

# Sydney Visitor Profile

Year ending March 2024

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



## Total Visitation to Sydney (Domestic & International)

### VISITORS



38.5m

### NIGHTS



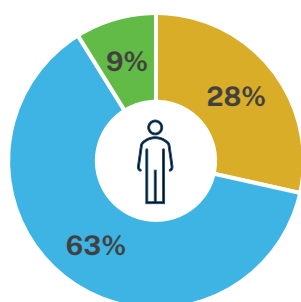
111.8m

### EXPENDITURE

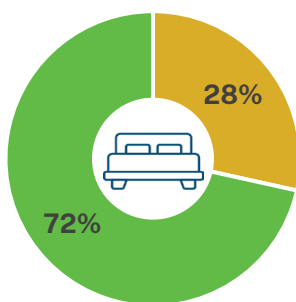


\$26.4b

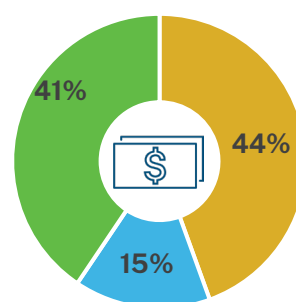
#### Share by visitor type



#### Share by visitor type

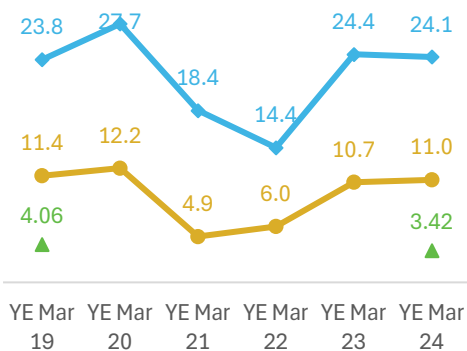


#### Share by visitor type

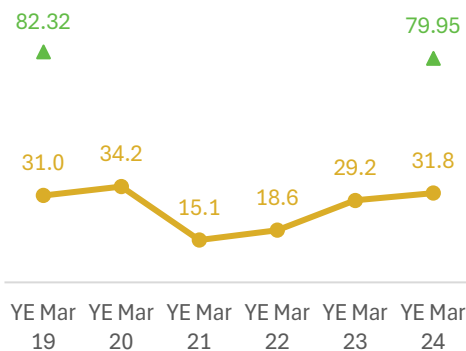


Domestic overnight Domestic day International

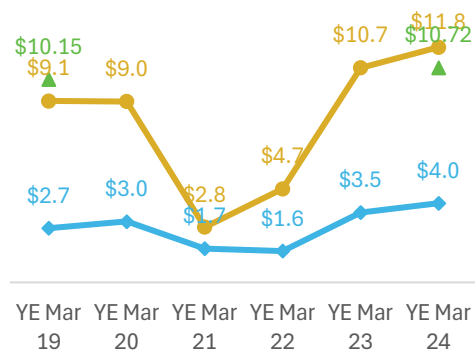
#### Visitors (Millions)



#### Nights (Millions)



#### Expenditure (\$ Billions)



## Sydney market share of Capital Cities in Australia

	Visitors	Nights	Expenditure
Domestic overnight	27% (1st)	25% (1st)	25% (2nd)
Domestic day	28% (1st)	-	29% (1st)
International	53% (1st)	39% (1st)	42% (1st)

# Sydney Visitor Profile

Year ending March 2024

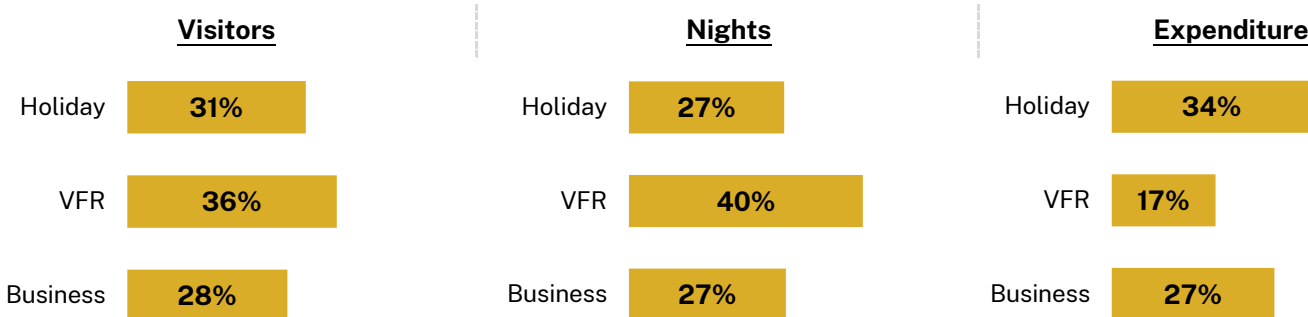
Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



## Domestic Overnight Travel

<b>Visitors:</b> 11.0m (+2.4% YOY)	<b>Average spend</b>	<b>Average length of stay</b>	<b>Ranking among Capital Cities</b>
<b>Nights:</b> 31.8m (+8.8% YOY)	<b>\$369 per night</b>	<b>2.9 nights</b>	<b>1st</b> for visitors
<b>Expenditure:</b> \$11.8b (+9.7% YOY)	<b>\$1070 per visitor</b>		<b>1st</b> for nights
			<b>2nd</b> for expenditure

### Purpose of visit - % share of total



### Visitor Origin

Regional NSW, 41%



Sydney, 10%

### Gender

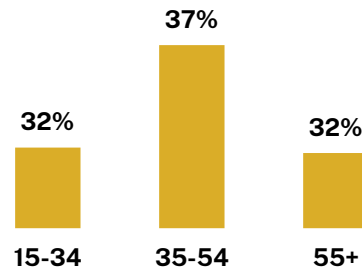


49%



51%

### Age



### Travel Party



43%

Travelling alone



11%

Family group (with kids)



20%

Adult couple



19%

Friends or relatives travelling together

### Travel Season



26%

Spring



24%

Summer



25%

Autumn



24%

Winter

# Sydney Visitor Profile

Year ending March 2024

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



## Domestic Daytrip Travel

### Average spend

Visitors: 24.1m (-1.2% YOY)  
Expenditure: \$4.0b (+13.5% YOY)



\$164 per visitor

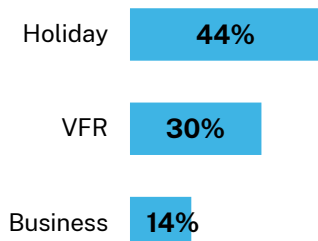
### Ranking among Capitals



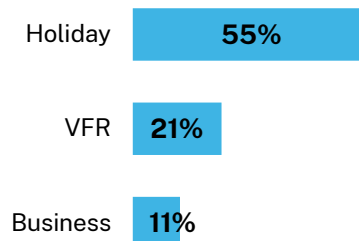
1st for visitors  
1st for expenditure

## Purpose of visit - % share of total

### Visitors



### Expenditure



## Visitor Origin

Regional NSW, 33%



Sydney, 65%

## Gender



56%



44%

## Age

33%

15-34

31%

35-54

36%

55+

## Travel Season



27%

Spring



23%

Summer



27%

Autumn



23%

Winter

# Sydney Visitor Profile

Year ending March 2024

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



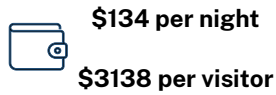
## International Travel

Visitors: 3.4m (n/p YOY)

Nights: 79.9m (n/p YOY)

Expenditure: \$10.7b (n/p YOY)

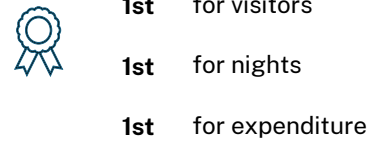
### Average spend



### Average length of stay

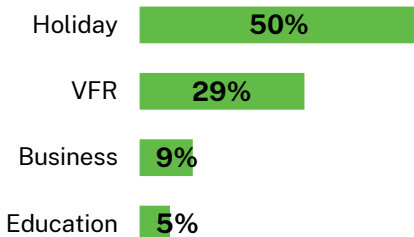


### Ranking among Capitals

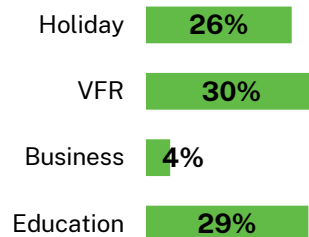


## Purpose of visit - % share of total

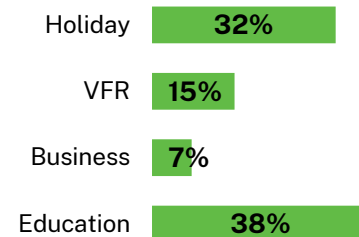
### Visitors



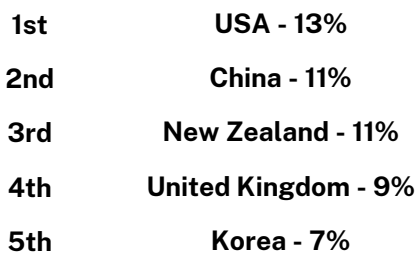
### Nights



### Expenditure



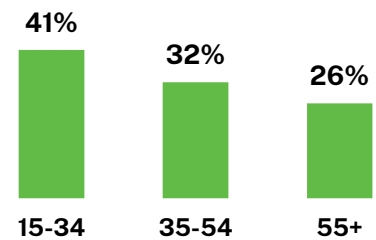
## Visitor Origin (Top 5)



## Gender



## Age



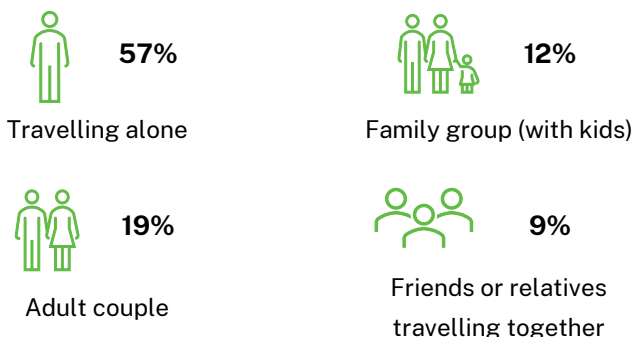
## First Visit to Australia



## Free & Independent Visitor

68% of International visitors to Sydney were Free & Independent (FIT) Travellers

## Travel Party



## Travel Season

