

# Travel to Sydney Tourism Region

Year ended June 2024



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

## OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	29,145	32,798	32,984	36,753	41,316	n/p	n/p	n/p	n/p	37,546	-
Nights ('000)	90,625	95,617	103,280	108,231	115,520	n/p	n/p	n/p	n/p	113,504	-
Expenditure (\$ million)	\$14,699	\$16,577	\$17,634	\$19,808	\$22,334	n/p	n/p	n/p	n/p	\$26,790	-
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	11,763	12,331	13,244	14,596	16,064	n/p	n/p	n/p	n/p	14,462	-
Nights ('000)	90,625	95,617	103,280	108,231	115,520	n/p	n/p	n/p	n/p	113,504	-
Expenditure (\$ million)	\$12,857	\$14,417	\$15,471	\$17,472	\$19,573	n/p	n/p	n/p	n/p	\$22,874	-
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	26,004	29,345	29,195	32,691	37,219	33,364	26,566	21,472	35,661	34,100	-4.4%
Nights ('000)	23,662	23,010	26,152	28,129	32,469	27,606	19,910	18,820	30,113	31,527	4.7%
Expenditure (\$ million)	\$7,968	\$8,563	\$8,834	\$10,263	\$12,095	\$9,388	\$6,398	\$6,937	\$14,643	\$15,739	7.5%

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

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	8,622	8,878	9,455	10,534	11,968	9,618	6,518	6,417	10,728	11,015	2.7%
Nights (000)	23,662	23,010	26,152	28,129	32,469	27,606	19,910	18,820	30,113	31,527	4.7%
Average Length of Stay	2.7	2.6	2.8	2.7	2.7	2.9	3.1	2.9	2.8	2.9	2.0%
Expenditure (\$ million)	\$6,127	\$6,403	\$6,671	\$7,927	\$9,334	\$6,840	\$4,448	\$5,139	\$11,103	\$11,823	6.5%
Spend per visitor per night (\$)	\$259	\$278	\$255	\$282	\$287	\$248	\$223	\$273	\$369	\$375	1.7%
Intrastate visitors (000)	4,306	4,409	4,824	4,861	5,897	4,990	4,262	3,676	5,577	5,628	0.9%
Interstate visitors (000)	4,316	4,469	4,631	5,673	6,071	4,628	2,255	2,742	5,150	5,387	4.6%
Intrastate nights (000)	10,003	9,723	10,708	10,659	13,496	11,271	9,766	8,616	11,819	13,097	10.8%
Interstate nights (000)	13,659	13,287	15,444	17,471	18,973	16,335	10,144	10,203	18,293	18,431	0.8%
Intrastate expenditure (\$ million)	\$2,802	\$2,757	\$3,095	\$3,491	\$4,235	\$3,020	\$2,478	\$2,653	\$5,097	\$5,433	6.6%
Interstate expenditure (\$ million)	\$3,324	\$3,646	\$3,576	\$4,436	\$5,100	\$3,820	\$1,970	\$2,486	\$6,006	\$6,390	6.4%

### Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	2,213	2,323	2,333	2,761	3,008	2,240	1,599	1,891	3,340	3,531	5.7%
Visiting Friends & Relatives	3,165	3,345	3,483	3,497	4,170	3,442	2,728	2,513	3,803	3,738	-1.7%
Business	2,595	2,713	2,925	3,670	3,957	3,240	1,663	1,570	2,901	3,074	6.0%
Other	709	564	779	692	898	772	620	476	762	797	4.6%
Total	8,622	8,878	9,455	10,534	11,968	9,618	6,518	6,417	10,728	11,015	2.7%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	5,731	5,785	6,091	7,116	7,437	5,647	3,991	4,796	8,269	9,086	9.9%
Visiting Friends & Relatives	9,408	9,353	9,973	10,647	12,652	10,124	8,749	8,082	11,525	12,394	7.5%
Business	6,266	5,969	7,380	8,475	9,872	8,984	4,883	4,338	8,324	7,766	-6.7%
Other	2,257	1,903	2,709	1,893	2,507	2,850	2,287	1,603	1,994	2,281	14.4%
Total	23,662	23,010	26,152	28,129	32,469	27,606	19,910	18,820	30,113	31,527	4.7%

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

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## DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	837	739	847	909	1,131	945	998	878	1,244	1,126	-9.5%
Regional NSW	3,469	3,670	3,977	3,952	4,766	4,045	3,264	2,798	4,334	4,503	3.9%
<b>Total Intrastate</b>	<b>4,306</b>	<b>4,409</b>	<b>4,824</b>	<b>4,861</b>	<b>5,897</b>	<b>4,990</b>	<b>4,262</b>	<b>3,676</b>	<b>5,577</b>	<b>5,628</b>	<b>0.9%</b>
Victoria	1,593	1,661	1,812	2,378	2,534	1,869	814	1,306	2,118	2,169	2.4%
Queensland	1,298	1,316	1,405	1,650	1,716	1,350	662	684	1,544	1,694	9.7%
ACT	561	586	577	747	766	590	412	411	759	782	3.0%
Other Interstate	865	907	838	897	1,055	820	368	341	729	743	1.9%
<b>Total Interstate</b>	<b>4,316</b>	<b>4,469</b>	<b>4,631</b>	<b>5,673</b>	<b>6,071</b>	<b>4,628</b>	<b>2,255</b>	<b>2,742</b>	<b>5,150</b>	<b>5,387</b>	<b>4.6%</b>
<b>Grand Total</b>	<b>8,622</b>	<b>8,878</b>	<b>9,455</b>	<b>10,534</b>	<b>11,968</b>	<b>9,618</b>	<b>6,518</b>	<b>6,417</b>	<b>10,728</b>	<b>11,015</b>	<b>2.7%</b>

Age											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	2,820	2,771	2,918	3,297	3,823	3,030	2,156	2,445	3,738	3,277	-12.3%
35-54	3,361	3,359	3,580	4,136	4,436	3,569	2,083	2,126	3,820	4,094	7.2%
55+	2,441	2,747	2,958	3,100	3,709	3,019	2,279	1,846	3,170	3,645	15.0%
<b>Total</b>	<b>8,622</b>	<b>8,878</b>	<b>9,455</b>	<b>10,534</b>	<b>11,968</b>	<b>9,618</b>	<b>6,518</b>	<b>6,417</b>	<b>10,728</b>	<b>11,015</b>	<b>2.7%</b>

Travel Party											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	3,526	3,616	4,180	4,671	5,469	4,509	2,970	2,700	4,322	4,751	9.9%
Adult couple	1,919	2,007	2,114	2,199	2,447	2,050	1,601	1,530	2,496	2,189	-12.3%
Family group - parents and children	1,112	1,186	1,147	1,256	1,347	1,014	682	690	1,160	1,245	7.4%
Friends/relatives travelling together	1,361	1,387	1,336	1,589	1,735	1,248	999	1,119	1,948	2,048	5.1%
Other travel party	704	683	678	818	971	796	266	379	802	783	-2.3%
<b>Total</b>	<b>8,622</b>	<b>8,878</b>	<b>9,455</b>	<b>10,534</b>	<b>11,968</b>	<b>9,618</b>	<b>6,518</b>	<b>6,417</b>	<b>10,728</b>	<b>11,015</b>	<b>2.7%</b>

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

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## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	3,141	3,453	3,789	4,062	4,096	n/p	n/p	n/p	n/p	3,446	-
Nights (000)	66,963	72,607	77,128	80,102	83,052	n/p	n/p	n/p	n/p	81,977	-
Average Length of Stay	21.3	21.0	20.4	19.7	20.3	-	-	-	-	23.8	-
Expenditure (\$ million)	\$6,730	\$8,014	\$8,800	\$9,545	\$10,238	n/p	n/p	n/p	n/p	\$11,051	-
Spend per visitor per night (\$)	\$101	\$110	\$114	\$119	\$123	-	-	-	-	\$135	-

### Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,669	1,875	2,073	2,240	2,249	n/p	n/p	n/p	n/p	1,688	-
Visiting Friends & Relatives	821	889	946	1,027	1,014	n/p	n/p	n/p	n/p	1,018	-
Business	361	361	395	447	448	n/p	n/p	n/p	n/p	341	-
Education	141	157	194	205	222	n/p	n/p	n/p	n/p	188	-
Other	261	299	318	324	344	n/p	n/p	n/p	n/p	363	-
Total	3,141	3,453	3,789	4,062	4,096	n/p	n/p	n/p	n/p	3,446	-

### Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
United States of America	319	366	414	457	498	n/p	n/p	n/p	n/p	437	-
China	526	636	705	779	735	n/p	n/p	n/p	n/p	402	-
New Zealand	364	380	385	375	376	n/p	n/p	n/p	n/p	376	-

### Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	1,360	1,461	1,540	1,579	1,599	n/p	n/p	n/p	n/p	1,433	-
35-54	1,034	1,115	1,248	1,337	1,333	n/p	n/p	n/p	n/p	1,112	-
55+	747	876	1,001	1,146	1,164	n/p	n/p	n/p	n/p	902	-
Total	3,141	3,453	3,789	4,062	4,096	n/p	n/p	n/p	n/p	3,446	-

### Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	1,635	1,742	1,904	2,021	2,024	n/p	n/p	n/p	n/p	1,952	-
Adult couple	636	724	782	887	921	n/p	n/p	n/p	n/p	641	-
Family group - parents and children	373	417	453	499	541	n/p	n/p	n/p	n/p	429	-
Friends/relatives travelling together	364	444	495	482	456	n/p	n/p	n/p	n/p	302	-
Other travel party	133	126	155	173	154	n/p	n/p	n/p	n/p	123	-
Total	3,141	3,453	3,789	4,062	4,096	n/p	n/p	n/p	n/p	3,446	-

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

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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	17,382	20,467	19,740	22,157	25,251	23,746	20,048	15,054	24,933	23,084	-7.4%
Expenditure (\$ million)	\$1,842	\$2,160	\$2,163	\$2,337	\$2,761	\$2,548	\$1,949	\$1,798	\$3,540	\$3,917	10.7%
Spend per visitor (\$)	\$106	\$106	\$110	\$105	\$109	\$107	\$97	\$119	\$142	\$170	19.5%

### Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	7,220	9,365	8,478	9,914	10,754	9,359	8,098	5,870	11,195	10,592	-5.4%
Visiting Friends & Relatives	5,628	6,084	6,276	6,896	7,706	7,670	6,497	5,164	7,502	6,866	-8.5%
Business	2,076	2,625	2,360	2,625	3,710	3,882	3,006	1,718	3,745	3,104	-17.1%
Other	2,458	2,394	2,626	2,722	3,081	2,835	2,447	2,302	2,491	2,522	1.3%
<b>Total</b>	<b>17,382</b>	<b>20,467</b>	<b>19,740</b>	<b>22,157</b>	<b>25,251</b>	<b>23,746</b>	<b>20,048</b>	<b>15,054</b>	<b>24,933</b>	<b>23,084</b>	<b>-7.4%</b>

### Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	10,963	12,769	11,681	13,434	16,399	16,087	14,695	10,165	17,277	14,654	-15.2%
Regional NSW	5,714	6,987	7,239	7,978	8,041	7,074	5,199	4,608	7,258	7,869	8.4%
<b>Total Intrastate</b>	<b>16,677</b>	<b>19,756</b>	<b>18,920</b>	<b>21,412</b>	<b>24,440</b>	<b>23,161</b>	<b>19,893</b>	<b>14,773</b>	<b>24,535</b>	<b>22,523</b>	<b>-8.2%</b>
<b>Total Interstate</b>	<b>705</b>	<b>711</b>	<b>820</b>	<b>746</b>	<b>811</b>	<b>585</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>17,382</b>	<b>20,467</b>	<b>19,740</b>	<b>22,157</b>	<b>25,251</b>	<b>23,746</b>	<b>20,048</b>	<b>15,054</b>	<b>24,933</b>	<b>23,084</b>	<b>-7.4%</b>

### Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	6,161	6,797	6,594	6,762	8,479	7,994	6,982	5,006	8,193	8,008	-2.3%
35-54	5,584	6,547	6,020	7,326	7,375	7,528	6,395	4,959	7,997	6,859	-14.2%
55+	5,637	7,124	7,126	8,070	9,397	8,224	6,671	5,089	8,743	8,218	-6.0%
<b>Total</b>	<b>17,382</b>	<b>20,467</b>	<b>19,740</b>	<b>22,157</b>	<b>25,251</b>	<b>23,746</b>	<b>20,048</b>	<b>15,054</b>	<b>24,933</b>	<b>23,084</b>	<b>-7.4%</b>

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