

Travel to Sydney Tourism Region

Year ended December 2023



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	29,786	31,154	33,189	34,724	37,762	44,875	n/p	n/p	n/p	39,153	-
Nights ('000)	86,075	94,609	98,548	106,518	110,858	117,099	n/p	n/p	n/p	103,781	-
Expenditure (\$ million)	\$14,077	\$15,621	\$17,104	\$18,867	\$21,102	\$22,814	n/p	n/p	n/p	\$25,037	-
OVERNIGHT (international & domestic)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	11,308	11,895	12,808	14,095	15,193	16,761	n/p	n/p	n/p	14,037	-
Nights ('000)	86,075	94,609	98,548	106,518	110,858	117,099	n/p	n/p	n/p	103,781	-
Expenditure (\$ million)	\$12,116	\$13,536	\$14,932	\$16,643	\$18,537	\$19,745	n/p	n/p	n/p	\$21,436	-
DOMESTIC (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	26,723	27,923	29,537	30,759	33,671	40,769	25,022	20,364	32,624	35,984	10.3%
Nights ('000)	22,281	23,404	24,865	27,244	29,574	34,988	16,886	18,027	28,707	30,664	6.8%
Expenditure (\$ million)	\$7,815	\$8,281	\$8,661	\$9,613	\$11,394	\$12,461	\$5,063	\$5,595	\$13,103	\$15,029	14.7%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	8,245	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	4.7%
Nights (000)	22,281	23,404	24,865	27,244	29,574	34,988	16,886	18,027	28,707	30,664	6.8%
Average Length of Stay	2.7	2.7	2.7	2.7	2.7	2.8	3.0	3.3	2.8	2.8	2.0%
Expenditure (\$ million)	\$5,853	\$6,197	\$6,489	\$7,388	\$8,829	\$9,392	\$3,323	\$4,047	\$9,947	\$11,427	14.9%
Spend per visitor per night (\$)	\$263	\$265	\$261	\$271	\$299	\$268	\$197	\$225	\$346	\$373	7.6%
Intrastate visitors (000)	4,157	4,388	4,623	4,975	5,228	6,290	3,683	3,386	5,443	5,648	3.8%
Interstate visitors (000)	4,088	4,276	4,533	5,155	5,875	6,365	1,939	2,146	4,934	5,219	5.8%
Intrastate nights (000)	9,404	10,065	10,403	10,799	11,567	14,271	8,433	8,281	11,715	12,651	8.0%
Interstate nights (000)	12,877	13,339	14,462	16,446	18,006	20,717	8,453	9,746	16,991	18,013	6.0%
Intrastate expenditure (\$ million)	\$2,714	\$2,826	\$2,925	\$3,344	\$3,907	\$4,147	\$1,805	\$2,142	\$4,691	\$5,290	12.8%
Interstate expenditure (\$ million)	\$3,139	\$3,371	\$3,564	\$4,044	\$4,923	\$5,245	\$1,518	\$1,905	\$5,256	\$6,138	16.8%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	2,201	2,251	2,400	2,485	3,014	3,035	1,223	1,474	3,059	3,409	11.4%
Visiting Friends & Relatives	3,077	3,256	3,455	3,577	3,595	4,475	2,343	2,282	3,753	3,882	3.5%
Business	2,393	2,582	2,684	3,363	3,885	4,243	1,588	1,350	2,831	2,953	4.3%
Other	625	644	690	778	688	992	511	491	793	747	-5.8%
Total	8,245	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	4.7%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	5,513	5,796	6,030	6,818	7,486	7,362	3,096	3,792	7,724	8,504	10.1%
Visiting Friends & Relatives	9,192	9,411	9,830	10,280	10,869	13,635	6,642	8,198	11,302	12,460	10.2%
Business	5,642	5,969	6,521	7,787	9,531	11,023	4,627	4,262	7,663	7,900	3.1%
Other	1,935	2,227	2,484	2,359	1,688	2,968	2,522	1,775	2,018	1,800	-10.8%
Total	22,281	23,404	24,865	27,244	29,574	34,988	16,886	18,027	28,707	30,664	6.8%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Sydney Tourism Region

Year ended December 2023



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	781	776	792	983	915	1,199	850	849	1,158	1,148	-0.9%
Regional NSW	3,376	3,612	3,830	3,992	4,313	5,091	2,834	2,537	4,285	4,500	5.0%
Total Intrastate	4,157	4,388	4,623	4,975	5,228	6,290	3,683	3,386	5,443	5,648	3.8%
Victoria	1,530	1,575	1,650	2,136	2,444	2,594	801	840	2,126	2,124	-0.1%
Queensland	1,216	1,224	1,433	1,481	1,703	1,842	486	637	1,392	1,606	15.4%
ACT	502	581	580	653	756	775	372	363	699	790	13.0%
Other Interstate	840	896	870	885	972	1,154	281	306	718	699	-2.6%
Total Interstate	4,088	4,276	4,533	5,155	5,875	6,365	1,939	2,146	4,934	5,219	5.8%
Grand Total	8,245	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	4.7%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	2,731	2,830	2,782	3,222	3,498	3,915	1,831	1,960	3,693	3,610	-2.3%
35-54	3,150	3,223	3,569	3,908	4,224	4,726	1,831	1,790	3,700	3,910	5.7%
55+	2,364	2,611	2,805	3,000	3,380	4,015	1,960	1,782	2,984	3,347	12.2%
Total	8,245	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	4.7%

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	3,149	3,630	3,742	4,474	4,998	5,865	2,757	2,438	4,125	4,587	11.2%
Adult couple	1,995	1,909	2,101	2,210	2,227	2,675	1,254	1,309	2,552	2,314	-9.3%
Family group - parents and children	1,128	1,088	1,246	1,161	1,419	1,280	564	605	1,094	1,218	11.4%
Friends/relatives travelling together	1,342	1,347	1,382	1,506	1,609	1,713	804	930	1,811	2,007	10.8%
Other travel party	630	691	685	780	849	1,122	244	250	795	742	-6.6%
Total	8,245	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	4.7%

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	3,063	3,231	3,653	3,965	4,091	4,106	n/p	n/p	n/p	3,169	-
Nights (000)	63,794	71,206	73,683	79,274	81,284	82,111	n/p	n/p	n/p	73,117	-
Average Length of Stay	20.8	22.0	20.2	20.0	19.9	20.0	-	-	-	23.1	-
Expenditure (\$ million)	\$6,263	\$7,340	\$8,443	\$9,255	\$9,708	\$10,352	n/p	n/p	n/p	\$10,008	-
Spend per visitor per night (\$)	\$98	\$103	\$115	\$117	\$119	\$126	-	-	-	\$137	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United States of America	313	339	396	440	467	497	n/p	n/p	n/p	404	-
New Zealand	360	369	386	379	375	384	n/p	n/p	n/p	344	-
China	475	566	675	770	755	748	n/p	n/p	n/p	283	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	1,309	1,390	1,527	1,553	1,593	1,573	n/p	n/p	n/p	1,277	-
35-54	1,005	1,043	1,194	1,310	1,331	1,377	n/p	n/p	n/p	1,033	-
55+	750	798	932	1,101	1,167	1,156	n/p	n/p	n/p	859	-
Total	3,063	3,231	3,653	3,965	4,091	4,106	n/p	n/p	n/p	3,169	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	1,589	1,661	1,855	1,945	2,059	2,002	n/p	n/p	n/p	1,826	-
Adult couple	626	660	769	860	879	948	n/p	n/p	n/p	589	-
Family group - parents and children	361	379	434	481	526	551	n/p	n/p	n/p	350	-
Friends/relatives travelling together	351	405	453	513	464	441	n/p	n/p	n/p	278	-
Other travel party	136	125	142	166	161	165	n/p	n/p	n/p	126	-
Total	3,063	3,231	3,653	3,965	4,091	4,106	n/p	n/p	n/p	3,169	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	18,478	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	12.9%
Expenditure (\$ million)	\$1,962	\$2,084	\$2,172	\$2,225	\$2,564	\$3,069	\$1,740	\$1,548	\$3,157	\$3,601	14.1%
Spend per visitor (\$)	\$106	\$108	\$107	\$108	\$114	\$109	\$90	\$104	\$142	\$143	1.1%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	8,228	8,491	8,886	9,064	9,946	11,779	7,408	5,617	9,689	11,165	15.2%
Visiting Friends & Relatives	5,643	5,875	6,228	6,687	7,147	8,504	6,479	4,929	7,043	7,494	6.4%
Business	2,263	2,411	2,605	2,331	2,786	4,420	3,112	2,204	2,950	3,527	19.6%
Other	2,344	2,481	2,662	2,548	2,690	3,411	2,401	2,083	2,564	2,930	14.3%
Total	18,478	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	12.9%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	11,214	11,816	12,492	12,551	13,867	18,780	13,770	10,751	15,203	17,076	12.3%
Regional NSW	6,540	6,677	7,067	7,439	7,806	8,590	5,427	3,865	6,597	7,713	16.9%
Total Intrastate	17,755	18,493	19,559	19,990	21,673	27,371	19,197	14,616	21,800	24,788	13.7%
Total Interstate	724	766	822	640	896	743	n/p	n/p	446	n/p	-
Total	18,478	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	12.9%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	6,201	6,605	7,286	6,230	7,056	9,313	7,087	5,039	7,291	8,262	13.3%
35-54	5,912	6,070	6,303	6,945	6,809	8,824	5,552	5,029	7,001	8,203	17.2%
55+	6,365	6,584	6,792	7,454	8,704	9,976	6,761	4,764	7,954	8,651	8.8%
Total	18,478	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	12.9%

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