

Sydney Visitor Profile

Year ending December 2025

Source: Domestic Tourism Statistics & International Visitor Survey, Tourism Research Australia



This profile shows the latest visitor figures for Sydney. Due to the program transition from the National Visitor Survey (NVS) to Domestic Tourism Statistics (DoTS), no domestic year-on-year comparisons are available.

Figures cannot be supplied if they do not meet the quality thresholds for publication. These are marked as 'n/p'.

TOTAL VISITATION

VISITORS



66.4m

NIGHTS



121.9m

EXPENDITURE



\$34.1b

Market share of Capital Cities

29%

share of visitors

Ranked

2nd for visitors

among Capital Cities

32%

share of nights

Ranked

1st for nights

among Capital Cities

31%

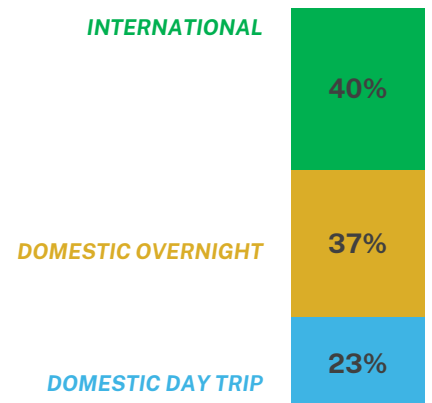
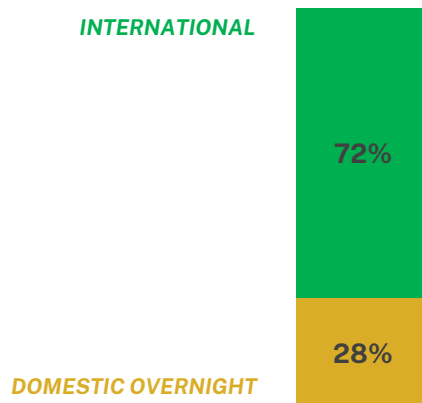
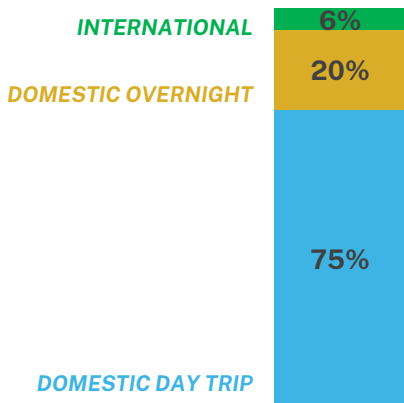
share of expenditure

Ranked




1st for expenditure

among Capital Cities

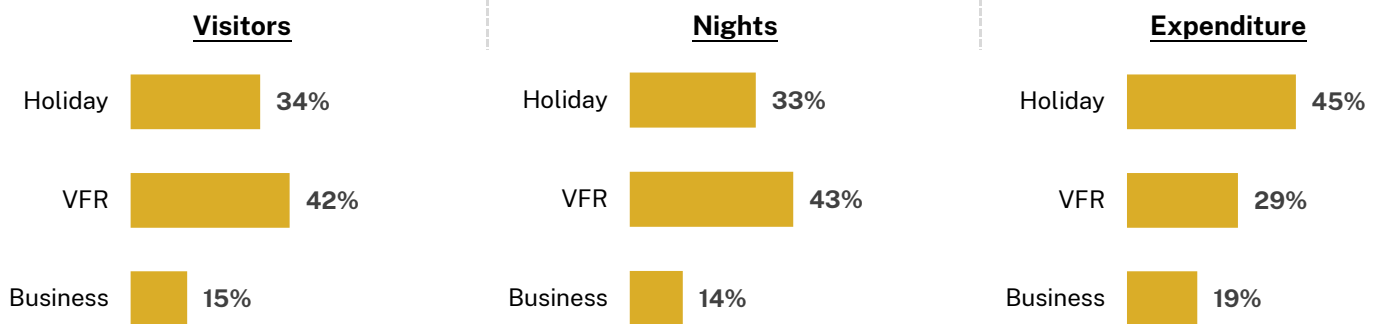
Share by visitor type



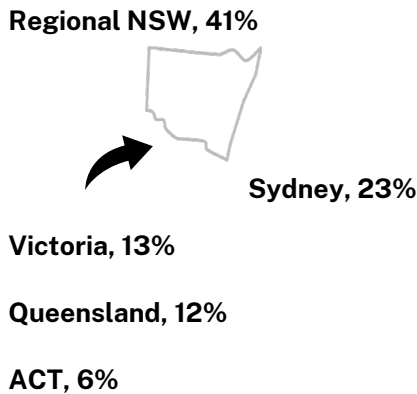
DOMESTIC OVERNIGHT TRAVEL

		 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN CAPITAL CITIES
VISITORS:	13.1m (-)	\$370.1 per night	2.6 nights	2nd for visitors
NIGHTS:	33.8m (-)	\$956.8 per visitor		2nd for nights
EXPENDITURE:	\$12.5bn (-)			2nd for expenditure

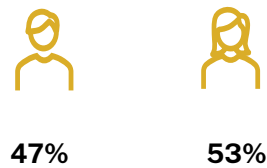
PURPOSE OF VISIT - % SHARE OF TOTAL



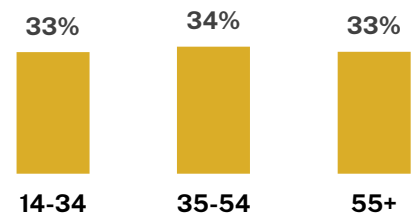
TRAVEL ORIGIN



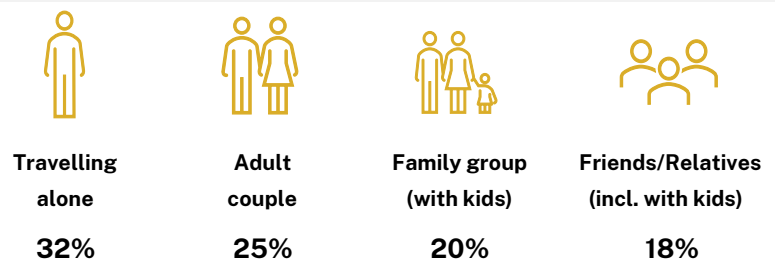
GENDER



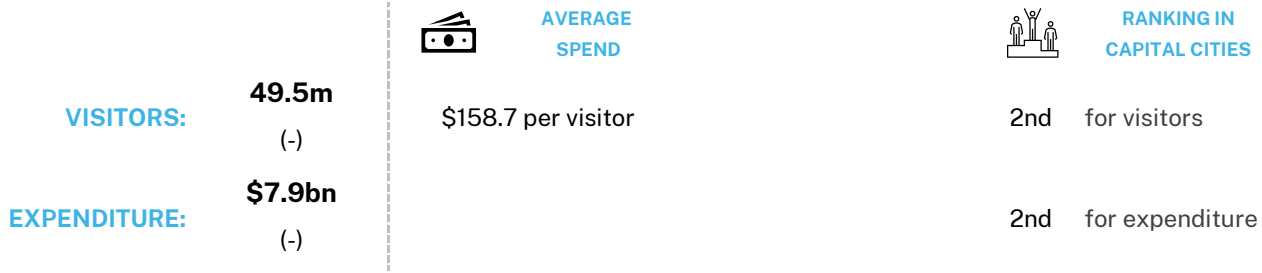
AGE



TRAVEL PARTY



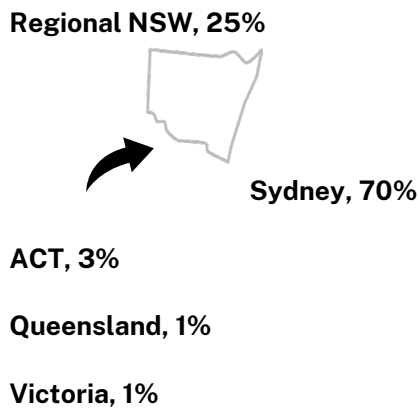
DOMESTIC DAY TRIP TRAVEL



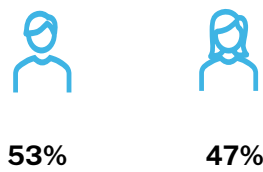
PURPOSE OF VISIT - % SHARE OF TOTAL



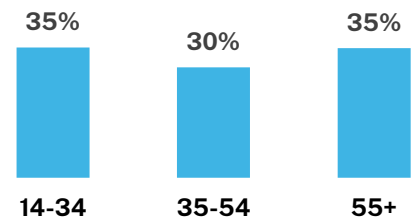
TRAVEL ORIGIN






GENDER



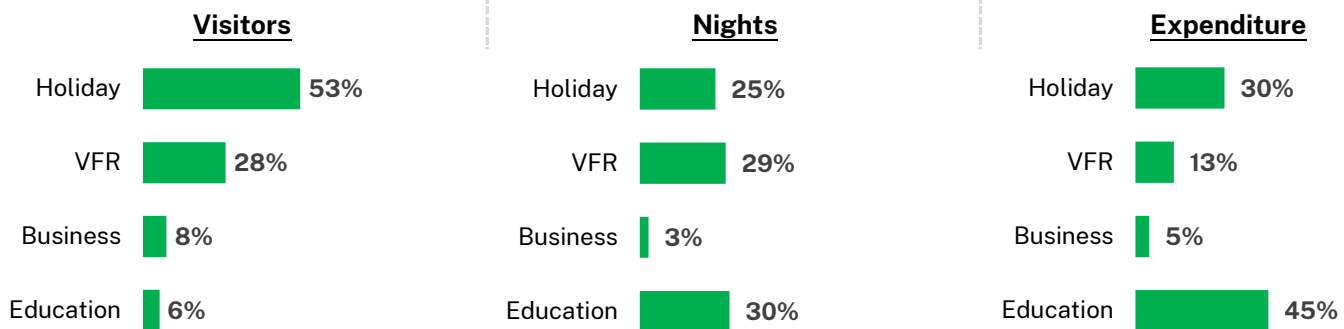
AGE



INTERNATIONAL TRAVEL

			 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN CAPITAL CITIES
VISITORS:	3.8m	(+8.2% YoY)	\$156 per night	23.1 nights	1st for visitors
NIGHTS:	88.2m	(+5.5% YoY)	\$3,595 per visitor		1st for nights
EXPENDITURE:	\$13.7bn	(+26.0% YoY)			1st for expenditure

PURPOSE OF VISIT - % SHARE OF TOTAL



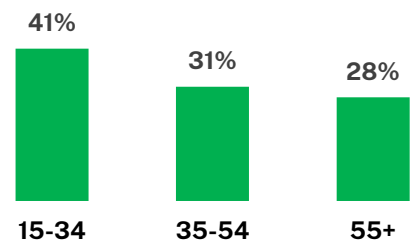
TRAVEL ORIGIN

- 1st China, 14%
- 2nd USA, 12%
- 3rd New Zealand, 10%
- 4th UK, 9%
- 5th Korea, 7%

GENDER



AGE

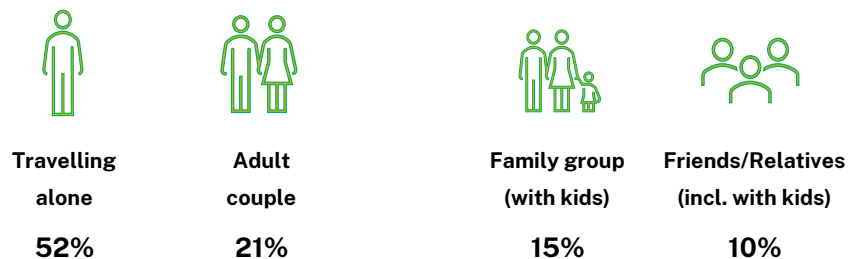


FIRST VISIT TO AUSTRALIA



54% of visitors were making their first visit to Australia

TRAVEL PARTY



FREE & INDEPENDENT

66% of international visitors were free & independent (FIT) travellers to Sydney.

QUARTER VISITED WITHIN YE DEC 2025

Mar QTR	Jun QTR	Sep QTR	Dec QTR
28%	20%	24%	29%