

# Travel to Sydney Surrounds North Destination Network

Year ended September 2024

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



## OVERVIEW

GRAND TOTAL (overnight & daytrip)	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	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	13,555	14,430	15,249	16,331	19,060	n/p	n/p	n/p	n/p	16,220	-
Nights ('000)	15,454	15,312	16,630	17,482	20,106	n/p	n/p	n/p	n/p	20,647	-
Expenditure (\$ million)	\$3,079	\$3,131	\$3,430	\$3,644	\$4,080	n/p	n/p	n/p	n/p	\$5,676	-
OVERNIGHT (international & domestic)	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	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	4,417	4,650	5,027	5,507	6,466	n/p	n/p	n/p	n/p	6,444	-
Nights ('000)	15,454	15,312	16,630	17,482	20,106	n/p	n/p	n/p	n/p	20,647	-
Expenditure (\$ million)	\$2,171	\$2,155	\$2,435	\$2,508	\$2,894	n/p	n/p	n/p	n/p	\$4,260	-
DOMESTIC (overnight & daytrip)	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	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	13,353	14,231	15,005	16,079	18,794	14,174	12,411	14,586	17,810	16,029	-10.0%
Nights ('000)	11,750	12,078	12,492	13,857	16,485	12,772	12,980	15,071	16,613	16,883	1.6%
Expenditure (\$ million)	\$2,846	\$2,918	\$3,144	\$3,402	\$3,800	\$2,913	\$3,282	\$4,334	\$5,492	\$5,388	-1.9%

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

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	4,215	4,451	4,783	5,255	6,200	4,572	4,456	5,484	6,245	6,253	0.1%
Nights (000)	11,750	12,078	12,492	13,857	16,485	12,772	12,980	15,071	16,613	16,883	1.6%
Average Length of Stay	2.8	2.7	2.6	2.6	2.7	2.8	2.9	2.7	2.7	2.7	1.5%
Expenditure (\$ million)	\$1,938	\$1,942	\$2,149	\$2,266	\$2,615	\$2,085	\$2,331	\$3,201	\$3,968	\$3,973	0.1%
Spend per visitor per night (\$)	\$165	\$161	\$172	\$164	\$159	\$163	\$180	\$212	\$239	\$235	-1.5%
Intrastate visitors (000)	3,550	3,822	4,063	4,457	5,274	4,033	3,979	4,756	5,277	5,436	3.0%
Interstate visitors (000)	665	629	720	798	926	539	477	727	968	817	-15.7%
Intrastate nights (000)	9,010	9,638	9,638	10,927	12,544	10,534	10,785	12,064	12,938	13,997	8.2%
Interstate nights (000)	2,740	2,439	2,854	2,930	3,941	2,238	2,195	3,007	3,675	2,886	-21.5%
Intrastate expenditure (\$ million)	\$1,550	\$1,645	\$1,772	\$1,855	\$2,045	\$1,771	\$2,086	\$2,761	\$3,251	\$3,295	1.3%
Interstate expenditure (\$ million)	\$388	\$297	\$377	\$411	\$570	\$314	\$246	\$441	\$717	\$678	-5.4%

### Main Purpose of Visit

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,860	1,853	2,049	2,202	2,464	1,863	2,106	2,342	2,728	2,779	1.9%
Visiting Friends & Relatives	1,668	1,811	1,854	2,119	2,569	1,894	1,523	2,285	2,494	2,394	-4.0%
Business	515	619	639	741	886	567	539	641	754	854	13.3%
Other	191	190	286	230	308	279	313	256	295	262	-11.3%
Total	4,215	4,451	4,783	5,255	6,200	4,572	4,456	5,484	6,245	6,253	0.1%
Nights (000)	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	YE Sep 2024	% change 2024 vs. 2023
Holiday	5,487	5,222	5,527	5,823	6,526	5,373	5,818	6,746	7,420	7,395	-0.3%
Visiting Friends & Relatives	4,408	4,526	4,911	5,626	7,172	5,049	4,463	6,149	6,229	6,236	0.1%
Business	1,519	1,826	1,445	1,754	1,967	1,497	1,611	1,440	2,117	2,725	28.8%
Other	336	503	608	655	819	853	1,088	737	848	527	-37.8%
Total	11,750	12,078	12,492	13,857	16,485	12,772	12,980	15,071	16,613	16,883	1.6%

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

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Year ended September 2024



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## DOMESTIC OVERNIGHT TRAVEL

### Origin

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Sydney	2,045	2,246	2,425	2,599	3,170	2,453	2,531	2,902	3,212	3,225	0.4%
Regional NSW	1,504	1,576	1,638	1,858	2,104	1,580	1,448	1,855	2,066	2,211	7.0%
<b>Total Intrastate</b>	<b>3,550</b>	<b>3,822</b>	<b>4,063</b>	<b>4,457</b>	<b>5,274</b>	<b>4,033</b>	<b>3,979</b>	<b>4,756</b>	<b>5,277</b>	<b>5,436</b>	<b>3.0%</b>
Victoria	209	155	228	204	303	171	154	222	317	244	-22.9%
Queensland	292	275	311	368	392	250	201	305	387	362	-6.4%
ACT	n/p	105	n/p	123	101	68	77	120	136	n/p	-
Other Interstate	90	93	110	102	129	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	<b>665</b>	<b>629</b>	<b>720</b>	<b>798</b>	<b>926</b>	<b>539</b>	<b>477</b>	<b>727</b>	<b>968</b>	<b>817</b>	<b>-15.7%</b>
<b>Grand Total</b>	<b>4,215</b>	<b>4,451</b>	<b>4,783</b>	<b>5,255</b>	<b>6,200</b>	<b>4,572</b>	<b>4,456</b>	<b>5,484</b>	<b>6,245</b>	<b>6,253</b>	<b>0.1%</b>

### Age

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
15-34	1,393	1,444	1,574	1,828	2,095	1,595	1,326	1,881	1,921	2,098	9.2%
35-54	1,393	1,562	1,643	1,741	1,945	1,430	1,640	1,860	2,086	1,981	-5.1%
55+	1,429	1,445	1,566	1,686	2,160	1,547	1,490	1,742	2,238	2,174	-2.8%
<b>Total</b>	<b>4,215</b>	<b>4,451</b>	<b>4,783</b>	<b>5,255</b>	<b>6,200</b>	<b>4,572</b>	<b>4,456</b>	<b>5,484</b>	<b>6,245</b>	<b>6,253</b>	<b>0.1%</b>

### Travel Party

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	1,050	1,212	1,213	1,429	1,926	1,413	1,177	1,661	1,690	1,895	12.1%
Adult couple	1,272	1,280	1,492	1,520	1,726	1,248	1,194	1,439	1,987	1,637	-17.6%
Family group - parents and children	789	807	833	845	935	786	776	1,008	1,005	1,114	10.8%
Friends/relatives travelling together	888	944	995	1,189	1,326	943	1,121	1,251	1,373	1,375	0.2%
Other travel party	215	208	250	271	286	182	187	124	190	233	22.4%
<b>Total</b>	<b>4,215</b>	<b>4,451</b>	<b>4,783</b>	<b>5,255</b>	<b>6,200</b>	<b>4,572</b>	<b>4,456</b>	<b>5,484</b>	<b>6,245</b>	<b>6,253</b>	<b>0.1%</b>

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

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## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	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	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	202	200	244	252	266	n/p	n/p	n/p	n/p	191	-
Nights (000)	3,705	3,234	4,138	3,625	3,620	n/p	n/p	n/p	n/p	3,763	-
Average Length of Stay	18.3	16.2	17.0	14.4	13.6	-	-	-	-	19.7	-
Expenditure (\$ million)	\$233	\$214	\$286	\$242	\$280	n/p	n/p	n/p	n/p	\$287	-
Spend per visitor per night (\$)	\$63	\$66	\$69	\$67	\$77	-	-	-	-	\$76	-

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

### Origin

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
United Kingdom	38	37	40	39	43	n/p	n/p	n/p	n/p	32	-
New Zealand	27	28	30	31	28	n/p	n/p	n/p	n/p	27	-
United States of America	19	22	28	26	29	n/p	n/p	n/p	n/p	24	-

### Age

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
15-34	87	90	98	98	103	n/p	n/p	n/p	n/p	69	-
35-54	51	49	69	68	74	n/p	n/p	n/p	n/p	50	-
55+	64	61	77	87	89	n/p	n/p	n/p	n/p	72	-
Total	202	200	244	252	266	n/p	n/p	n/p	n/p	191	-

### Travel Party

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	111	112	133	127	133	n/p	n/p	n/p	n/p	111	-
Adult couple	53	45	57	60	63	n/p	n/p	n/p	n/p	43	-
Family group - parents and children	15	20	26	28	33	n/p	n/p	n/p	n/p	17	-
Friends/relatives travelling together	19	19	22	29	28	n/p	n/p	n/p	n/p	18	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	202	200	244	252	266	n/p	n/p	n/p	n/p	191	-

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

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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	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	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	9,139	9,780	10,222	10,824	12,595	9,602	7,956	9,102	11,565	9,776	-15.5%
Expenditure (\$ million)	\$908	\$976	\$995	\$1,136	\$1,186	\$829	\$950	\$1,132	\$1,525	\$1,416	-7.1%
Spend per visitor (\$)	\$99	\$100	\$97	\$105	\$94	\$86	\$119	\$124	\$132	\$145	9.9%

### Main Purpose of Trip

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Holiday	4,217	4,475	4,669	5,108	5,478	3,796	3,549	3,860	4,917	4,700	-4.4%
Visiting Friends & Relatives	2,961	3,035	3,293	3,624	4,233	3,313	2,433	2,895	3,569	3,119	-12.6%
Business	878	910	964	949	1,652	1,370	1,026	1,082	1,550	933	-39.8%
Other	1,083	1,361	1,296	1,142	1,233	1,123	947	1,265	1,529	1,024	-33.1%
Total	9,139	9,780	10,222	10,824	12,595	9,602	7,956	9,102	11,565	9,776	-15.5%

### Origin

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
Sydney	3,922	4,033	4,302	4,860	5,431	4,081	2,908	3,775	5,045	4,321	-14.4%
Regional NSW	5,181	5,707	5,890	5,933	7,122	5,493	5,031	5,317	6,462	5,436	-15.9%
<b>Total Intrastate</b>	9,104	9,740	10,192	10,793	12,552	9,574	7,940	9,093	11,507	9,757	-15.2%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	9,139	9,780	10,222	10,824	12,595	9,602	7,956	9,102	11,565	9,776	-15.5%

### Age

Visitors (000)	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	YE Sep 2024	% change 2024 vs. 2023
15-34	2,682	2,808	2,647	3,315	3,621	2,868	2,294	2,891	3,464	3,032	-12.5%
35-54	3,230	3,276	3,514	3,513	3,899	2,725	2,634	2,702	3,572	3,554	-0.5%
55+	3,227	3,697	4,060	3,996	5,075	4,010	3,027	3,510	4,529	3,190	-29.6%
Total	9,139	9,780	10,222	10,824	12,595	9,602	7,956	9,102	11,565	9,776	-15.5%

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