

Travel to Sydney Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	28,128	26,794	29,351	30,505	33,164	38,446	28,461	22,106	29,130	35,401	21.5%
Nights ('000)	22,729	23,621	23,495	27,260	28,769	33,572	21,574	18,475	24,590	30,984	26.0%
Expenditure (\$ million)	\$8,113	\$8,106	\$8,561	\$9,291	\$10,863	\$12,218	\$6,922	\$5,786	\$10,401	\$14,599	40.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	8,268	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	20.7%
Nights (000)	22,729	23,621	23,495	27,260	28,769	33,572	21,574	18,475	24,590	30,984	26.0%
Average Length of Stay	2.7	2.7	2.6	2.8	2.7	2.7	2.9	3.2	2.8	2.9	4.4%
Expenditure (\$ million)	\$5,951	\$6,177	\$6,435	\$7,030	\$8,490	\$9,273	\$4,858	\$4,148	\$7,674	\$11,170	45.6%
Spend per visitor per night (\$)	\$262	\$262	\$274	\$258	\$295	\$276	\$225	\$225	\$312	\$360	15.5%
Intrastate visitors (000)	4,231	4,382	4,459	4,967	5,001	6,114	4,235	3,562	4,788	5,528	15.5%
Interstate visitors (000)	4,037	4,346	4,507	4,891	5,807	6,235	3,123	2,135	4,074	5,165	26.8%
Intrastate nights (000)	9,806	9,915	10,009	10,983	10,902	14,047	9,489	8,571	10,424	12,305	18.0%
Interstate nights (000)	12,923	13,705	13,486	16,278	17,867	19,525	12,085	9,904	14,166	18,679	31.9%
Intrastate expenditure (\$ million)	\$2,784	\$2,829	\$2,819	\$3,217	\$3,711	\$4,140	\$2,376	\$2,218	\$3,653	\$5,285	44.7%
Interstate expenditure (\$ million)	\$3,167	\$3,348	\$3,616	\$3,813	\$4,780	\$5,134	\$2,482	\$1,930	\$4,021	\$5,885	46.4%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	2,252	2,259	2,395	2,375	2,837	3,078	1,624	1,446	2,659	3,301	24.2%
Visiting Friends & Relatives	3,184	3,255	3,311	3,536	3,547	4,301	2,874	2,328	3,281	3,843	17.1%
Business	2,264	2,577	2,695	3,243	3,825	4,104	2,294	1,465	2,278	2,919	28.2%
Other	620	689	646	769	690	949	612	542	688	748	8.7%
Total	8,268	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	20.7%
Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	5,815	5,772	6,114	6,362	7,042	7,658	4,032	3,698	6,608	8,204	24.1%
Visiting Friends & Relatives	9,579	9,524	9,349	10,165	10,765	13,143	8,370	8,018	9,841	12,563	27.7%
Business	5,414	5,918	5,900	8,118	9,225	10,093	6,658	4,581	6,359	8,279	30.2%
Other	1,920	2,406	2,132	2,615	1,736	2,677	2,514	2,179	1,782	1,939	8.8%
Total	22,729	23,621	23,495	27,260	28,769	33,572	21,574	18,475	24,590	30,984	26.0%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Sydney Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	776	859	776	931	887	1,173	860	851	1,103	1,131	2.5%
Regional NSW	3,454	3,523	3,683	4,036	4,114	4,941	3,374	2,711	3,685	4,397	19.3%
Total Intrastate	4,231	4,382	4,459	4,967	5,001	6,114	4,235	3,562	4,788	5,528	15.5%
Victoria	1,466	1,576	1,706	1,964	2,459	2,512	1,250	794	1,846	2,123	15.0%
Queensland	1,146	1,281	1,356	1,446	1,693	1,831	868	619	1,085	1,588	46.4%
ACT	578	540	607	618	714	793	483	359	602	779	29.3%
Other Interstate	847	950	838	863	941	1,098	521	362	541	675	24.7%
Total Interstate	4,037	4,346	4,507	4,891	5,807	6,235	3,123	2,135	4,074	5,165	26.8%
Grand Total	8,268	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	20.7%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	2,110	2,032	1,986	2,138	2,368	2,829	1,687	1,331	2,323	2,574	10.8%
30-39	1,244	1,429	1,576	1,770	1,924	2,050	1,269	1,058	1,691	1,810	7.0%
40-49	1,676	1,864	1,660	1,917	2,262	2,298	1,246	868	1,467	1,887	28.6%
50-59	1,540	1,501	1,759	1,824	1,912	2,236	1,377	979	1,517	1,690	11.4%
60-69	1,178	1,241	1,296	1,343	1,446	1,770	1,079	890	1,106	1,630	47.3%
70+	520	659	690	866	896	1,165	699	571	758	1,103	45.5%
Total	8,268	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	20.7%

Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	3,084	3,564	3,669	4,362	4,900	5,736	3,464	2,568	3,572	4,498	25.9%
Adult couple	1,984	1,938	2,051	2,114	2,157	2,579	1,615	1,422	2,114	2,371	12.1%
Family group - parents and children	1,194	1,180	1,176	1,181	1,368	1,261	785	567	973	1,189	22.1%
Friends/relatives travelling together	1,360	1,358	1,364	1,431	1,570	1,743	975	897	1,607	1,854	15.4%
Other travel party	646	687	705	770	813	1,029	519	243	596	782	31.1%
Total	8,268	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	20.7%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	7,447	7,808	7,875	8,657	9,611	11,105	6,057	4,695	7,489	9,173	22.5%
Outdoor / nature	1,672	1,886	2,010	1,978	2,269	2,830	1,585	1,309	1,939	2,588	33.5%
Arts / heritage	1,600	1,602	1,743	1,690	2,065	2,278	983	700	1,453	2,362	62.5%
Local attractions / tourist activities	1,365	1,262	1,364	1,119	1,283	1,439	825	521	1,088	1,427	31.2%
Active outdoor / sports	736	992	1,073	917	1,216	1,390	861	675	963	1,295	34.5%

Top 3 Accommodation types used (sorted by the latest year)

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private Accommodation	11,675	11,990	12,162	13,050	14,223	17,258	11,876	10,538	12,418	15,477	24.6%
Standard Commercial Accommodation	5,032	5,848	4,570	5,333	5,615	6,736	3,437	3,040	6,172	7,169	16.1%
High-end Commercial Accommodation	3,372	3,801	3,972	4,406	5,206	5,380	2,840	2,390	3,505	4,601	31.3%

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

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	4,101	4,381	4,485	5,026	5,103	6,176	4,322	3,817	5,107	5,718	12.0%
Aircraft	3,360	3,545	3,618	4,020	4,772	5,024	2,249	1,444	2,987	3,900	30.6%
Other Land Transport (Bus, Train, etc.)	913	901	995	910	1,071	1,278	812	530	876	1,187	35.5%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Sydney Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	19,860	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	21.9%
Expenditure (\$ million)	\$2,162	\$1,929	\$2,127	\$2,260	\$2,373	\$2,944	\$2,064	\$1,638	\$2,727	\$3,429	25.8%
Spend per visitor (\$)	\$109	\$107	\$104	\$109	\$106	\$113	\$98	\$100	\$135	\$139	3.2%

Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	9,006	7,840	8,989	9,146	9,850	11,154	7,967	6,593	8,299	11,077	33.5%
Visiting Friends & Relatives	6,055	5,871	5,950	6,539	7,020	7,914	6,974	5,142	6,937	7,541	8.7%
Business	2,135	2,056	2,855	2,378	2,878	3,809	3,545	2,483	2,437	3,554	45.8%
Other	2,663	2,301	2,591	2,584	2,608	3,220	2,618	2,191	2,594	2,535	-2.3%
Total	19,860	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	21.9%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	11,825	11,481	12,539	12,475	13,543	17,343	14,598	11,935	13,848	17,271	24.7%
Regional NSW	7,320	5,945	7,065	7,422	7,992	7,990	6,089	4,346	6,006	7,115	18.5%
Total Intrastate	19,145	17,426	19,604	19,898	21,536	25,333	20,687	16,281	19,854	24,386	22.8%
Total Interstate	715	641	781	750	820	764	416	n/p	413	321	-22.4%
Total	19,860	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	21.9%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	5,150	4,683	4,917	5,096	5,386	6,192	5,606	4,021	5,401	5,955	10.3%
30-39	3,206	3,027	3,489	3,313	3,283	4,119	3,574	3,334	3,368	4,329	28.6%
40-49	3,044	2,727	3,327	3,197	3,523	4,381	2,922	2,315	2,999	3,705	23.5%
50-59	3,244	2,975	3,138	3,483	3,355	3,792	3,229	2,408	3,120	3,532	13.2%
60-69	3,170	2,894	3,215	3,162	3,841	4,534	3,361	2,318	2,770	3,658	32.0%
70+	2,046	1,761	2,300	2,396	2,968	3,079	2,411	2,013	2,610	3,528	35.1%
Total	19,860	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	21.9%

Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	15,565	14,343	16,053	16,609	17,615	20,840	15,518	11,486	14,533	17,654	21.5%
Outdoor / nature	2,955	2,913	3,342	3,405	3,746	4,319	3,780	2,923	3,105	4,274	37.7%
Arts / heritage	2,146	1,725	2,513	2,202	2,323	2,519	1,106	870	1,544	2,787	80.5%
Active outdoor / sports	1,265	1,196	1,527	1,412	1,649	2,121	1,674	1,418	1,405	1,734	23.4%
Local attractions / tourist activities	1,462	1,200	1,232	1,299	1,213	1,505	986	857	938	1,430	52.5%

Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	15,804	14,427	16,025	16,091	17,506	20,321	17,532	14,358	16,612	20,450	23.1%
Other or Mixed Transport	4,056	3,640	4,360	4,557	4,850	5,776	3,572	2,051	3,655	4,257	16.5%

n/p = not publishable (sample < 30); '-' = not calculable