

Travel to Sydney Tourism Region

Year ended December 2024



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

OVERVIEW

	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	YE Dec 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	31,154	33,189	34,724	37,762	44,875	n/p	n/p	n/p	39,158	36,723	-6.2%
Nights ('000)	94,609	98,548	106,518	110,858	117,099	n/p	n/p	n/p	104,188	115,200	10.6%
Expenditure (\$ million)	\$15,621	\$17,104	\$18,867	\$21,102	\$22,814	n/p	n/p	n/p	\$24,953	\$26,791	7.4%
OVERNIGHT (international & domestic)											
Visitors ('000)	11,895	12,808	14,095	15,193	16,761	n/p	n/p	n/p	14,041	14,867	5.9%
Nights ('000)	94,609	98,548	106,518	110,858	117,099	n/p	n/p	n/p	104,188	115,200	10.6%
Expenditure (\$ million)	\$13,536	\$14,932	\$16,643	\$18,537	\$19,745	n/p	n/p	n/p	\$21,352	\$23,091	8.1%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	27,923	29,537	30,759	33,671	40,769	25,022	20,364	32,624	35,984	33,194	-7.8%
Nights ('000)	23,404	24,865	27,244	29,574	34,988	16,886	18,027	28,707	30,664	31,665	3.3%
Expenditure (\$ million)	\$8,281	\$8,661	\$9,613	\$11,394	\$12,461	\$5,063	\$5,595	\$13,103	\$15,028	\$15,887	5.7%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	11,338	4.3%
Nights (000)	23,404	24,865	27,244	29,574	34,988	16,886	18,027	28,707	30,664	31,665	3.3%
Average Length of Stay	2.7	2.7	2.7	2.7	2.8	3.0	3.3	2.8	2.8	2.8	-1.0%
Expenditure (\$ million)	\$6,197	\$6,489	\$7,388	\$8,830	\$9,392	\$3,323	\$4,047	\$9,947	\$11,427	\$12,187	6.7%
Spend per visitor per night (\$)	\$265	\$261	\$271	\$299	\$268	\$197	\$225	\$346	\$373	\$385	3.3%
Intrastate visitors (000)	4,388	4,623	4,975	5,228	6,290	3,683	3,386	5,443	5,648	5,693	0.8%
Interstate visitors (000)	4,276	4,533	5,155	5,875	6,365	1,939	2,146	4,934	5,219	5,645	8.2%
Intrastate nights (000)	10,065	10,403	10,799	11,567	14,271	8,433	8,281	11,715	12,651	13,279	5.0%
Interstate nights (000)	13,339	14,462	16,446	18,006	20,717	8,453	9,746	16,991	18,013	18,386	2.1%
Intrastate expenditure (\$ million)	\$2,826	\$2,925	\$3,344	\$3,907	\$4,147	\$1,805	\$2,142	\$4,691	\$5,290	\$5,672	7.2%
Interstate expenditure (\$ million)	\$3,371	\$3,564	\$4,043	\$4,923	\$5,245	\$1,518	\$1,905	\$5,256	\$6,137	\$6,515	6.2%

Purpose of Visit

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	2,251	2,400	2,485	3,014	3,035	1,223	1,474	3,059	3,409	3,634	6.6%
Visiting Friends & Relatives	3,256	3,455	3,577	3,595	4,475	2,343	2,282	3,753	3,882	3,854	-0.7%
Business	2,582	2,684	3,363	3,885	4,243	1,588	1,350	2,831	2,953	3,265	10.5%
Other	644	690	778	688	992	511	491	793	747	698	-6.6%
Total	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	11,338	4.3%
Nights (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	5,796	6,030	6,818	7,486	7,362	3,096	3,792	7,724	8,504	9,178	7.9%
Visiting Friends & Relatives	9,411	9,830	10,280	10,869	13,635	6,642	8,198	11,302	12,460	12,263	-1.6%
Business	5,969	6,521	7,787	9,531	11,023	4,627	4,262	7,663	7,900	7,748	-1.9%
Other	2,227	2,484	2,359	1,688	2,968	2,522	1,775	2,018	1,800	2,476	37.6%
Total	23,404	24,865	27,244	29,574	34,988	16,886	18,027	28,707	30,664	31,665	3.3%

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

Travel to Sydney Tourism Region

Year ended December 2024



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

DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Sydney	776	792	983	915	1,199	850	849	1,158	1,148	1,145	-0.3%
Regional NSW	3,612	3,830	3,992	4,313	5,091	2,834	2,537	4,285	4,500	4,548	1.1%
Total Intrastate	4,388	4,623	4,975	5,228	6,290	3,683	3,386	5,443	5,648	5,693	0.8%
Victoria	1,575	1,650	2,136	2,444	2,594	801	840	2,126	2,124	2,258	6.3%
Queensland	1,224	1,433	1,481	1,703	1,842	486	637	1,392	1,606	1,841	14.6%
ACT	581	580	653	756	775	372	363	699	790	775	-1.8%
Other Interstate	896	870	885	972	1,154	281	306	718	699	771	10.3%
Total Interstate	4,276	4,533	5,155	5,875	6,365	1,939	2,146	4,934	5,219	5,645	8.2%
Grand Total	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	11,338	4.3%

Age

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
15-34	2,830	2,782	3,222	3,498	3,915	1,831	1,960	3,693	3,610	3,398	-5.9%
35-54	3,223	3,569	3,908	4,224	4,726	1,831	1,790	3,700	3,910	4,168	6.6%
55+	2,611	2,805	3,000	3,380	4,015	1,960	1,782	2,984	3,347	3,772	12.7%
Total	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	11,338	4.3%

Travel Party

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	3,630	3,742	4,474	4,998	5,865	2,757	2,438	4,125	4,587	4,959	8.1%
Adult couple	1,909	2,101	2,210	2,227	2,675	1,254	1,309	2,552	2,314	2,249	-2.8%
Family group - parents and children	1,088	1,246	1,161	1,419	1,280	564	605	1,094	1,218	1,401	15.0%
Friends/relatives travelling together	1,347	1,382	1,506	1,609	1,713	804	930	1,811	2,007	1,990	-0.8%
Other travel party	691	685	780	849	1,122	244	250	795	742	739	-0.4%
Total	8,664	9,155	10,130	11,102	12,655	5,623	5,531	10,377	10,867	11,338	4.3%

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Travel to Sydney Tourism Region

Year ended December 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	3,231	3,653	3,965	4,091	4,106	n/p	n/p	n/p	3,174	3,529	11.2%
Nights (000)	71,206	73,683	79,274	81,284	82,111	n/p	n/p	n/p	73,524	83,535	13.6%
Average Length of Stay	22.0	20.2	20.0	19.9	20.0	-	-	-	23.2	23.7	2.2%
Expenditure (\$ million)	\$7,340	\$8,443	\$9,255	\$9,708	\$10,352	n/p	n/p	n/p	\$9,925	\$10,904	9.9%
Spend per visitor per night (\$)	\$103	\$115	\$117	\$119	\$126	-	-	-	\$135	\$131	-3.3%

Purpose of Visit

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	1,725	2,002	2,185	2,255	2,234	n/p	n/p	n/p	1,489	1,790	20.2%
Visiting Friends & Relatives	854	920	986	1,028	1,025	n/p	n/p	n/p	965	1,029	6.6%
Business	351	370	439	448	430	n/p	n/p	n/p	333	313	-5.9%
Education	147	176	196	215	221	n/p	n/p	n/p	178	188	5.2%
Other	271	317	318	333	355	n/p	n/p	n/p	361	353	-2.2%
Total	3,231	3,653	3,965	4,091	4,106	n/p	n/p	n/p	3,174	3,529	11.2%

Origin (Top 3 based on latest time period)

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
China	566	675	770	755	748	n/p	n/p	n/p	283	461	63.1%
United States of America	339	396	440	467	497	n/p	n/p	n/p	404	419	3.7%
New Zealand	369	386	379	375	384	n/p	n/p	n/p	344	363	5.4%

Age

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
15-34	1,390	1,527	1,553	1,593	1,573	n/p	n/p	n/p	1,294	1,471	13.6%
35-54	1,043	1,194	1,310	1,331	1,377	n/p	n/p	n/p	1,038	1,150	10.7%
55+	798	932	1,101	1,167	1,156	n/p	n/p	n/p	841	909	8.1%
Total	3,231	3,653	3,965	4,091	4,106	n/p	n/p	n/p	3,174	3,529	11.2%

Travel Party

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	1,661	1,855	1,945	2,059	2,002	n/p	n/p	n/p	1,851	1,971	6.5%
Adult couple	660	769	860	879	948	n/p	n/p	n/p	580	685	18.1%
Family group - parents and children	379	434	481	526	551	n/p	n/p	n/p	350	433	23.5%
Friends/relatives travelling together	405	453	513	464	441	n/p	n/p	n/p	267	331	24.1%
Other travel party	125	142	166	161	165	n/p	n/p	n/p	126	110	-12.7%
Total	3,231	3,653	3,965	4,091	4,106	n/p	n/p	n/p	3,174	3,529	11.2%

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

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Year ended December 2024



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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	21,856	-13.0%
Expenditure (\$ million)	\$2,084	\$2,172	\$2,225	\$2,564	\$3,069	\$1,740	\$1,548	\$3,157	\$3,601	\$3,700	2.7%
Spend per visitor (\$)	\$108	\$107	\$108	\$114	\$109	\$90	\$104	\$142	\$143	\$169	18.1%

Purpose of Visit

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	8,491	8,886	9,064	9,946	11,779	7,408	5,617	9,689	11,165	10,087	-9.7%
Visiting Friends & Relatives	5,875	6,228	6,687	7,147	8,504	6,479	4,929	7,043	7,494	7,353	-1.9%
Business	2,411	2,605	2,331	2,786	4,420	3,112	2,204	2,950	3,527	2,153	-38.9%
Other	2,481	2,662	2,548	2,690	3,411	2,401	2,083	2,564	2,930	2,263	-22.8%
Total	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	21,856	-13.0%

Origin

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Sydney	11,816	12,492	12,551	13,867	18,780	13,770	10,751	15,203	17,076	13,623	-20.2%
Regional NSW	6,677	7,067	7,439	7,806	8,590	5,427	3,865	6,597	7,713	7,716	0.0%
Total Intrastate	18,493	19,559	19,990	21,673	27,371	19,197	14,616	21,800	24,788	21,340	-13.9%
Total Interstate	766	822	640	896	743	n/p	n/p	446	n/p	n/p	-
Total	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	21,856	-13.0%

Age

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
15-34	6,605	7,286	6,230	7,056	9,313	7,087	5,039	7,291	8,262	7,520	-9.0%
35-54	6,070	6,303	6,945	6,809	8,824	5,552	5,029	7,001	8,203	6,611	-19.4%
55+	6,584	6,792	7,454	8,704	9,976	6,761	4,764	7,954	8,651	7,725	-10.7%
Total	19,259	20,381	20,629	22,569	28,114	19,400	14,832	22,246	25,117	21,856	-13.0%

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