



# The Rocks Visitor Profile

Year ended December 2023

Source: National & International Visitor Survey, Tourism Research Australia



The Rocks Visitor Profile provides an annual snapshot of domestic overnight and international visitors to NSW who visited The Rocks as part of their trip to the state.

The Rocks received 2.5 million domestic overnight and international visitors in the year ending December 2023.

## DOMESTIC OVERNIGHT VISITORS

### VISITORS ('000)

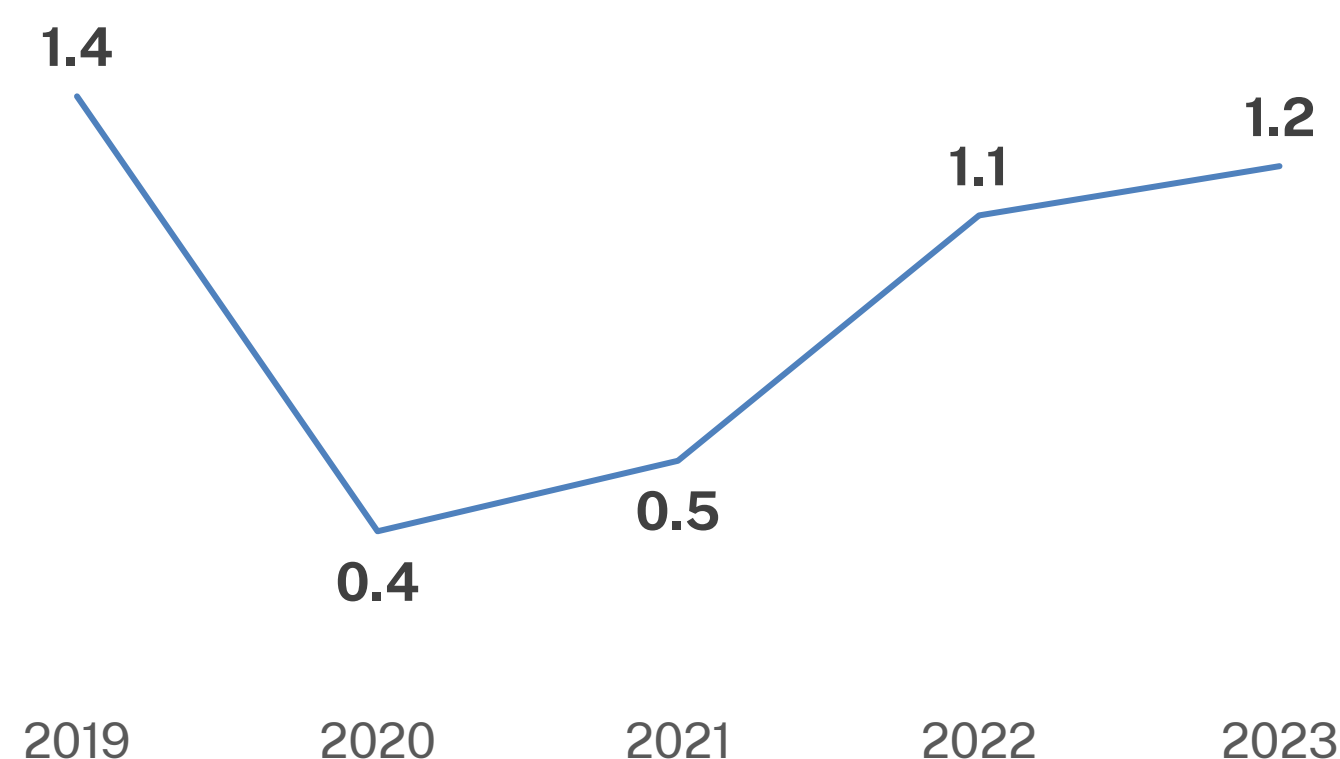


**1,236.4**

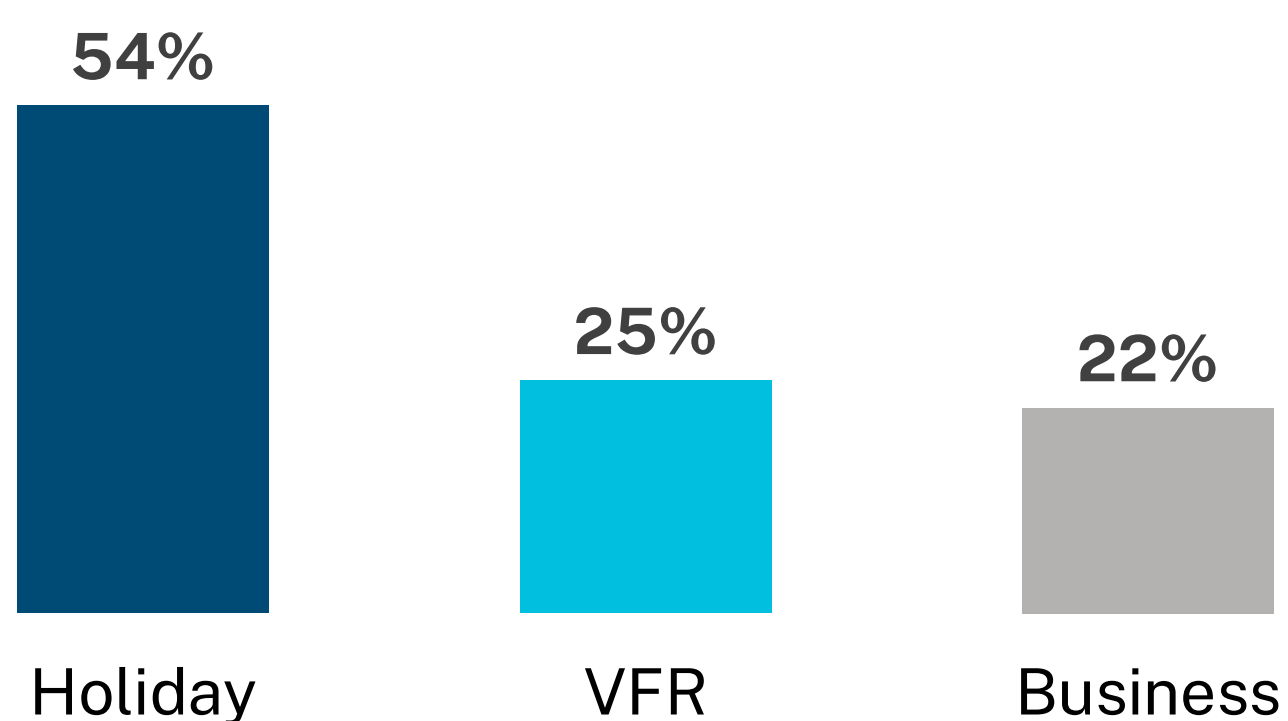
Up 10.6% YOY

11% of domestic overnight visitors to Sydney visited The Rocks during their trip in YE Dec 2023.

### Visitors (M) to The Rocks - YE December



### Purpose of visit to NSW

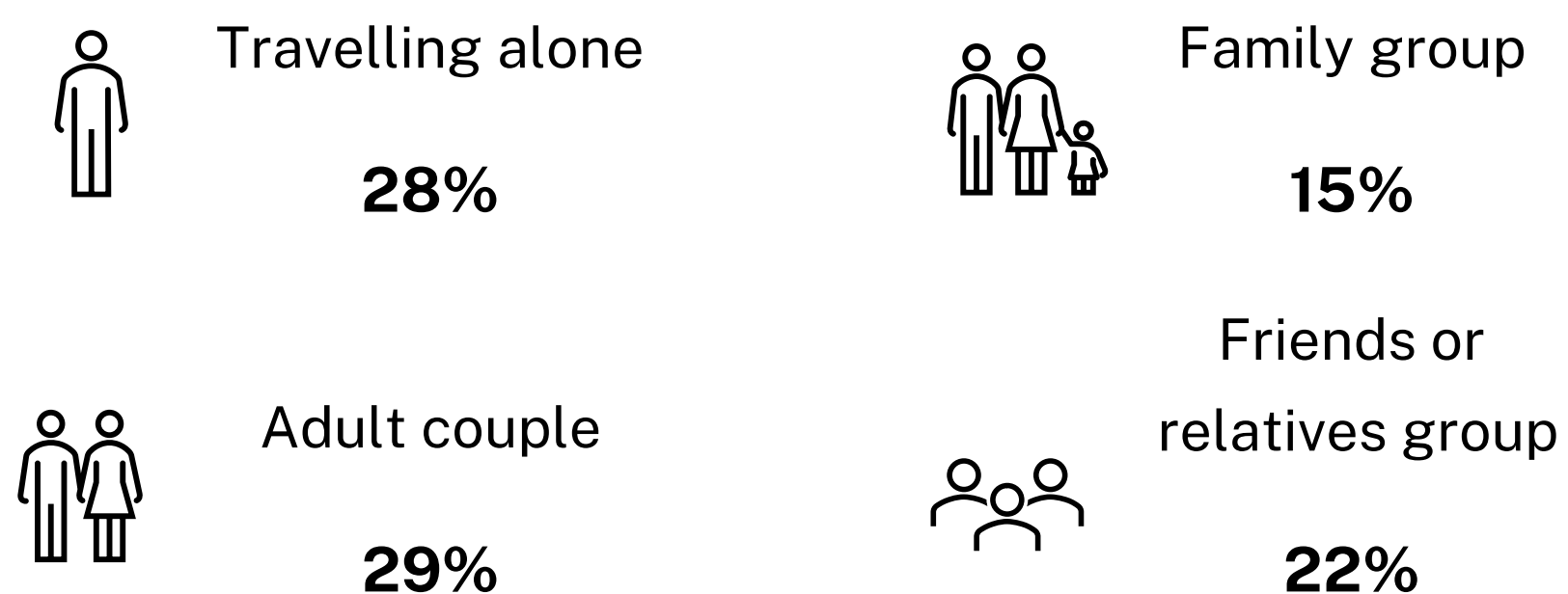


### Top Source Markets

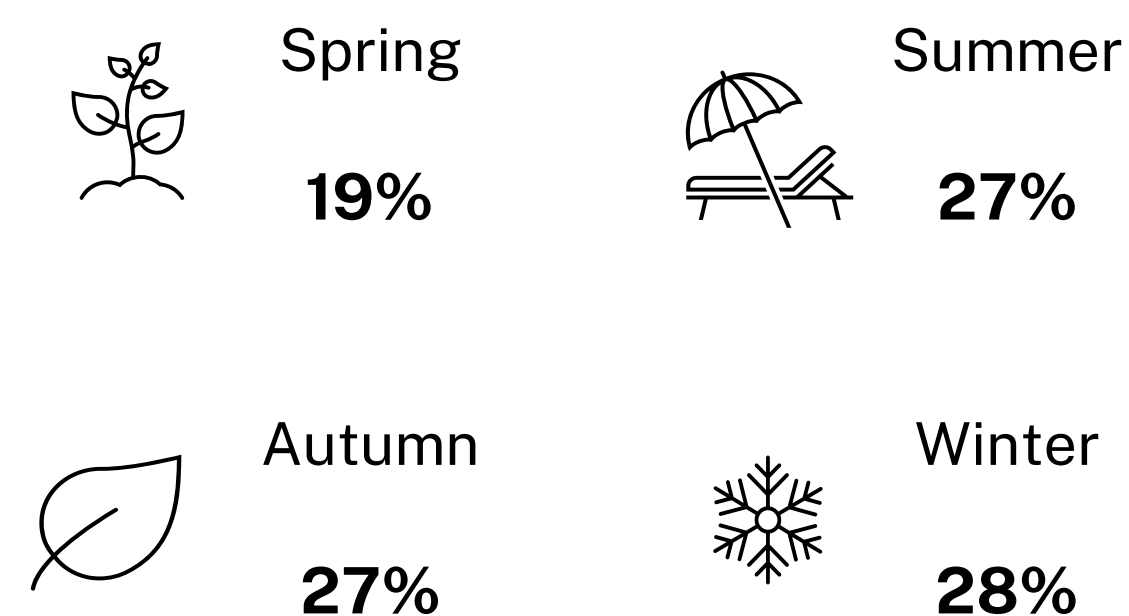


Queensland - 17%  
Regional NSW - 31%  
Victoria - 27%

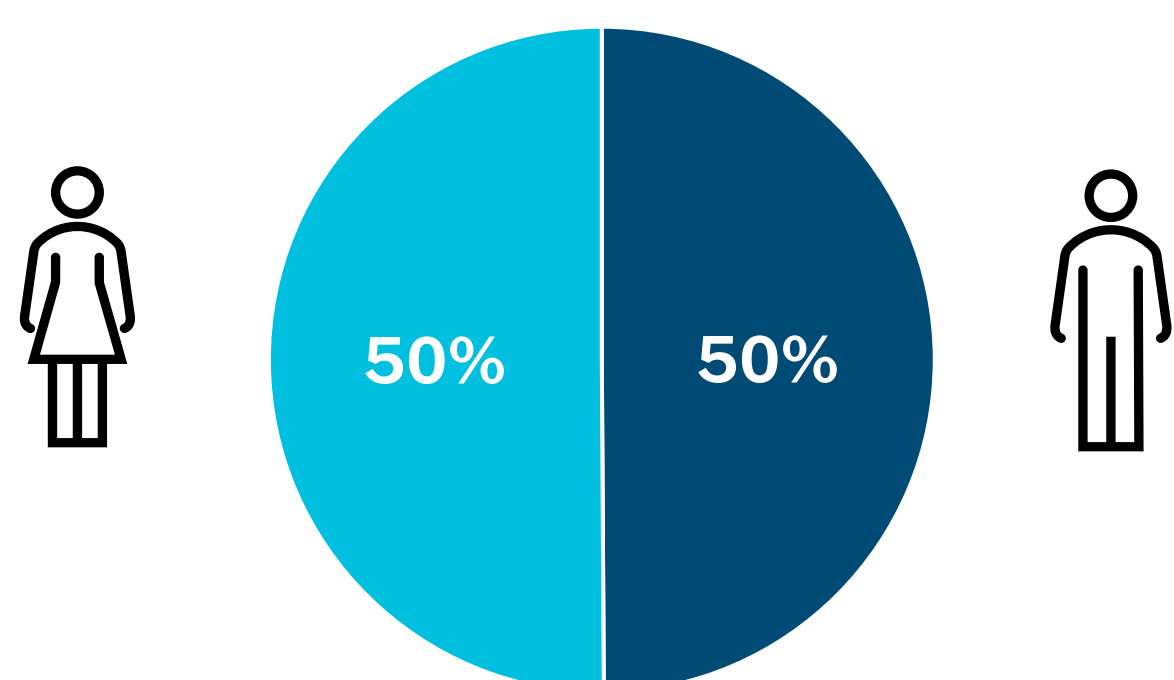
### Travel Party



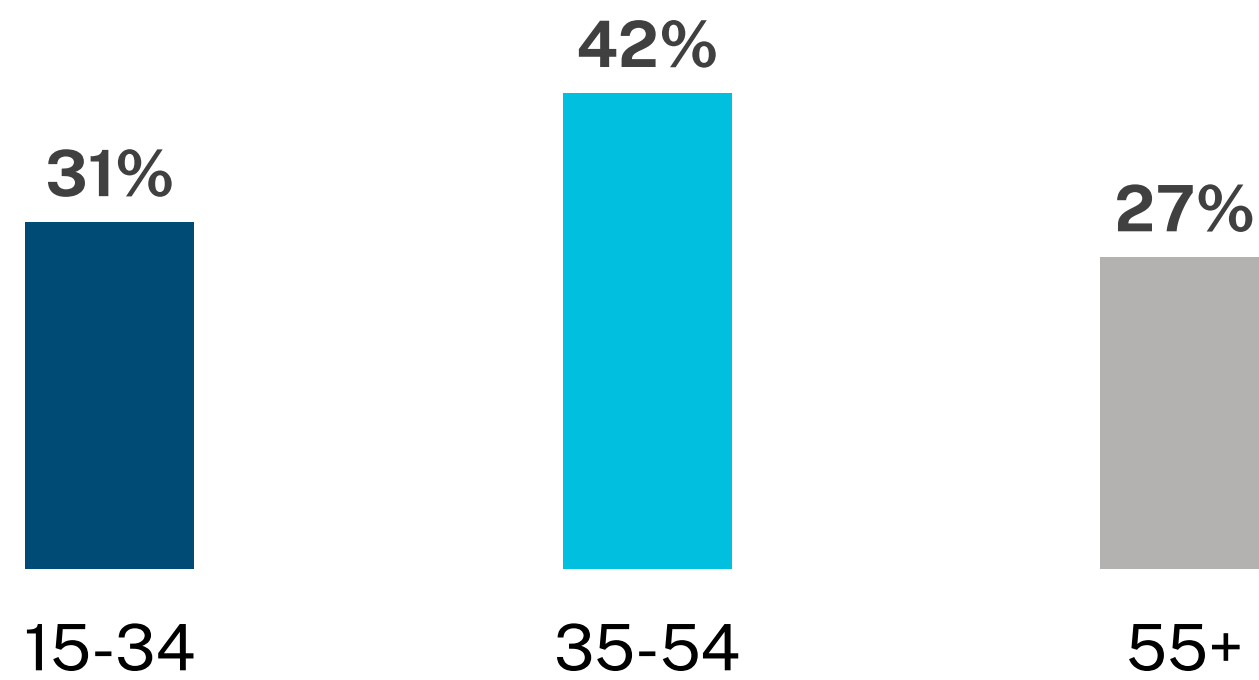
### Season visited



### Gender



### Age



\*Domestic Overnight Visitors are visitors who stayed at least 1 night in NSW. For this profile, they didn't need to stay in The Rocks to be classed as a visitor.



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## INTERNATIONAL VISITORS (Data not available for 2020-2022)

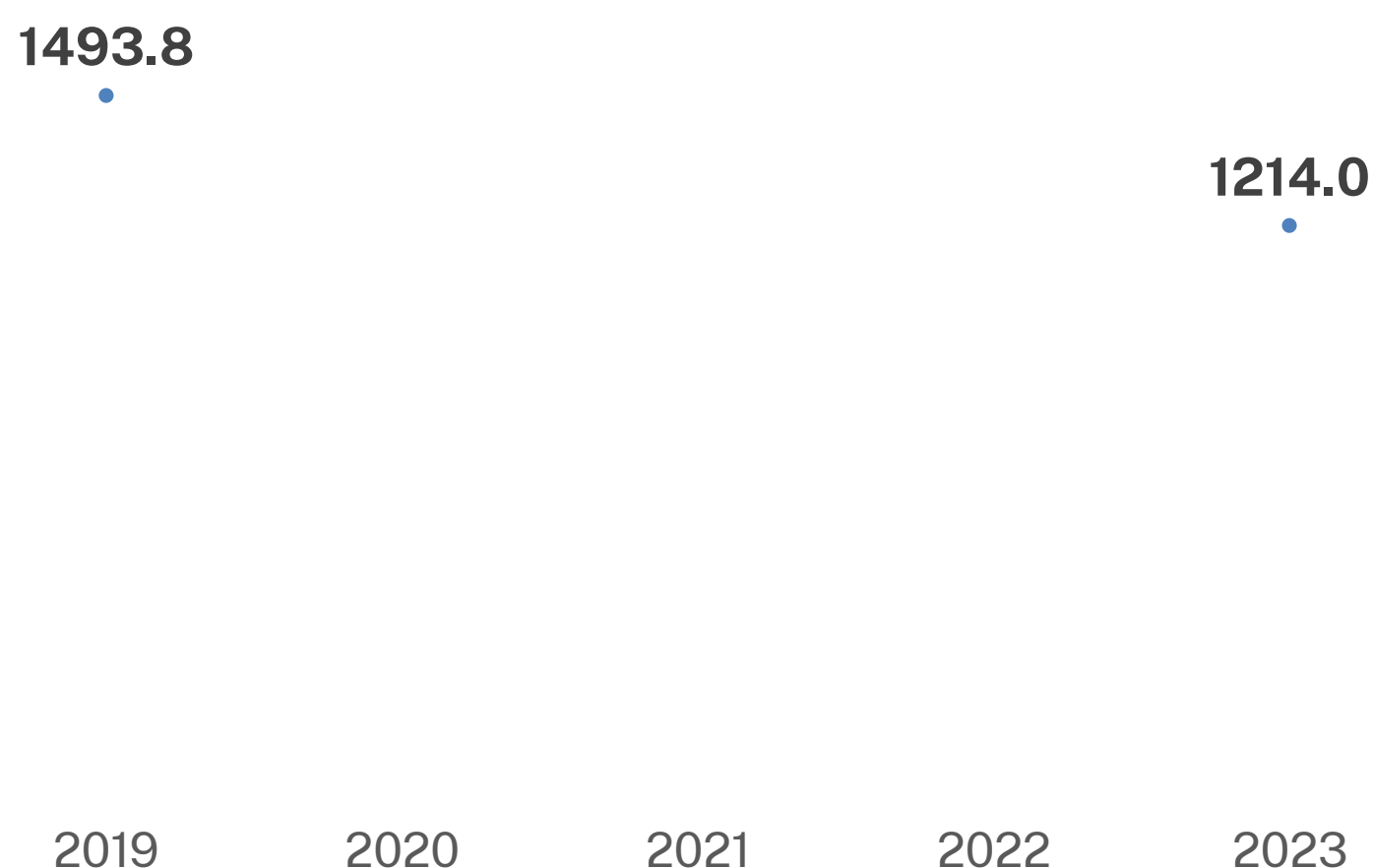
### VISITORS



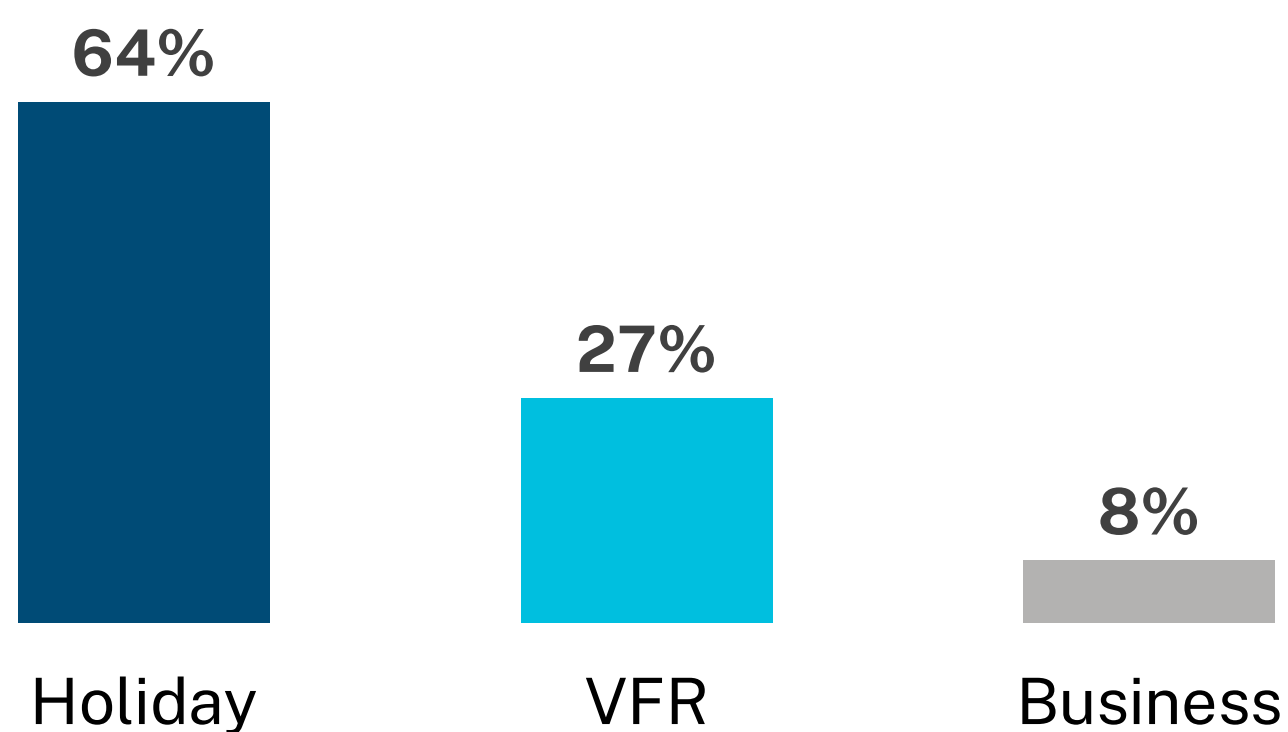
**1,214,000**

38% of international visitors to Sydney visited The Rocks during their trip in YE Dec 2023.

### Visitors ('000) to The Rocks - YE December



### Purpose of visit to NSW

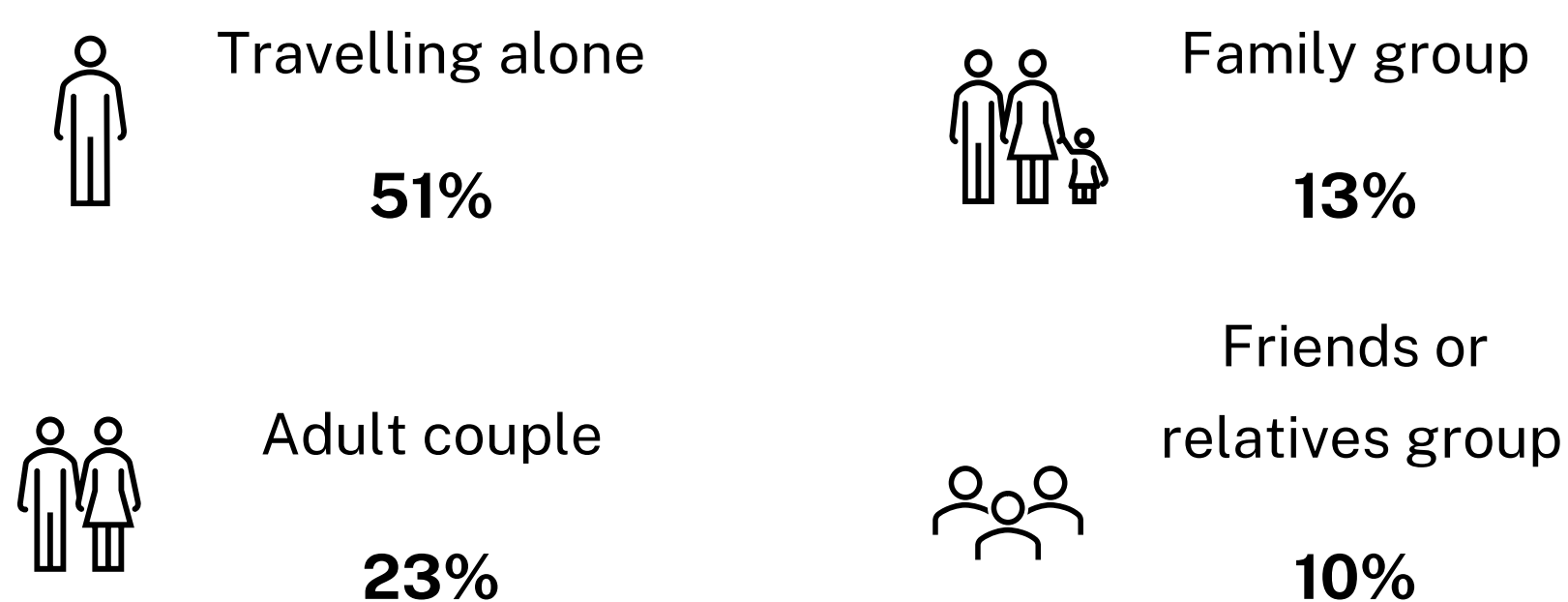


### Top Source Markets

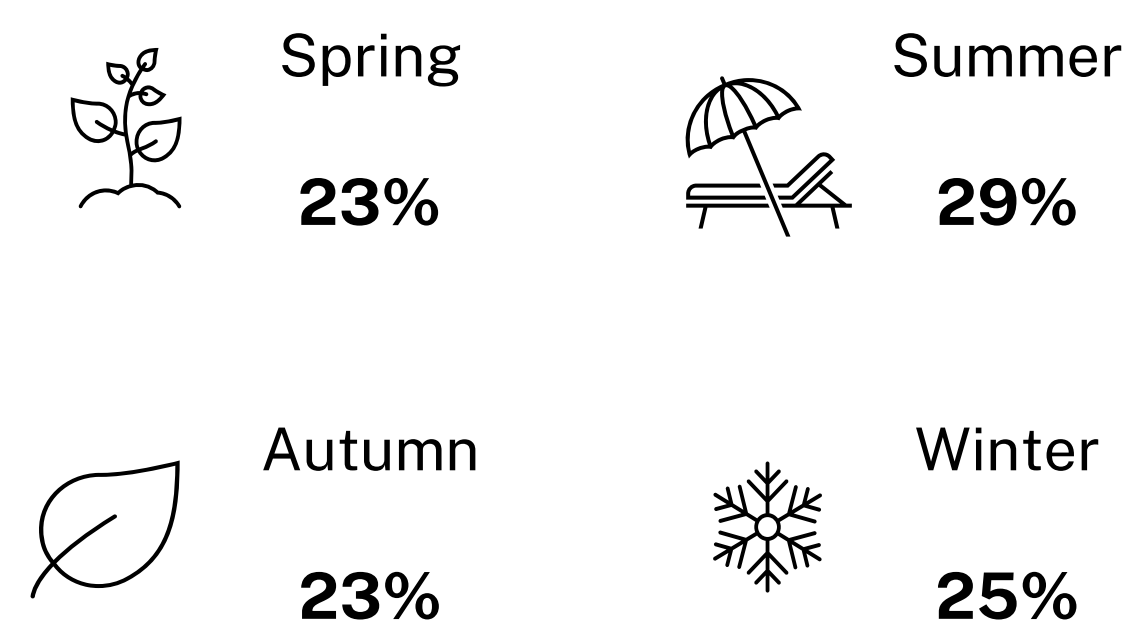


- 1st USA, 15%
- 2nd UK, 11%
- 3rd Korea, 11%
- 4th New Zealand, 7%
- 5th China, 5%

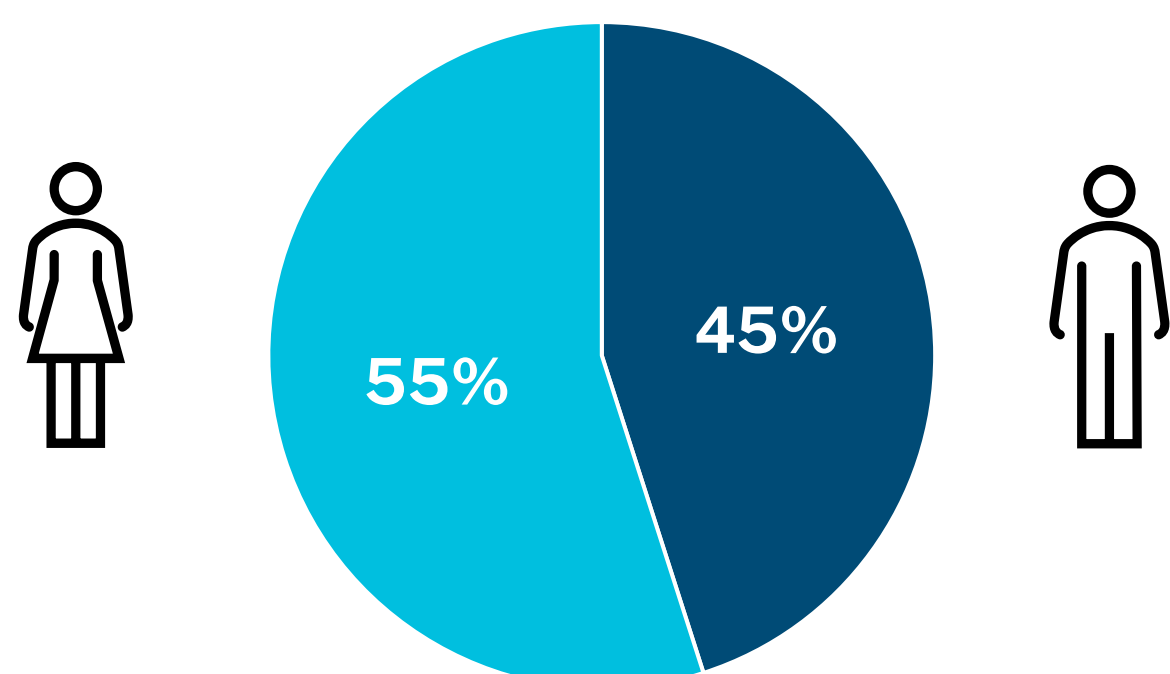
### Travel Party



### Season visited



### Gender



### Age

