

# Sydney Visitor Profile

Year ended December 2023

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



International data is not available for the period YE December 2020 - YE December 2022.

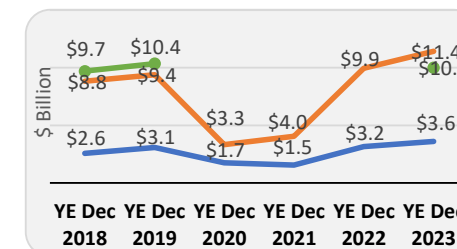
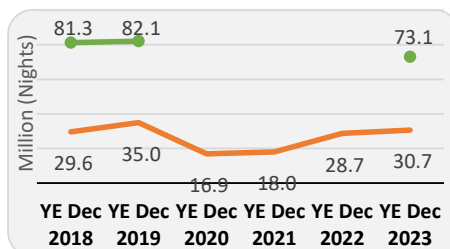
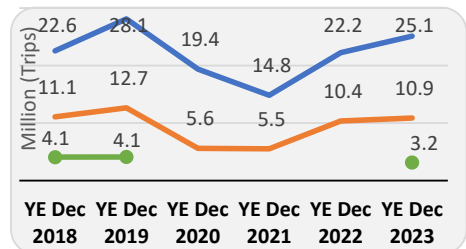
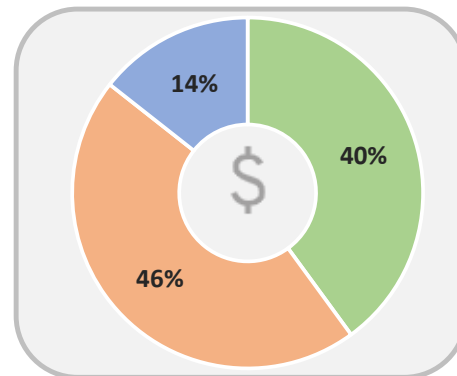
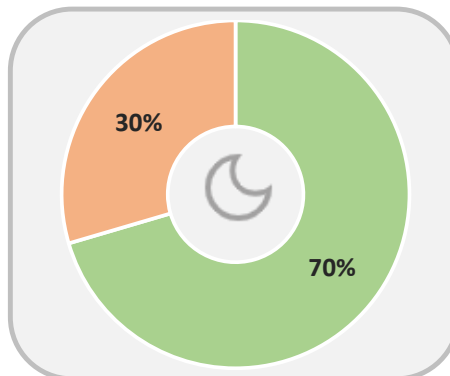
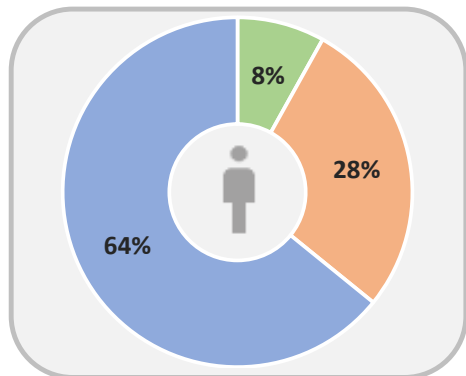
## TOTAL DOMESTIC & INTERNATIONAL

**Visitors**  
39.2m

**Nights**  
103.8m

**Expenditure**  
\$25.0bn

International Domestic Overnight Domestic Daytrip



## Domestic overnight travel

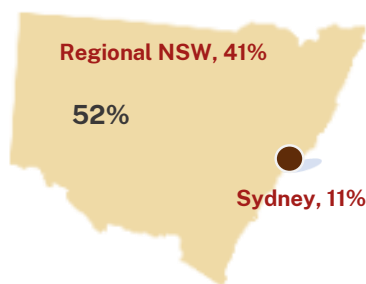
Visitors: 10.9m (+4.7% YoY)  
Nights: 30.7m (+6.8% YoY)  
Expenditure: \$11.4bn (+14.9% YoY)

**\$** Average spend  
\$373 per night  
\$1052 per visitor

**Calendar** Average length of stay:  
2.8 nights

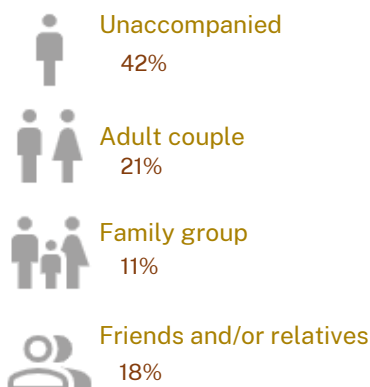
### Origin

52% of the visitors came from within New South Wales

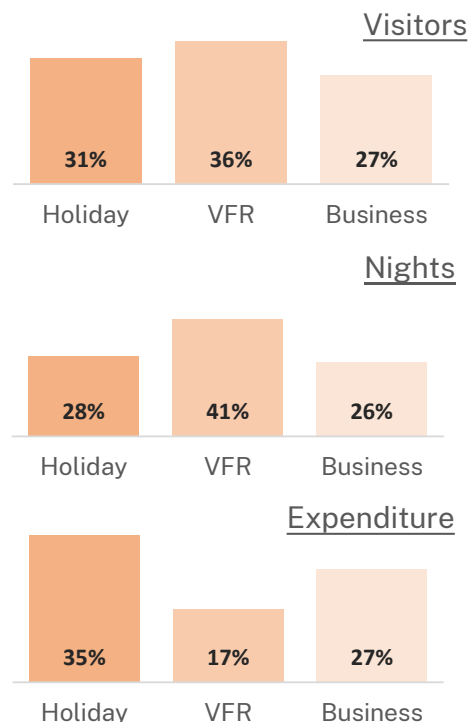


### Travel party

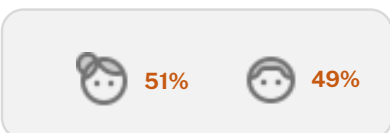
42% of the visitors were travelling alone



### Purpose of visit



### Gender



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

# Sydney Visitor Profile

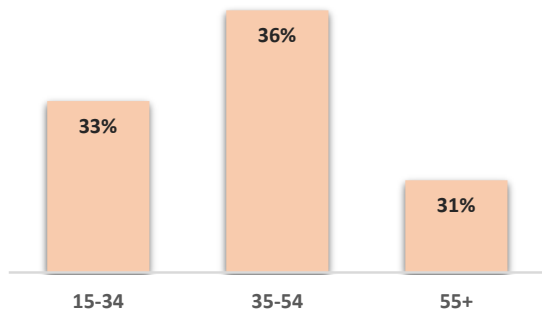
Year ended December 2023

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

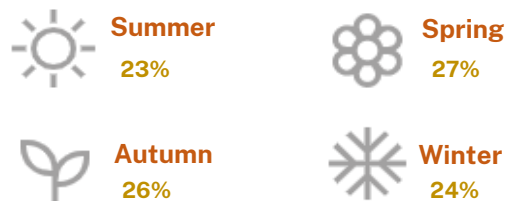


## Age

35-54 years' was the largest age group of the visitors to the region



## Travel season\*



\*by month returned from the trip

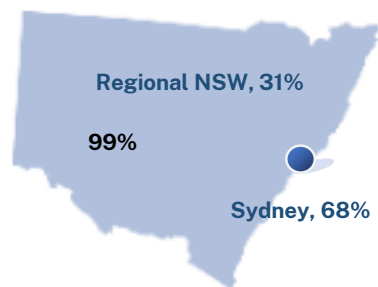
## Domestic daytrip travel

Visitors: 25.1m (+12.9% YoY)  
Expenditure: \$3.6bn (+14.1% YoY)

\$ Average spend  
\$143 per visitor

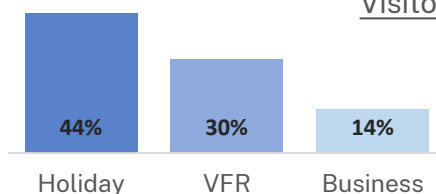
### Origin

99% of the visitors to the region came from New South Wales

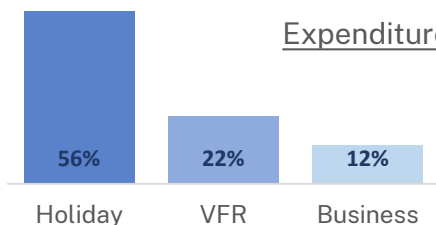


### Purpose of visit

#### Visitors



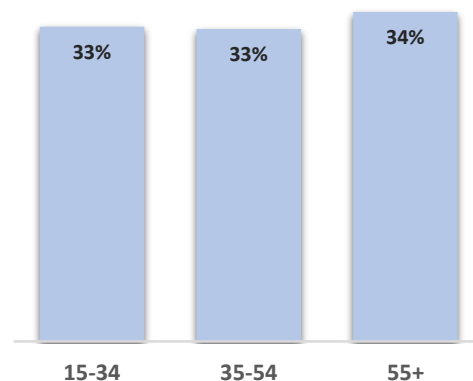
#### Expenditure



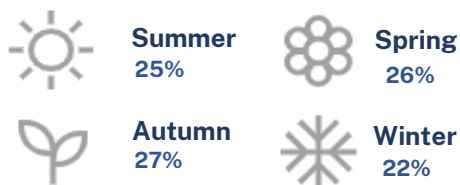
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

### Age

55+ years' was the largest age group of the visitors to the region

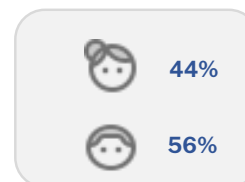


## Travel season\*



\*by month returned from the trip

## Gender

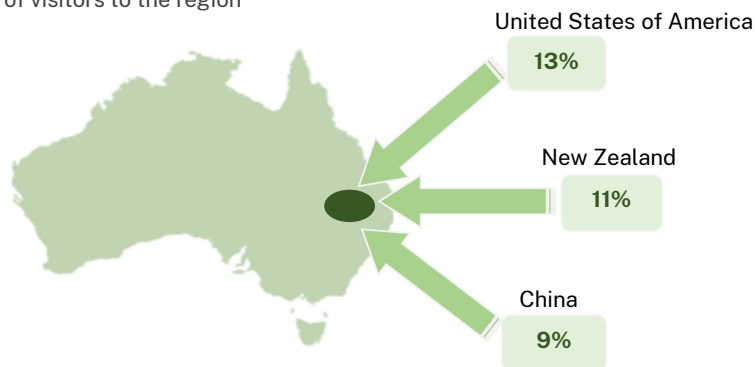


### International travel

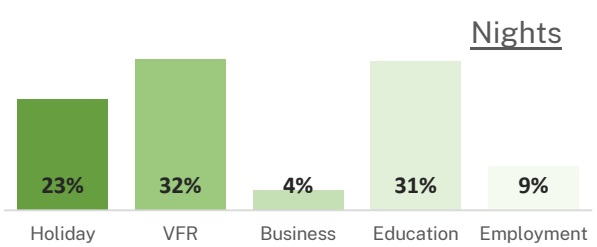
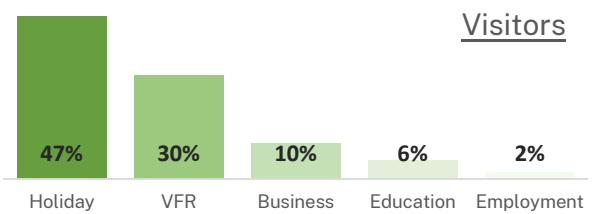
Visitors: 3.2m	<b>% of recovery on YE Dec 19</b> 77%	Average spend \$137 per night \$3,156 per visitor	Average length of stay: 23.1 nights
Nights: 73.1m	89%		
Expenditure: \$10.0bn	97%		

#### Top 3 origin markets

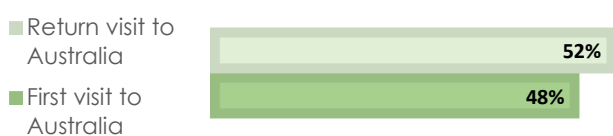
United States of America was the largest individual source market of visitors to the region



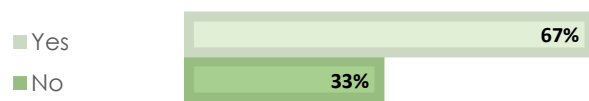
#### Purpose of visit



#### First vs return visitor

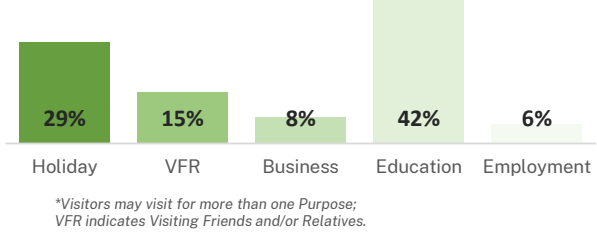


#### FIT visitor#



# free and independent traveller

#### Expenditure

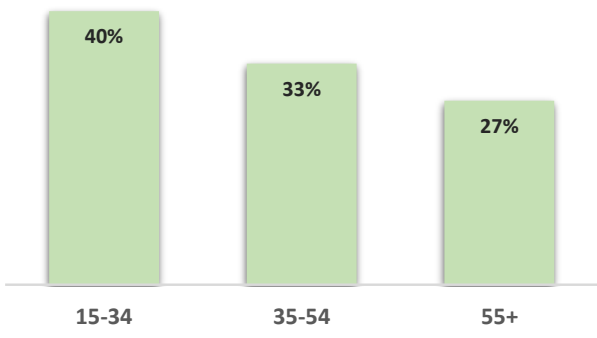


#### Travel party



#### Age

15-34 years' was the largest age group of the visitors to the region



#### Travel quarter

