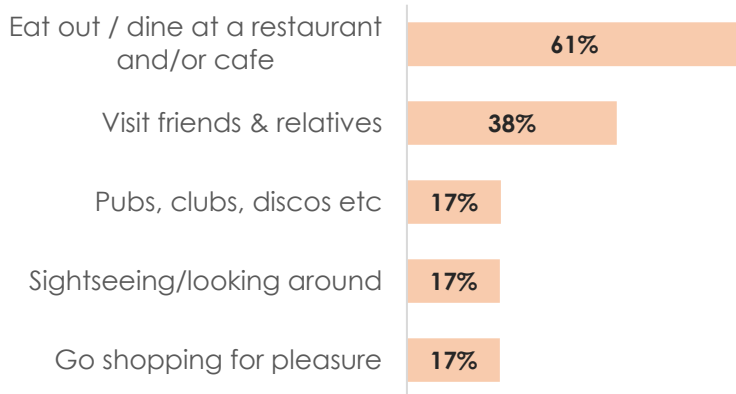
Year ended March 2022



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

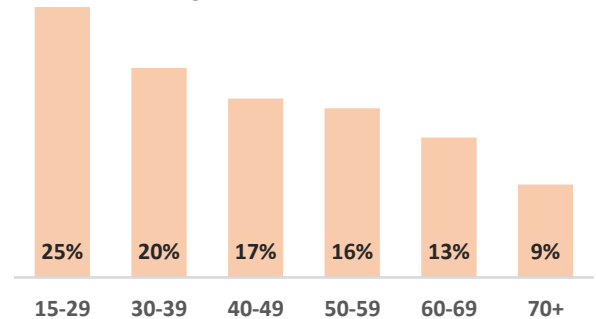
Icons sourced from www.easilly

Top 5 activities

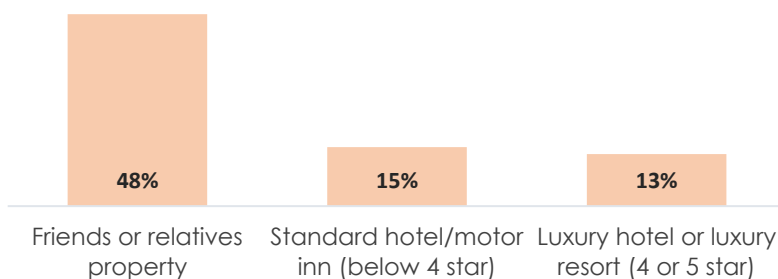


Age

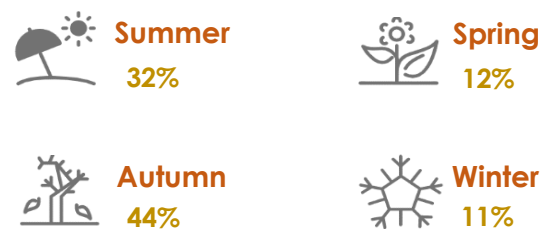
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

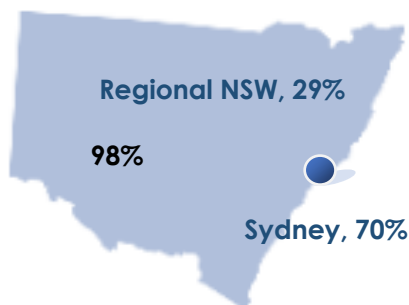
Visitors: 14.4m (-21.6% YoY)
Expenditure: \$1.6bn (-7.2% YoY)



Average spend
\$108 per visitor

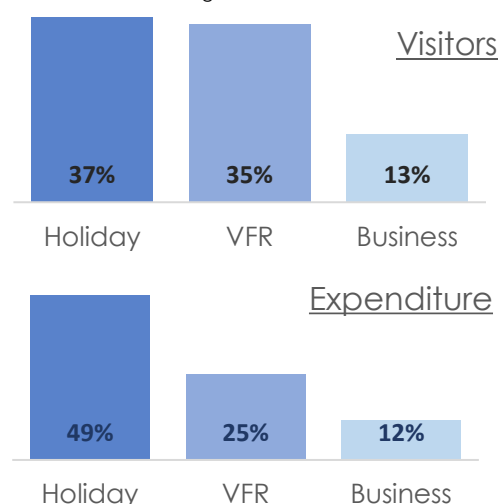
Origin

98% of the visitors to the region came from New South Wales



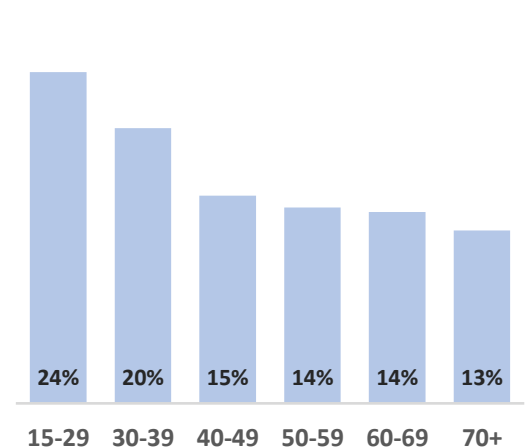
Purpose of visit

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

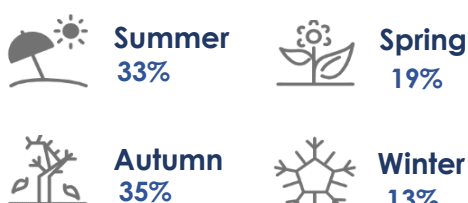


Age

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

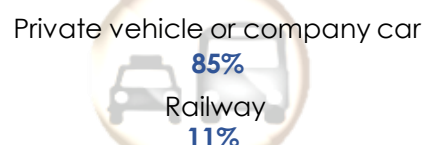


Travel season*

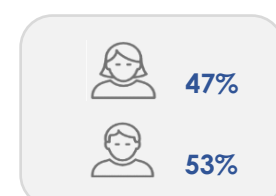


*by month returned from the trip

Transport



Gender



Sydney Visitor Profile

Year ended March 2022



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

Icons sourced from www.easil.ly

International travel

Visitors: 0.2m (+695.4% YoY)
Nights: 13.9m (+551.7% YoY)
Expenditure: \$1.4bn (+613.9% YoY)



Average spend
\$98 per night
\$5,915 per visitor



Average length of
stay:
60.7 nights

Further break down of International data is not possible due to small sample size for the year ended March 2022.