

Travel to Sydney Surrounds North Destination Network

Year ended December 2023

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



OVERVIEW

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	13,346	14,018	14,673	15,689	16,237	19,907	n/p	n/p	n/p	18,113	-
Nights ('000)	14,798	15,427	15,752	16,507	17,998	20,382	n/p	n/p	n/p	20,850	-
Expenditure (\$ million)	\$2,866	\$3,151	\$3,184	\$3,563	\$3,611	\$4,251	n/p	n/p	n/p	\$5,950	-
OVERNIGHT (international & domestic)											
Visitors ('000)	4,261	4,497	4,717	5,292	5,449	6,632	n/p	n/p	n/p	6,618	-
Nights ('000)	14,798	15,427	15,752	16,507	17,998	20,382	n/p	n/p	n/p	20,850	-
Expenditure (\$ million)	\$1,955	\$2,214	\$2,179	\$2,515	\$2,525	\$3,033	n/p	n/p	n/p	\$4,407	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	13,160	13,817	14,460	15,442	15,972	19,659	12,942	11,917	15,709	17,911	14.0%
Nights ('000)	11,263	11,899	12,142	12,860	14,022	17,071	12,298	12,710	15,781	17,347	9.9%
Expenditure (\$ million)	\$2,662	\$2,923	\$2,958	\$3,281	\$3,349	\$3,988	\$2,918	\$3,097	\$4,917	\$5,694	15.8%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	4,075	4,296	4,503	5,045	5,184	6,384	4,458	4,276	5,786	6,416	10.9%
Nights (000)	11,263	11,899	12,142	12,860	14,022	17,071	12,298	12,710	15,781	17,347	9.9%
Average Length of Stay	2.8	2.8	2.7	2.5	2.7	2.7	2.8	3.0	2.7	2.7	-0.9%
Expenditure (\$ million)	\$1,751	\$1,986	\$1,953	\$2,234	\$2,263	\$2,769	\$2,099	\$2,206	\$3,632	\$4,151	14.3%
Spend per visitor per night (\$)	\$155	\$167	\$161	\$174	\$161	\$162	\$171	\$174	\$230	\$239	4.0%
Intrastate visitors (000)	3,428	3,644	3,821	4,300	4,391	5,392	4,097	3,816	4,911	5,383	9.6%
Interstate visitors (000)	647	652	682	745	793	992	361	460	875	1,033	18.1%
Intrastate nights (000)	8,778	9,325	9,446	10,083	10,859	13,022	10,726	10,368	12,374	13,471	8.9%
Interstate nights (000)	2,485	2,574	2,696	2,777	3,163	4,050	1,573	2,342	3,406	3,875	13.8%
Intrastate expenditure (\$ million)	\$1,443	\$1,628	\$1,615	\$1,859	\$1,810	\$2,157	\$1,926	\$1,964	\$3,068	\$3,296	7.4%
Interstate expenditure (\$ million)	\$308	\$357	\$338	\$375	\$453	\$612	\$173	\$243	\$564	\$855	51.5%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,765	1,872	1,923	2,084	2,184	2,489	1,971	1,969	2,556	2,694	5.4%
Visiting Friends & Relatives	1,666	1,724	1,825	2,017	2,017	2,700	1,765	1,497	2,329	2,609	12.0%
Business	476	538	585	677	784	890	479	537	700	830	18.6%
Other	193	187	194	307	238	337	273	301	237	306	29.5%
Total	4,075	4,296	4,503	5,045	5,184	6,384	4,458	4,276	5,786	6,416	10.9%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	5,241	5,396	5,426	5,457	5,816	6,822	5,606	5,565	7,073	7,469	5.6%
Visiting Friends & Relatives	4,181	4,445	4,597	5,246	5,681	7,260	4,657	4,480	6,263	6,603	5.4%
Business	1,367	1,623	1,665	1,493	1,890	2,050	1,228	1,618	1,734	2,456	41.6%
Other	474	434	454	664	635	940	807	1,047	710	818	15.2%
Total	11,263	11,899	12,142	12,860	14,022	17,071	12,298	12,710	15,781	17,347	9.9%

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

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Year ended December 2023

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	1,981	2,088	2,300	2,466	2,614	3,229	2,616	2,388	2,938	3,267	11.2%
Regional NSW	1,447	1,556	1,522	1,834	1,777	2,164	1,481	1,428	1,973	2,116	7.2%
Total Intrastate	3,428	3,644	3,821	4,300	4,391	5,392	4,097	3,816	4,911	5,383	9.6%
Victoria	165	209	185	222	218	332	n/p	152	255	329	28.7%
Queensland	298	259	301	331	368	417	160	197	376	420	11.8%
ACT	90	91	89	86	116	102	67	69	135	157	16.4%
Other Interstate	94	93	107	107	92	141	n/p	n/p	109	n/p	-
Total Interstate	647	652	682	745	793	992	361	460	875	1,033	18.1%
Grand Total	4,075	4,296	4,503	5,045	5,184	6,384	4,458	4,276	5,786	6,416	10.9%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	1,287	1,406	1,441	1,662	1,856	2,113	1,518	1,321	1,905	2,032	6.7%
35-54	1,461	1,379	1,617	1,752	1,692	2,017	1,475	1,507	1,985	2,111	6.3%
55+	1,327	1,510	1,445	1,632	1,636	2,255	1,465	1,448	1,896	2,273	19.9%
Total	4,075	4,296	4,503	5,045	5,184	6,384	4,458	4,276	5,786	6,416	10.9%

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	1,060	1,089	1,235	1,326	1,381	1,993	1,339	1,207	1,647	1,761	6.9%
Adult couple	1,151	1,227	1,343	1,586	1,455	1,726	1,259	1,092	1,673	1,924	15.0%
Family group - parents and children	802	808	747	844	907	1,000	752	696	1,065	1,091	2.4%
Friends/relatives travelling together	900	933	976	1,045	1,158	1,355	994	1,086	1,256	1,393	10.9%
Other travel party	161	238	202	244	283	310	113	195	145	247	70.8%
Total	4,075	4,296	4,503	5,045	5,184	6,384	4,458	4,276	5,786	6,416	10.9%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	186	201	213	247	265	248	n/p	n/p	n/p	202	-
Nights (000)	3,535	3,528	3,610	3,646	3,976	3,311	n/p	n/p	n/p	3,503	-
Average Length of Stay	19.0	17.5	16.9	14.8	15.0	13.4	n/p	n/p	n/p	17.4	-
Expenditure (\$ million)	\$204	\$228	\$226	\$282	\$262	\$264	n/p	n/p	n/p	\$256	-
Spend per visitor per night (\$)	\$58	\$65	\$63	\$77	\$66	\$80	n/p	n/p	n/p	\$73	-

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

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United Kingdom	30	38	38	40	44	41	n/p	n/p	n/p	36	-
New Zealand	28	27	26	32	33	26	n/p	n/p	n/p	26	-
United States of America	19	21	26	25	29	26	n/p	n/p	n/p	19	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	79	85	94	99	99	99	n/p	n/p	n/p	81	-
35-54	51	52	52	70	74	65	n/p	n/p	n/p	54	-
55+	56	65	67	77	92	83	n/p	n/p	n/p	67	-
Total	186	201	213	247	265	248	n/p	n/p	n/p	202	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	106	109	123	129	136	124	n/p	n/p	n/p	115	-
Adult couple	42	51	48	60	62	58	n/p	n/p	n/p	48	-
Family group - parents and children	16	15	20	27	28	33	n/p	n/p	n/p	15	-
Friends/relatives travelling together	17	21	18	26	30	23	n/p	n/p	n/p	17	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	186	201	213	247	265	248	n/p	n/p	n/p	202	-

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

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	9,084	9,522	9,956	10,397	10,788	13,275	8,485	7,642	9,922	11,496	15.9%
Expenditure (\$ million)	\$911	\$937	\$1,005	\$1,047	\$1,086	\$1,219	\$819	\$891	\$1,285	\$1,543	20.1%
Spend per visitor (\$)	\$100	\$98	\$101	\$101	\$101	\$92	\$96	\$117	\$129	\$134	3.7%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	4,204	4,351	4,538	4,769	5,029	5,606	3,471	3,372	4,065	5,250	29.1%
Visiting Friends & Relatives	2,953	3,126	3,174	3,321	3,643	4,544	2,826	2,190	3,317	3,379	1.9%
Business	849	861	914	964	1,103	1,800	1,096	1,105	1,136	1,420	25.0%
Other	1,078	1,184	1,330	1,342	1,013	1,325	1,092	975	1,404	1,447	3.1%
Total	9,084	9,522	9,956	10,397	10,788	13,275	8,485	7,642	9,922	11,496	15.9%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	3,984	3,953	4,100	4,543	4,867	5,562	3,437	2,780	4,233	4,919	16.2%
Regional NSW	5,079	5,550	5,801	5,840	5,887	7,659	5,028	4,851	5,658	6,540	15.6%
Total Intrastate	9,063	9,503	9,901	10,382	10,754	13,222	8,465	7,631	9,892	11,458	15.8%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	9,084	9,522	9,956	10,397	10,788	13,275	8,485	7,642	9,922	11,496	15.9%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	2,624	2,772	2,764	2,896	3,234	3,820	2,526	2,286	2,969	3,612	21.7%
35-54	3,458	3,205	3,354	3,675	3,407	3,927	2,602	2,417	2,999	3,730	24.4%
55+	3,002	3,545	3,838	3,825	4,147	5,527	3,356	2,939	3,954	4,154	5.1%
Total	9,084	9,522	9,956	10,397	10,788	13,275	8,485	7,642	9,922	11,496	15.9%

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