

Sydney Visitor Profile

Year ending December 2024

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



Total Visitation to Sydney (Domestic & International)

VISITORS



36.7m

NIGHTS



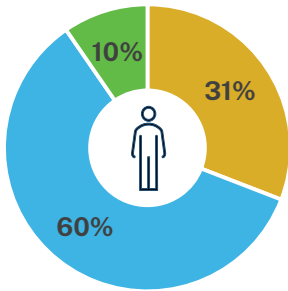
115.2m

EXPENDITURE

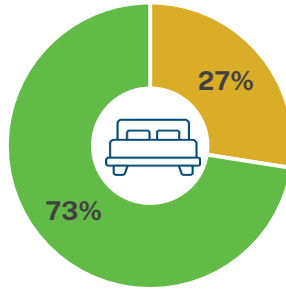


\$26.8b

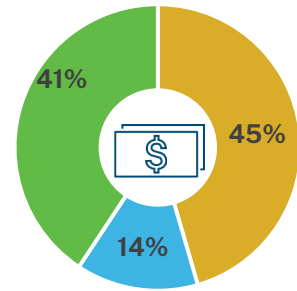
Share by visitor type



Share by visitor type

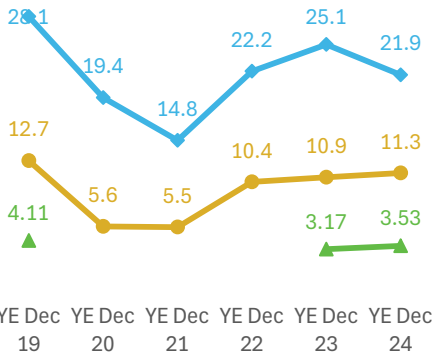


Share by visitor type

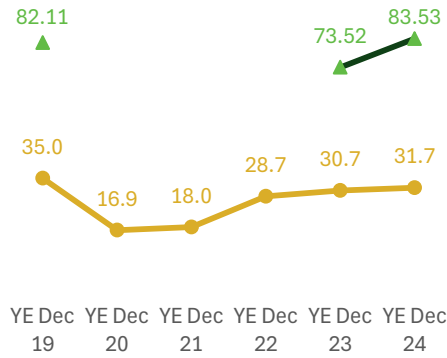


Domestic overnight Domestic day International

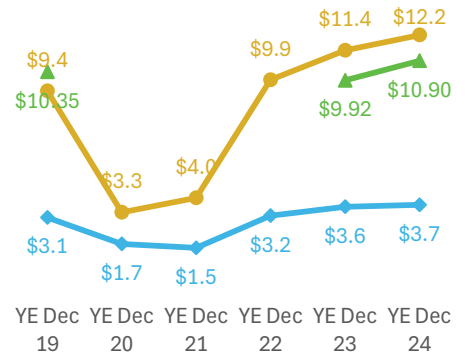
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



Sydney market share of Capital Cities in Australia

	Visitors	Nights	Expenditure
Domestic overnight	27% (1st)	24% (1st)	25% (2nd)
Domestic day	27% (1st)	-	29% (1st)
International	52% (1st)	36% (1st)	40% (1st)

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Domestic Overnight Travel

Visitors: 11.3m (+4.3% YOY)

Nights: 31.7m (+3.3% YOY)

Expenditure: \$12.2b (+6.7% YOY)

Average spend

\$385 per night

\$1075 per visitor



Average length of stay

2.8 nights



Ranking among Capital Cities

1st for visitors

1st for nights

2nd for expenditure



Purpose of visit - % share of total

Visitors

Holiday 32%

VFR 34%

Business 29%

Nights

Holiday 29%

VFR 39%

Business 24%

Expenditure

Holiday 35%

VFR 18%

Business 24%

Visitor Origin

Regional NSW, 40%

Victoria, 20%

Queensland, 16%

Sydney, 10%



Gender



51%



49%

Age

30%

37%

33%

15-34

35-54

55+

Travel Party



44%

Travelling alone



12%

Family group (with kids)



20%

Adult couple



18%

Friends or relatives travelling together

Visitation by quarter

Proportion of total visits

23%

25%

26%

27%

Mar QTR 24

Jun QTR 24

Sep QTR 24

Dec QTR 24

Sydney Visitor Profile

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Domestic Daytrip Travel

Visitors: 21.9m (-13.0% YOY)

Expenditure: \$3.7b (+2.7% YOY)

Average spend



\$169 per visitor

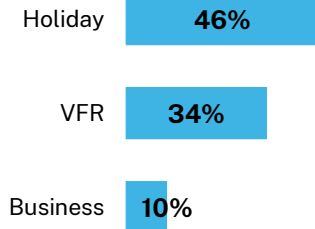
Ranking among Capitals



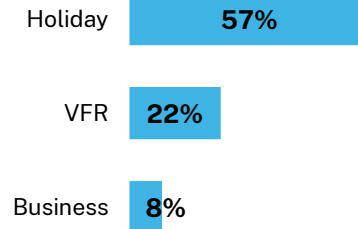
1st for visitors
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 35%



Sydney, 62%

Gender



55%



45%

Age

34%



15-34

30%



35-54

35%



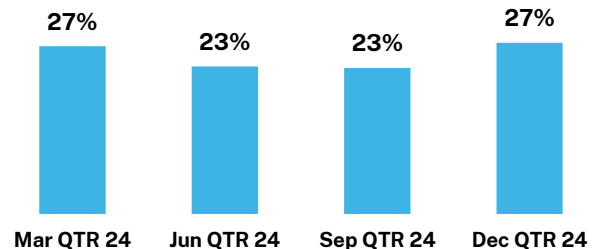
55+

Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

Sydney Visitor Profile

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International Travel

Visitors: 3.5m (+11.2% YOY)

Nights: 83.5m (+13.6% YOY)

Expenditure: \$10.9b (+9.9% YOY)

Average spend



\$131 per night

\$3089 per visitor

Average length of stay



23.7 nights

Ranking among Capitals



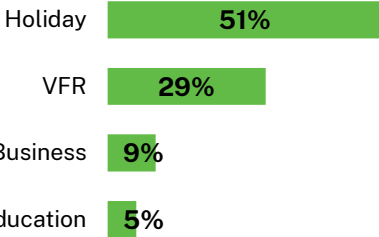
1st for visitors

1st for nights

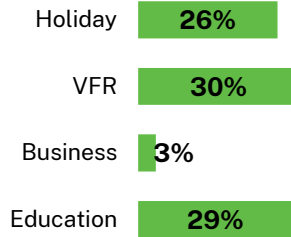
1st for expenditure

Purpose of visit - % share of total

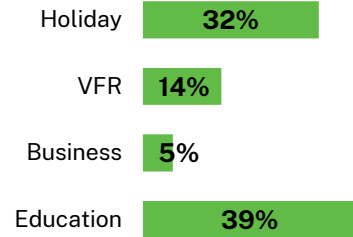
Visitors



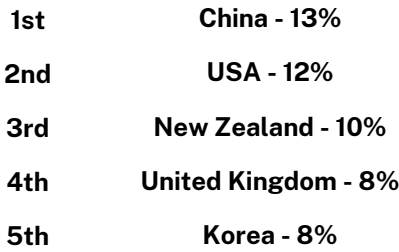
Nights



Expenditure



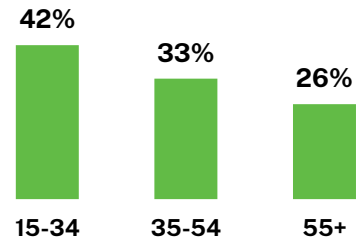
Visitor Origin (Top 5)



Gender



Age



First Visit to Australia

Return visit:
51%

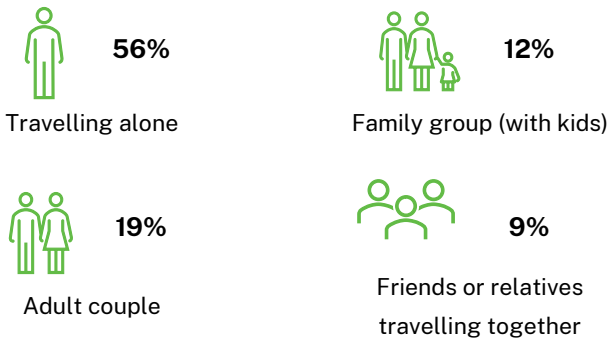


First visit:
49%

Free & Independent Visitor

66% of International visitors to Sydney were Free & Independent (FIT) Travellers

Travel Party



Visitation by quarter

Proportion of total visits

