

Sydney Visitor Profile

Year ending September 2024

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



Total Visitation to Sydney (Domestic & International)

VISITORS



37.2m

NIGHTS



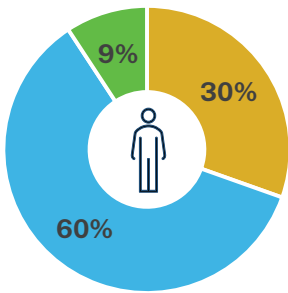
113.2m

EXPENDITURE

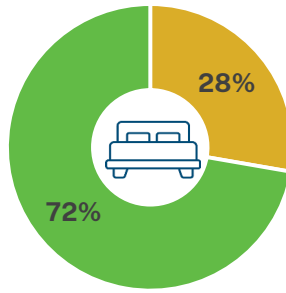


\$26.7b

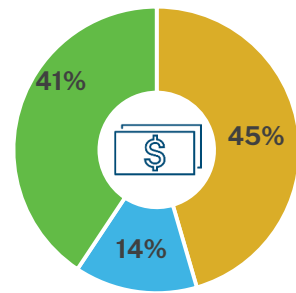
Share by visitor type



Share by visitor type

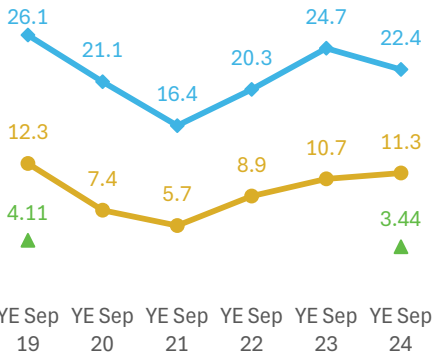


Share by visitor type

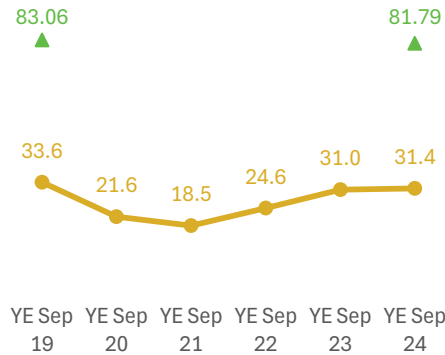


Domestic overnight Domestic day International

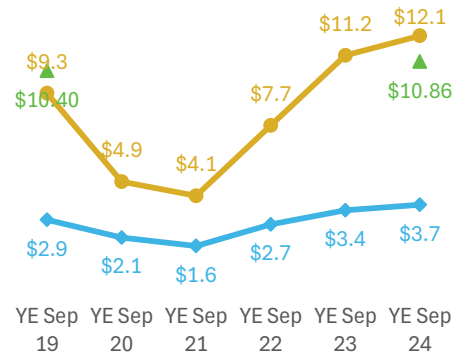
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



Sydney market share of Capital Cities in Australia

	Visitors	Nights	Expenditure
Domestic overnight	27% (1st)	24% (1st)	25% (2nd)
Domestic day	28% (1st)	-	29% (1st)
International	51% (1st)	36% (1st)	41% (1st)

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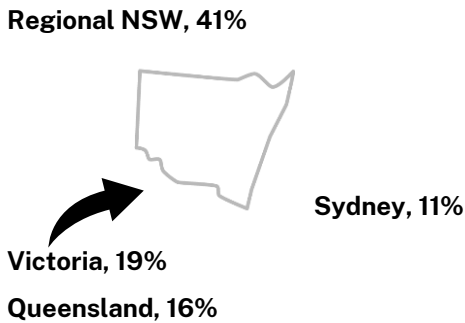
Domestic Overnight Travel

Visitors: 11.3m (+5.8% YOY)	Average spend	Average length of stay	Ranking among Capital Cities
Nights: 31.4m (+1.3% YOY)	\$387 per night	2.8 nights	1st for visitors
Expenditure: \$12.1b (+8.7% YOY)	\$1074 per visitor		1st for nights
			2nd for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	32%	Holiday	30%	Holiday	37%
VFR	35%	VFR	39%	VFR	17%
Business	28%	Business	24%	Business	24%

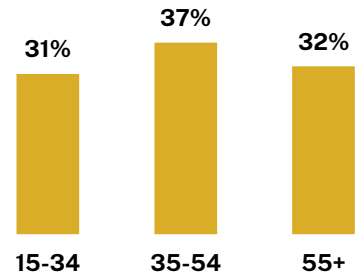
Visitor Origin



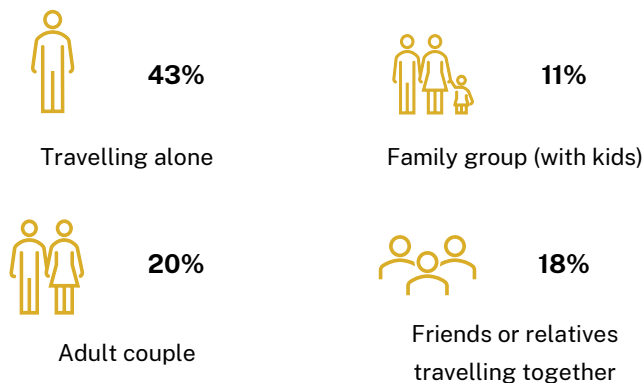
Gender



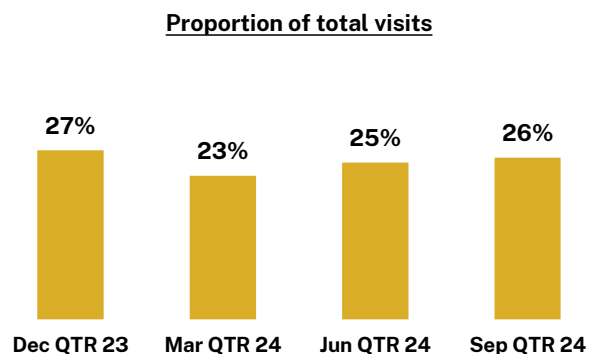
Age



Travel Party



Visitation by quarter



Sydney Visitor Profile

Year ending September 2024

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Domestic Daytrip Travel

Visitors: 22.4m (-9.2% YOY)

Expenditure: \$3.7b (+7.9% YOY)

Average spend



\$165 per visitor

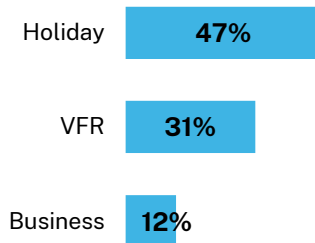
Ranking among Capitals



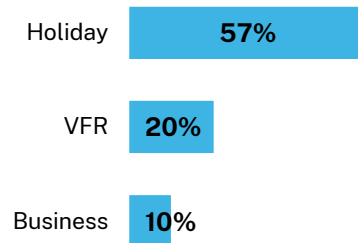
1st for visitors
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 36%



Sydney, 61%

Gender

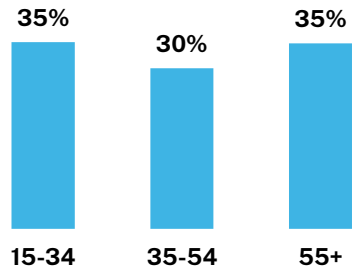


56%



44%

Age

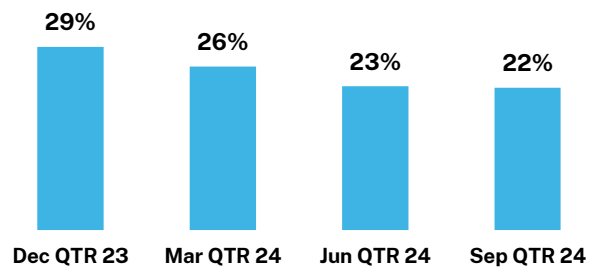


Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

Sydney Visitor Profile

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International Travel

Visitors: 3.4m (n/p YOY)

Nights: 81.8m (n/p YOY)

Expenditure: \$10.9b (n/p YOY)

Average spend



\$133 per night

\$3157 per visitor

Average length of stay



23.8 nights

Ranking among Capitals



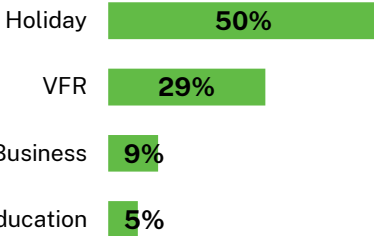
1st for visitors

1st for nights

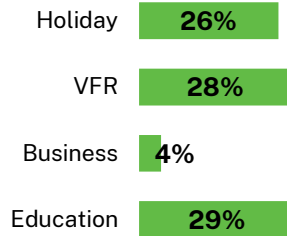
1st for expenditure

Purpose of visit - % share of total

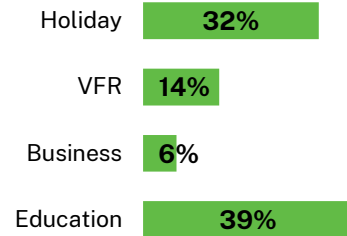
Visitors



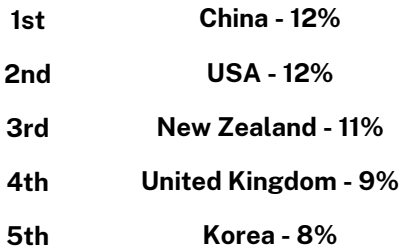
Nights



Expenditure



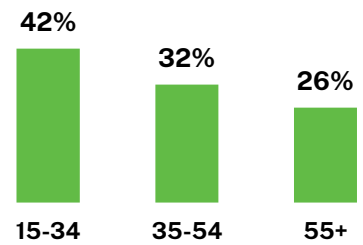
Visitor Origin (Top 5)



Gender



Age



First Visit to Australia

Return visit:
51%

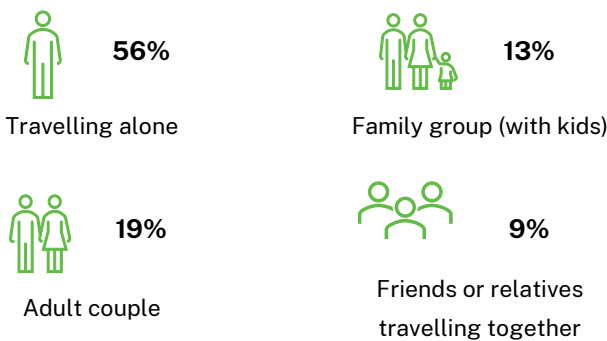


First visit:
49%

Free & Independent Visitor

67% of International visitors to Sydney were Free & Independent (FIT) Travellers

Travel Party



Visitation by quarter

