

Travel to Sydney Tourism Region

Year ended March 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	29,953	32,296	32,638	35,450	39,332	n/p	n/p	n/p	n/p	38,527	-
Nights ('000)	88,737	95,698	101,029	107,199	113,301	n/p	n/p	n/p	n/p	111,768	-
Expenditure (\$ million)	\$14,422	\$16,472	\$17,190	\$19,174	\$21,917	n/p	n/p	n/p	n/p	\$26,429	-
OVERNIGHT (international & domestic)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	11,454	12,098	13,103	14,214	15,484	n/p	n/p	n/p	n/p	14,395	-
Nights ('000)	88,737	95,698	101,029	107,199	113,301	n/p	n/p	n/p	n/p	111,768	-
Expenditure (\$ million)	\$12,506	\$14,249	\$15,148	\$16,910	\$19,211	n/p	n/p	n/p	n/p	\$22,473	-
DOMESTIC (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	26,833	28,940	28,932	31,397	35,269	39,912	23,312	20,422	35,140	35,110	-0.1%
Nights ('000)	22,595	23,093	25,974	27,349	30,985	34,189	15,103	18,621	29,243	31,819	8.8%
Expenditure (\$ million)	\$7,848	\$8,608	\$8,555	\$9,750	\$11,771	\$12,075	\$4,441	\$6,238	\$14,201	\$15,707	10.6%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	8,334	8,741	9,397	10,161	11,421	12,237	4,910	6,000	10,723	10,978	2.4%
Nights (000)	22,595	23,093	25,974	27,349	30,985	34,189	15,103	18,621	29,243	31,819	8.8%
Average Length of Stay	2.7	2.6	2.8	2.7	2.7	2.8	3.1	3.1	2.7	2.9	6.3%
Expenditure (\$ million)	\$5,932	\$6,384	\$6,513	\$7,485	\$9,064	\$9,036	\$2,757	\$4,675	\$10,716	\$11,751	9.7%
Spend per visitor per night (\$)	\$263	\$276	\$251	\$274	\$293	\$264	\$183	\$251	\$366	\$369	0.8%
Intrastate visitors (000)	4,291	4,281	4,894	4,843	5,417	6,131	3,517	3,490	5,621	5,603	-0.3%
Interstate visitors (000)	4,043	4,460	4,503	5,318	6,004	6,107	1,394	2,510	5,103	5,376	5.3%
Intrastate nights (000)	9,651	9,773	10,876	10,498	12,801	13,305	7,877	8,540	12,084	12,663	4.8%
Interstate nights (000)	12,945	13,320	15,098	16,851	18,184	20,884	7,225	10,081	17,159	19,156	11.6%
Intrastate expenditure (\$ million)	\$2,841	\$2,682	\$3,040	\$3,367	\$4,034	\$3,986	\$1,633	\$2,563	\$4,929	\$5,316	7.8%
Interstate expenditure (\$ million)	\$3,091	\$3,702	\$3,473	\$4,119	\$5,030	\$5,051	\$1,124	\$2,112	\$5,787	\$6,435	11.2%

Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	2,164	2,301	2,411	2,565	2,966	2,993	956	1,759	3,332	3,376	1.3%
Visiting Friends & Relatives	3,093	3,281	3,506	3,533	3,776	4,278	2,234	2,379	3,720	3,958	6.4%
Business	2,451	2,677	2,767	3,440	3,892	4,154	1,263	1,455	2,961	3,026	2.2%
Other	677	569	776	702	857	901	522	458	784	740	-5.5%
Total	8,334	8,741	9,397	10,161	11,421	12,237	4,910	6,000	10,723	10,978	2.4%
Nights (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	5,482	5,810	6,292	6,642	7,419	7,378	2,249	4,769	8,195	8,499	3.7%
Visiting Friends & Relatives	9,249	9,210	9,962	10,664	11,983	12,413	6,676	8,241	11,243	12,805	13.9%
Business	5,717	6,032	7,011	8,041	9,428	11,120	3,967	4,091	7,804	8,587	10.0%
Other	2,147	2,042	2,709	2,001	2,155	3,278	2,211	1,521	2,002	1,928	-3.7%
Total	22,595	23,093	25,974	27,349	30,985	34,189	15,103	18,621	29,243	31,819	8.8%

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

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Year ended March 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	904	728	792	974	946	1,144	891	840	1,251	1,151	-8.0%
Regional NSW	3,387	3,553	4,102	3,869	4,471	4,987	2,625	2,650	4,369	4,452	1.9%
Total Intrastate	4,291	4,281	4,894	4,843	5,417	6,131	3,517	3,490	5,621	5,603	-0.3%
Victoria	1,542	1,612	1,714	2,170	2,539	2,461	528	1,111	2,178	2,077	-4.6%
Queensland	1,151	1,317	1,412	1,563	1,661	1,823	362	692	1,438	1,674	16.4%
ACT	512	604	547	683	784	761	303	402	728	845	16.1%
Other Interstate	837	927	830	902	1,020	1,061	201	305	759	779	2.6%
Total Interstate	4,043	4,460	4,503	5,318	6,004	6,107	1,394	2,510	5,103	5,376	5.3%
Grand Total	8,334	8,741	9,397	10,161	11,421	12,237	4,910	6,000	10,723	10,978	2.4%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	2,787	2,707	2,942	3,211	3,623	3,783	1,728	2,185	3,674	3,491	-5.0%
35-54	3,185	3,376	3,491	3,981	4,220	4,678	1,428	2,000	3,892	4,023	3.4%
55+	2,362	2,658	2,963	2,968	3,578	3,776	1,754	1,814	3,158	3,464	9.7%
Total	8,334	8,741	9,397	10,161	11,421	12,237	4,910	6,000	10,723	10,978	2.4%

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	3,289	3,574	4,025	4,443	5,187	5,706	2,476	2,527	4,165	4,746	13.9%
Adult couple	1,909	1,938	2,185	2,121	2,342	2,564	1,168	1,412	2,587	2,205	-14.8%
Family group - parents and children	1,116	1,153	1,202	1,194	1,348	1,285	416	712	1,209	1,184	-2.1%
Friends/relatives travelling together	1,341	1,375	1,355	1,568	1,636	1,635	707	1,016	1,949	2,097	7.6%
Other travel party	678	701	630	834	909	1,048	143	333	814	747	-8.2%
Total	8,334	8,741	9,397	10,161	11,421	12,237	4,910	6,000	10,723	10,978	2.4%

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	3,120	3,356	3,706	4,053	4,063	n/p	n/p	n/p	n/p	3,417	-
Nights (000)	66,142	72,605	75,055	79,851	82,316	n/p	n/p	n/p	n/p	79,949	-
Average Length of Stay	21.2	21.6	20.3	19.7	20.3	-	-	-	-	23.4	-
Expenditure (\$ million)	\$6,574	\$7,864	\$8,635	\$9,424	\$10,147	n/p	n/p	n/p	n/p	\$10,722	-
Spend per visitor per night (\$)	\$99	\$108	\$115	\$118	\$123	-	-	-	-	\$134	-

Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,645	1,822	2,019	2,248	2,225	n/p	n/p	n/p	n/p	1,704	-
Visiting Friends & Relatives	823	865	921	1,024	1,012	n/p	n/p	n/p	n/p	1,006	-
Business	375	352	387	444	449	n/p	n/p	n/p	n/p	324	-
Education	136	156	191	200	222	n/p	n/p	n/p	n/p	186	-
Other	260	283	321	316	343	n/p	n/p	n/p	n/p	359	-
Total	3,120	3,356	3,706	4,053	4,063	n/p	n/p	n/p	n/p	3,417	-

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
United States of America	315	353	404	458	480	n/p	n/p	n/p	n/p	437	-
China	502	608	690	782	744	n/p	n/p	n/p	n/p	373	-
New Zealand	361	378	386	375	375	n/p	n/p	n/p	n/p	368	-

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	1,339	1,442	1,529	1,569	1,602	n/p	n/p	n/p	n/p	1,410	-
35-54	1,036	1,074	1,214	1,335	1,310	n/p	n/p	n/p	n/p	1,105	-
55+	745	841	963	1,150	1,152	n/p	n/p	n/p	n/p	902	-
Total	3,120	3,356	3,706	4,053	4,063	n/p	n/p	n/p	n/p	3,417	-

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	1,627	1,706	1,867	2,005	2,022	n/p	n/p	n/p	n/p	1,946	-
Adult couple	626	700	768	890	896	n/p	n/p	n/p	n/p	637	-
Family group - parents and children	373	394	448	492	529	n/p	n/p	n/p	n/p	415	-
Friends/relatives travelling together	359	429	476	502	453	n/p	n/p	n/p	n/p	302	-
Other travel party	135	127	148	164	163	n/p	n/p	n/p	n/p	117	-
Total	3,120	3,356	3,706	4,053	4,063	n/p	n/p	n/p	n/p	3,417	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	18,499	20,199	19,535	21,236	23,848	27,675	18,401	14,422	24,416	24,132	-1.2%
Expenditure (\$ million)	\$1,916	\$2,223	\$2,042	\$2,264	\$2,707	\$3,039	\$1,685	\$1,563	\$3,485	\$3,955	13.5%
Spend per visitor (\$)	\$104	\$110	\$105	\$107	\$114	\$110	\$92	\$108	\$143	\$164	14.8%

Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	7,939	9,291	8,299	9,571	10,196	11,598	6,884	5,312	11,259	10,650	-5.4%
Visiting Friends & Relatives	5,794	6,002	6,175	6,669	7,493	8,378	6,281	5,106	6,981	7,332	5.0%
Business	2,288	2,397	2,485	2,452	3,158	4,416	2,905	1,947	3,560	3,413	-4.1%
Other	2,478	2,508	2,576	2,543	3,000	3,283	2,331	2,057	2,616	2,737	4.7%
Total	18,499	20,199	19,535	21,236	23,848	27,675	18,401	14,422	24,416	24,132	-1.2%

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	11,416	12,492	11,822	12,910	15,080	18,355	13,561	10,062	16,846	15,609	-7.3%
Regional NSW	6,316	6,995	6,929	7,618	7,914	8,599	4,715	4,135	7,125	8,052	13.0%
Total Intrastate	17,732	19,487	18,752	20,528	22,994	26,954	18,276	14,198	23,971	23,661	-1.3%
Total Interstate	767	712	784	707	854	721	n/p	n/p	445	n/p	-
Total	18,499	20,199	19,535	21,236	23,848	27,675	18,401	14,422	24,416	24,132	-1.2%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	6,288	6,871	6,812	6,504	7,784	9,023	6,691	4,802	8,167	8,066	-1.2%
35-54	5,956	6,363	6,009	7,092	7,036	8,811	5,453	4,882	7,919	7,421	-6.3%
55+	6,256	6,965	6,715	7,640	9,028	9,840	6,257	4,738	8,330	8,645	3.8%
Total	18,499	20,199	19,535	21,236	23,848	27,675	18,401	14,422	24,416	24,132	-1.2%

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