

Travel to Sydney Tourism Region

Year ended March 2023

Source: National Visitor Surveys, TRA.



OVERVIEW

| | 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 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------------------|
| DOMESTIC (overnight & daytrip) | | | | | | | | | | | |
| Visitors ('000) | 28,073 | 26,833 | 28,940 | 28,932 | 31,397 | 35,269 | 39,912 | 23,312 | 20,422 | 35,140 | 72.1% |
| Nights ('000) | 22,909 | 22,595 | 23,093 | 25,974 | 27,349 | 30,985 | 34,189 | 15,103 | 18,621 | 29,243 | 57.0% |
| Expenditure (\$ million) | \$8,298 | \$7,848 | \$8,608 | \$8,555 | \$9,750 | \$11,770 | \$12,076 | \$4,441 | \$6,238 | \$14,200 | 127.6% |

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) | 8,556 | 8,334 | 8,741 | 9,397 | 10,161 | 11,421 | 12,237 | 4,910 | 6,000 | 10,723 | 78.7% |
| Nights (000) | 22,909 | 22,595 | 23,093 | 25,974 | 27,349 | 30,985 | 34,189 | 15,103 | 18,621 | 29,243 | 57.0% |
| Average Length of Stay | 2.7 | 2.7 | 2.6 | 2.8 | 2.7 | 2.7 | 2.8 | 3.1 | 3.1 | 2.7 | -12.1% |
| Expenditure (\$ million) | \$6,144 | \$5,932 | \$6,384 | \$6,513 | \$7,485 | \$9,064 | \$9,036 | \$2,757 | \$4,675 | \$10,716 | 129.2% |
| Spend per visitor per night (\$) | \$268 | \$263 | \$276 | \$251 | \$274 | \$293 | \$264 | \$183 | \$251 | \$366 | 46.0% |
| Intrastate visitors (000) | 4,382 | 4,291 | 4,281 | 4,894 | 4,843 | 5,417 | 6,131 | 3,517 | 3,490 | 5,621 | 61.0% |
| Interstate visitors (000) | 4,173 | 4,043 | 4,460 | 4,503 | 5,318 | 6,004 | 6,107 | 1,394 | 2,510 | 5,103 | 103.3% |
| Intrastate nights (000) | 10,396 | 9,651 | 9,773 | 10,876 | 10,498 | 12,801 | 13,305 | 7,877 | 8,540 | 12,084 | 41.5% |
| Interstate nights (000) | 12,512 | 12,945 | 13,320 | 15,098 | 16,851 | 18,184 | 20,884 | 7,225 | 10,081 | 17,159 | 70.2% |
| Intrastate expenditure (\$ million) | \$2,897 | \$2,841 | \$2,682 | \$3,039 | \$3,367 | \$4,034 | \$3,986 | \$1,633 | \$2,563 | \$4,929 | 92.3% |
| Interstate expenditure (\$ million) | \$3,247 | \$3,091 | \$3,702 | \$3,473 | \$4,119 | \$5,030 | \$5,051 | \$1,124 | \$2,112 | \$5,786 | 174.0% |

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 | 2,430 | 2,164 | 2,301 | 2,411 | 2,565 | 2,966 | 2,993 | 956 | 1,759 | 3,332 | 89.4% |
| Visiting Friends & Relatives | 3,283 | 3,093 | 3,281 | 3,506 | 3,533 | 3,776 | 4,278 | 2,234 | 2,379 | 3,720 | 56.3% |
| Business | 2,291 | 2,451 | 2,677 | 2,767 | 3,440 | 3,892 | 4,154 | 1,263 | 1,455 | 2,961 | 103.5% |
| Other | 600 | 677 | 569 | 776 | 702 | 857 | 901 | 522 | 458 | 784 | 71.3% |
| Total | 8,556 | 8,334 | 8,741 | 9,397 | 10,161 | 11,421 | 12,237 | 4,910 | 6,000 | 10,723 | 78.7% |

| | 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 | 6,158 | 5,482 | 5,810 | 6,292 | 6,642 | 7,419 | 7,378 | 2,249 | 4,769 | 8,195 | 71.8% |
| Visiting Friends & Relatives | 9,617 | 9,249 | 9,210 | 9,962 | 10,664 | 11,983 | 12,413 | 6,676 | 8,241 | 11,243 | 36.4% |
| Business | 5,278 | 5,717 | 6,032 | 7,011 | 8,041 | 9,428 | 11,120 | 3,967 | 4,091 | 7,804 | 90.8% |
| Other | 1,856 | 2,147 | 2,042 | 2,709 | 2,001 | 2,155 | 3,278 | 2,211 | 1,521 | 2,002 | 31.7% |
| Total | 22,909 | 22,595 | 23,093 | 25,974 | 27,349 | 30,985 | 34,189 | 15,103 | 18,621 | 29,243 | 57.0% |

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 | 3,626 | 3,387 | 3,553 | 4,102 | 3,869 | 4,471 | 4,987 | 2,625 | 2,650 | 4,369 | 64.9% |
| Sydney | 757 | 904 | 728 | 792 | 974 | 946 | 1,144 | 891 | 840 | 1,251 | 48.9% |
| Total Intrastate | 4,382 | 4,291 | 4,281 | 4,894 | 4,843 | 5,417 | 6,131 | 3,517 | 3,490 | 5,621 | 61.0% |
| Victoria | 1,510 | 1,542 | 1,612 | 1,714 | 2,170 | 2,539 | 2,461 | 528 | 1,111 | 2,178 | 96.0% |
| Queensland | 1,227 | 1,151 | 1,317 | 1,412 | 1,563 | 1,661 | 1,823 | 362 | 692 | 1,438 | 107.8% |
| ACT | 590 | 512 | 604 | 547 | 683 | 784 | 761 | 303 | 402 | 728 | 81.2% |
| Other Interstate | 846 | 837 | 927 | 830 | 902 | 1,020 | 1,061 | 201 | 305 | 759 | 149.1% |
| Total Interstate | 4,173 | 4,043 | 4,460 | 4,503 | 5,318 | 6,004 | 6,107 | 1,394 | 2,510 | 5,103 | 103.3% |
| Grand Total | 8,556 | 8,334 | 8,741 | 9,397 | 10,161 | 11,421 | 12,237 | 4,910 | 6,000 | 10,723 | 78.7% |

Travel to Sydney Tourism Region

Year ended March 2023

Source: National Visitor Surveys, TRA.



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 | 1,944 | 2,142 | 1,902 | 2,075 | 2,258 | 2,662 | 2,663 | 1,206 | 1,529 | 2,678 | 75.2% | |
| 30-39 | 1,465 | 1,291 | 1,463 | 1,634 | 1,844 | 1,902 | 2,172 | 829 | 1,185 | 1,918 | 61.9% | |
| 40-49 | 1,675 | 1,741 | 1,723 | 1,783 | 2,081 | 2,121 | 2,357 | 678 | 1,012 | 1,823 | 80.2% | |
| 50-59 | 1,611 | 1,449 | 1,744 | 1,719 | 1,816 | 2,035 | 2,249 | 887 | 957 | 1,828 | 91.0% | |
| 60-69 | 1,302 | 1,172 | 1,222 | 1,325 | 1,371 | 1,626 | 1,694 | 797 | 792 | 1,545 | 95.1% | |
| 70+ | 559 | 537 | 688 | 861 | 790 | 1,074 | 1,102 | 514 | 526 | 932 | 77.1% | |
| Total | 8,556 | 8,334 | 8,741 | 9,397 | 10,161 | 11,421 | 12,237 | 4,910 | 6,000 | 10,723 | 78.7% | |

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 | 3,190 | 3,289 | 3,574 | 4,025 | 4,443 | 5,187 | 5,706 | 2,476 | 2,527 | 4,165 | 64.8% | |
| Adult couple | 2,035 | 1,909 | 1,938 | 2,185 | 2,121 | 2,342 | 2,564 | 1,168 | 1,412 | 2,587 | 83.2% | |
| Family group - parents and children | 1,324 | 1,116 | 1,153 | 1,202 | 1,194 | 1,348 | 1,285 | 416 | 712 | 1,209 | 69.8% | |
| Friends or relatives travelling together with(out) children | 1,376 | 1,341 | 1,375 | 1,355 | 1,568 | 1,636 | 1,635 | 707 | 1,016 | 1,949 | 91.9% | |
| Business associates travelling together with(out) spouse | 513 | 557 | 612 | 541 | 739 | 788 | 953 | 118 | 311 | 745 | 139.2% | |
| Other | 117 | 121 | 88 | n/p | n/p | 120 | 95 | n/p | n/p | n/p | - | |
| Total | 8,556 | 8,334 | 8,741 | 9,397 | 10,161 | 11,421 | 12,237 | 4,910 | 6,000 | 10,723 | 78.7% | |

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 | 5,707 | 5,340 | 5,998 | 6,271 | 7,076 | 8,156 | 8,226 | 2,526 | 3,652 | 7,091 | 94.2% | |
| Visit friends & relatives | 4,412 | 4,364 | 4,292 | 4,636 | 4,805 | 5,380 | 5,644 | 2,332 | 2,293 | 3,954 | 72.4% | |
| Pubs, clubs, discos etc | 1,493 | 1,728 | 1,818 | 2,025 | 1,980 | 2,320 | 2,383 | 624 | 1,027 | 2,420 | 135.6% | |
| Sightseeing/looking around | 1,811 | 1,755 | 1,729 | 1,846 | 2,177 | 2,493 | 2,575 | 766 | 1,016 | 2,205 | 117.2% | |
| Go shopping for pleasure | 2,408 | 1,950 | 2,042 | 2,083 | 2,107 | 2,375 | 2,361 | 746 | 1,015 | 2,192 | 116.1% | |

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 | 11,490 | 10,842 | 10,694 | 12,123 | 12,647 | 14,535 | 15,276 | 8,504 | 8,968 | 11,898 | 32.7% | |
| Standard hotel/motor inn (below 4 star) | 3,935 | 4,336 | 4,038 | 3,639 | 3,838 | 5,070 | 4,693 | 1,322 | 2,756 | 6,450 | 134.1% | |
| Luxury hotel or luxury resort (4 or 5 star) | 3,482 | 3,346 | 4,133 | 3,895 | 4,943 | 5,116 | 5,359 | 1,715 | 2,432 | 4,231 | 74.0% | |

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 | 4,245 | 4,174 | 4,172 | 4,708 | 4,873 | 5,482 | 5,992 | 3,706 | 3,762 | 5,690 | 51.2% | |
| Aircraft | 3,473 | 3,310 | 3,599 | 3,711 | 4,319 | 4,868 | 4,914 | 728 | 1,716 | 3,852 | 124.5% | |
| Railway | 618 | 650 | 777 | 805 | 780 | 900 | 1,028 | 391 | 455 | 917 | 101.8% | |

Travel to Sydney Tourism Region

Year ended March 2023

Source: National Visitor Surveys, TRA.



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) | 19,517 | 18,499 | 20,199 | 19,535 | 21,236 | 23,848 | 27,675 | 18,401 | 14,422 | 24,416 | 69.3% |
| Expenditure (\$ million) | \$2,154 | \$1,916 | \$2,223 | \$2,042 | \$2,264 | \$2,707 | \$3,039 | \$1,685 | \$1,563 | \$3,485 | 122.9% |
| Spend per visitor (\$) | \$110 | \$104 | \$110 | \$105 | \$107 | \$114 | \$110 | \$92 | \$108 | \$143 | 31.7% |

Main Purpose of Trip

| | 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) | | | | | | | | | | |
| Holiday | 8,792 | 7,939 | 9,291 | 8,299 | 9,571 | 10,196 | 11,598 | 6,884 | 5,312 | 11,259 | 112.0% |
| Visiting Friends & Relatives | 6,040 | 5,794 | 6,002 | 6,175 | 6,669 | 7,493 | 8,378 | 6,281 | 5,106 | 6,981 | 36.7% |
| Business | 2,304 | 2,288 | 2,397 | 2,485 | 2,452 | 3,158 | 4,416 | 2,905 | 1,947 | 3,560 | 82.9% |
| Other | 2,382 | 2,478 | 2,508 | 2,576 | 2,543 | 3,000 | 3,283 | 2,331 | 2,057 | 2,616 | 27.1% |
| Total | 19,517 | 18,499 | 20,199 | 19,535 | 21,236 | 23,848 | 27,675 | 18,401 | 14,422 | 24,416 | 69.3% |

Origin

| | 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) | | | | | | | | | | |
| Sydney | 11,528 | 11,416 | 12,492 | 11,822 | 12,910 | 15,080 | 18,355 | 13,561 | 10,062 | 16,846 | 67.4% |
| Regional NSW | 7,372 | 6,316 | 6,995 | 6,929 | 7,618 | 7,914 | 8,599 | 4,715 | 4,135 | 7,125 | 72.3% |
| Total Intrastate | 18,901 | 17,732 | 19,487 | 18,752 | 20,528 | 22,994 | 26,954 | 18,276 | 14,198 | 23,971 | 68.8% |
| Total Interstate | 617 | 767 | 712 | 784 | 707 | 854 | 721 | n/p | n/p | 445 | - |
| Total | 19,517 | 18,499 | 20,199 | 19,535 | 21,236 | 23,848 | 27,675 | 18,401 | 14,422 | 24,416 | 69.3% |

Age

| | 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) | | | | | | | | | | |
| 15-29 | 4,840 | 4,717 | 4,936 | 5,062 | 4,923 | 6,065 | 6,576 | 4,908 | 3,477 | 6,368 | 83.1% |
| 30-39 | 3,360 | 3,056 | 3,354 | 3,185 | 3,342 | 3,394 | 4,710 | 3,409 | 2,886 | 3,805 | 31.8% |
| 40-49 | 3,199 | 2,873 | 3,162 | 2,980 | 3,538 | 3,661 | 4,405 | 2,391 | 2,180 | 3,868 | 77.4% |
| 50-59 | 3,111 | 3,099 | 3,235 | 3,126 | 3,400 | 3,456 | 4,147 | 2,855 | 2,056 | 3,751 | 82.4% |
| 60-69 | 3,074 | 2,906 | 3,426 | 2,855 | 3,395 | 4,094 | 4,712 | 2,757 | 2,009 | 3,512 | 74.8% |
| 70+ | 1,933 | 1,849 | 2,085 | 2,327 | 2,637 | 3,178 | 3,125 | 2,080 | 1,813 | 3,112 | 71.7% |
| Total | 19,517 | 18,499 | 20,199 | 19,535 | 21,236 | 23,848 | 27,675 | 18,401 | 14,422 | 24,416 | 69.3% |

Top 5 activities (sorted by the latest year)

| | 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) | | | | | | | | | | |
| Eat out / dine at a restaurant and/or cafe | 8,456 | 8,339 | 9,751 | 9,766 | 10,675 | 12,575 | 14,291 | 6,880 | 5,611 | 10,913 | 94.5% |
| Visit friends & relatives | 7,453 | 6,918 | 7,377 | 7,227 | 7,853 | 8,860 | 9,384 | 6,306 | 4,382 | 6,667 | 52.2% |
| Go shopping for pleasure | 3,997 | 3,227 | 3,191 | 3,256 | 3,403 | 3,840 | 4,576 | 2,230 | 2,091 | 4,008 | 91.6% |
| Sightseeing/looking around | 2,788 | 2,334 | 2,757 | 2,463 | 3,099 | 3,538 | 4,332 | 2,167 | 1,408 | 2,942 | 108.9% |
| Go to the beach | 1,754 | 1,667 | 1,890 | 1,444 | 2,125 | 1,865 | 2,229 | 1,709 | 1,053 | 2,540 | 141.2% |

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

| | 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) | | | | | | | | | | |
| Private vehicle or company car | 15,667 | 14,588 | 15,780 | 15,362 | 16,518 | 18,634 | 21,535 | 16,294 | 12,291 | 19,402 | 57.9% |
| Railway | 2,569 | 2,596 | 2,875 | 2,965 | 3,255 | 3,568 | 4,500 | 1,527 | 1,582 | 3,334 | 110.8% |
| Bus/Coach | 502 | 499 | 818 | 555 | 729 | 777 | 639 | n/p | n/p | 672 | - |

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

Sydney Tourism Region (bordering towns): Campbelltown, Palm Beach, Penrith, Picton, Richmond, Sutherland and Wisemans Ferry.