

Sydney Visitor Profile

Year ended September 2023



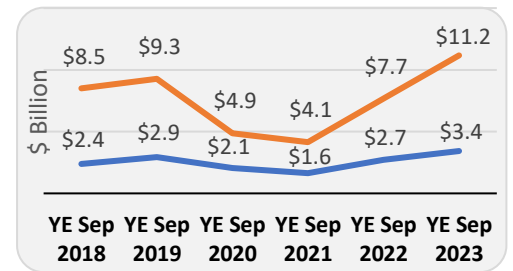
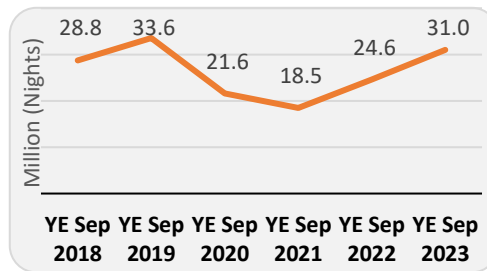
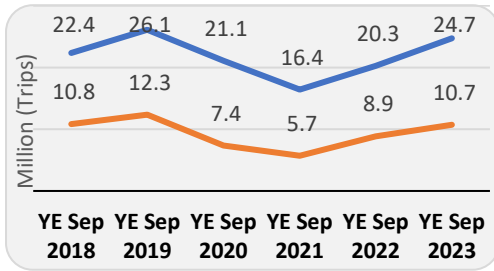
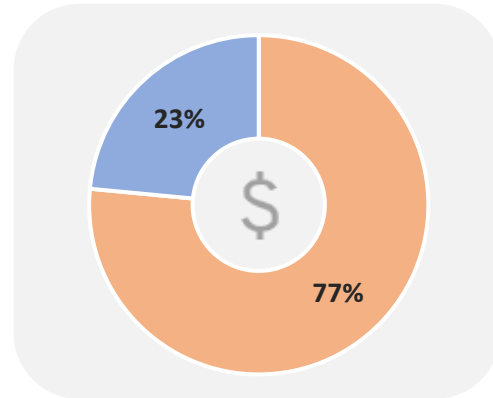
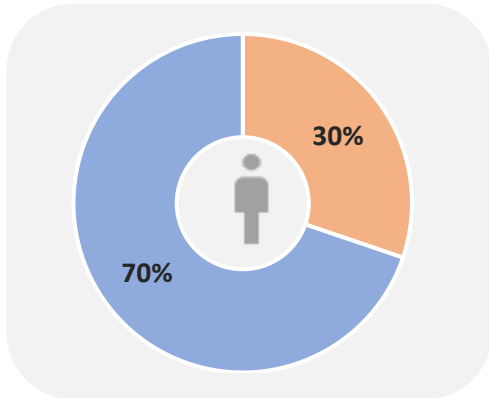
Source: National Visitor Survey, Tourism Research Australia.

Note: This report does not include international visitation statistics as YE September 2023 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic Overnight (Orange) Domestic Daytrip (Blue)



Domestic overnight travel

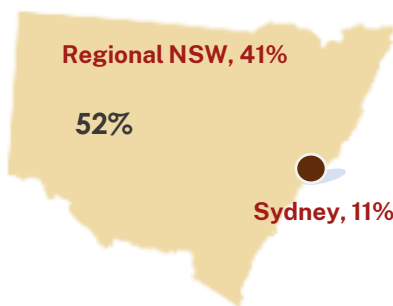
Visitors: 10.7m (+20.7% YoY)
 Nights: 31.0m (+26.0% YoY)
 Expenditure: \$11.2bn (+45.6% YoY)

Average spend
 \$360 per night
 \$1045 per visitor

Average length of stay:
 2.9 nights

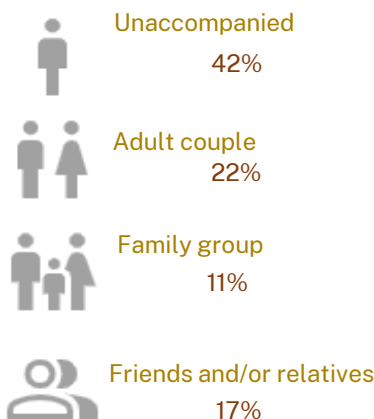
Origin

52% of the visitors came from within New South Wales

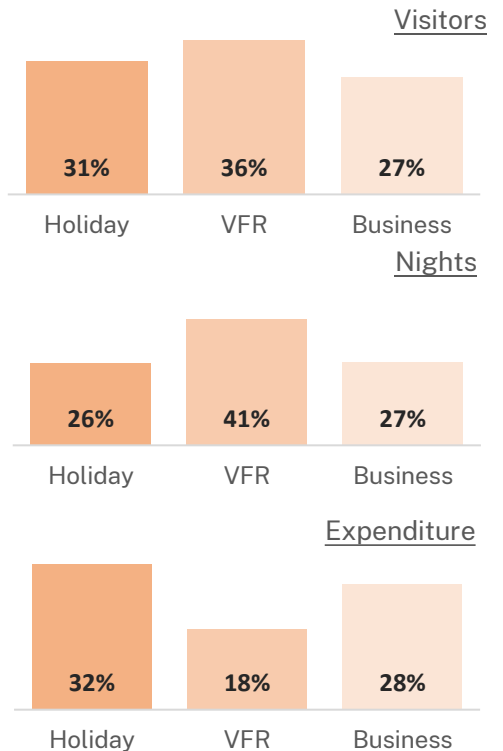


Travel party

42% of the visitors were travelling alone



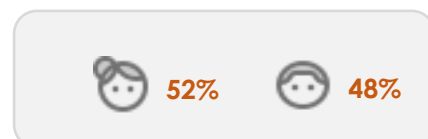
Purpose of visit



Transport

Self-drive Land Vehicle, 54%
 Aircraft, 37%
 Other Land Transport (Bus, Train, etc.), 11%
 Other or Mixed Transport, n/p

Gender



*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

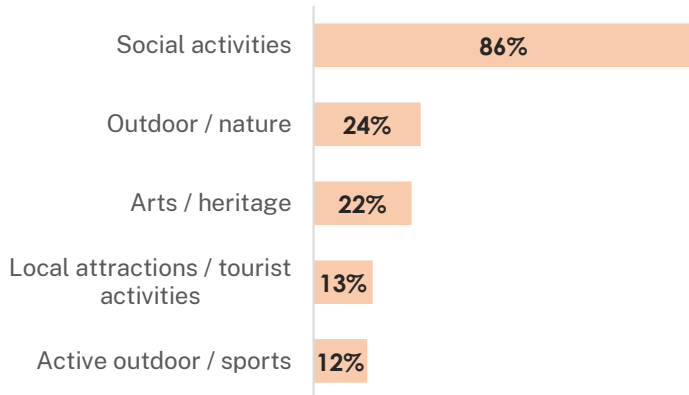
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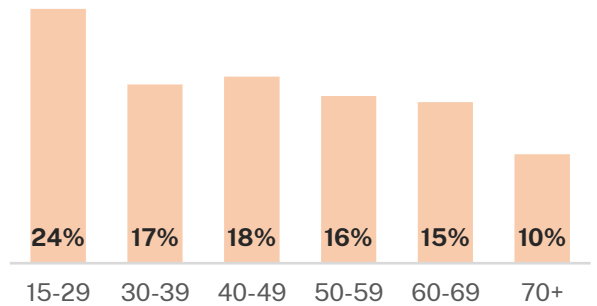
Source: National Visitor Survey, Tourism Research Australia.

Top 5 activities

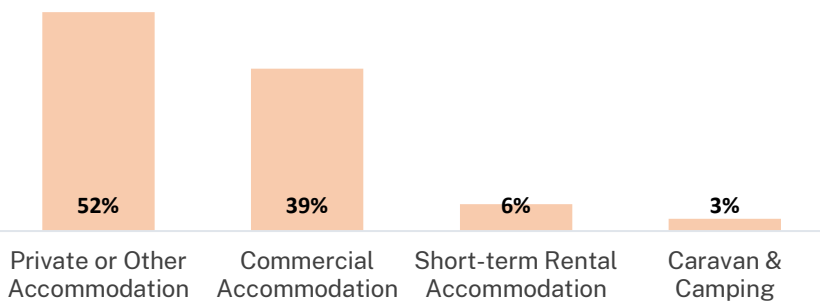


Age

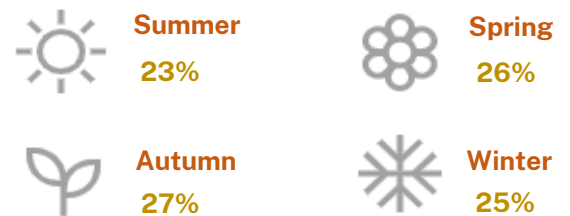
15-29 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

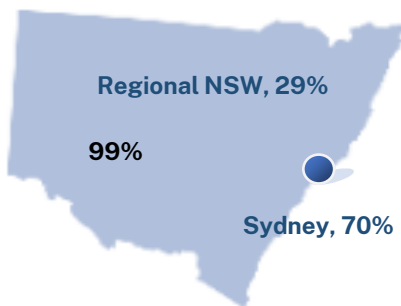
Domestic daytrip travel

Visitors: 24.7m (+21.9% YoY)
Expenditure: \$3.4bn (+25.8% YoY)

\$ Average spend
\$139 per visitor

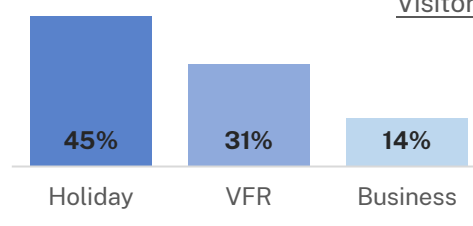
Origin

99% of the visitors to the region came from New South Wales

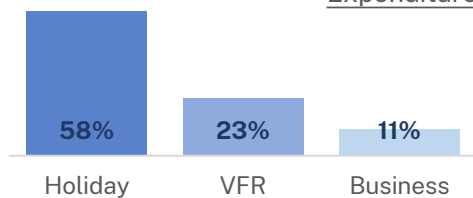


Purpose of visit

Visitors



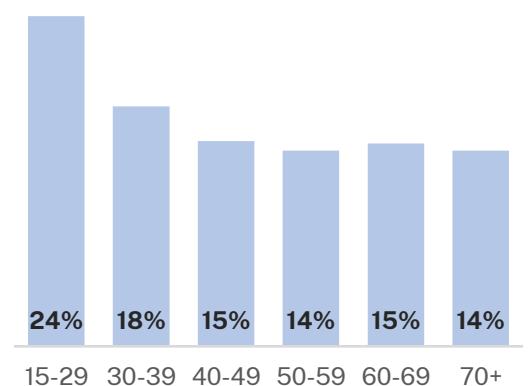
Expenditure



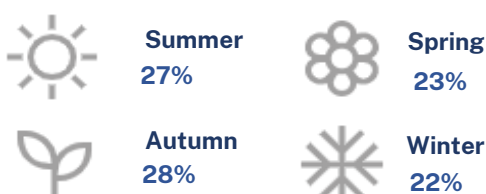
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

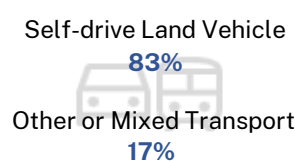
'15-29 years' was the largest age group of the visitors to the region



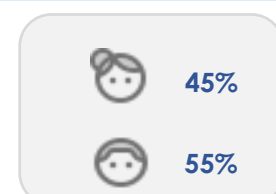
Travel season*



Transport



Gender



*by month returned from the trip

Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Due to technical limitations, "not asked" samples constitute no part of % share in the total proportion.