

Sydney Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



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

TOTAL DOMESTIC



Visitors
35.7m
+66.1% YoY

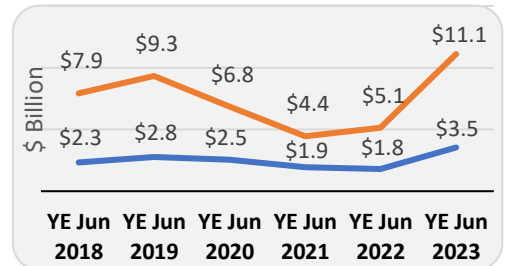
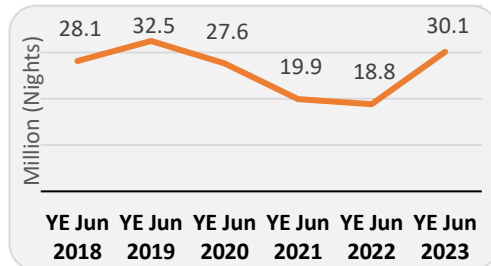
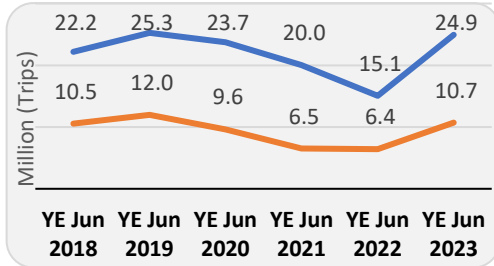
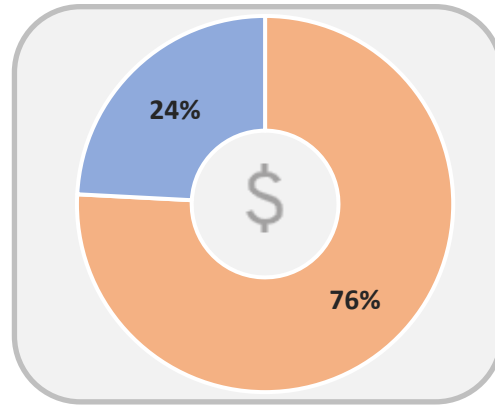
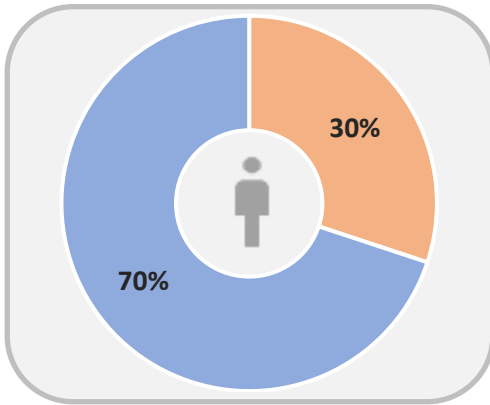


Nights
30.1m
+60.0% YoY



Expenditure
\$14.6b
+111.1% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 10.7m (+67.2% YoY)
Nights: 30.1m (+60.0% YoY)
Expenditure: \$11.1bn (+116.0% YoY)

Average spend
\$369 per night
\$1035 per visitor



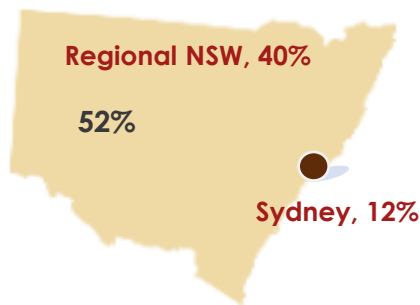
Average length of stay:
2.8 nights



#1 for visitors
#1 for nights
#2 for expenditure
Of all Capital Cities

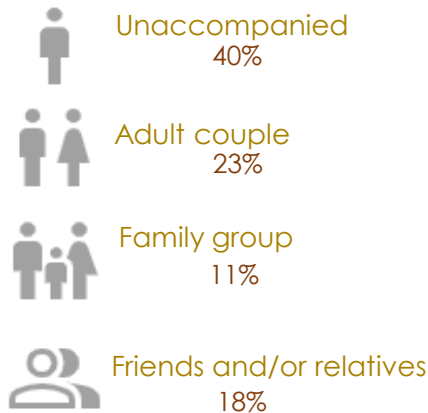
Origin

52% of the visitors came from within New South Wales

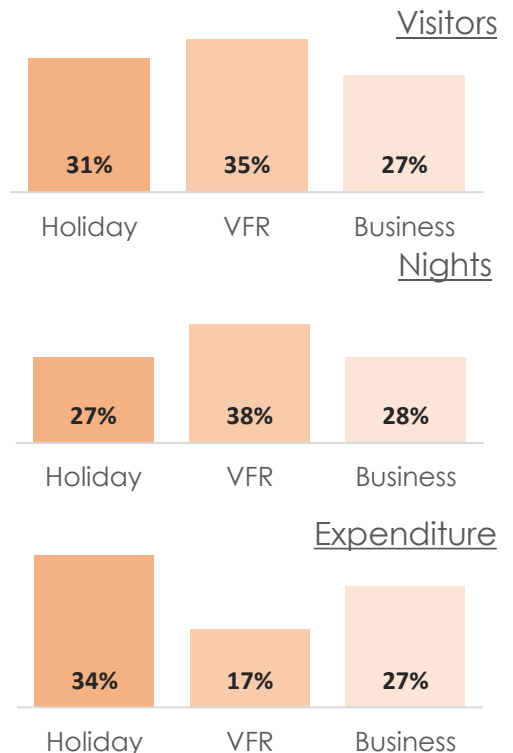


Travel party

40% of the visitors were travelling alone



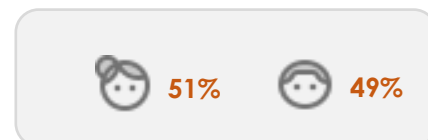
Purpose of visit



Transport

Private vehicle or company car, 54%
Aircraft, 35%

Gender



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

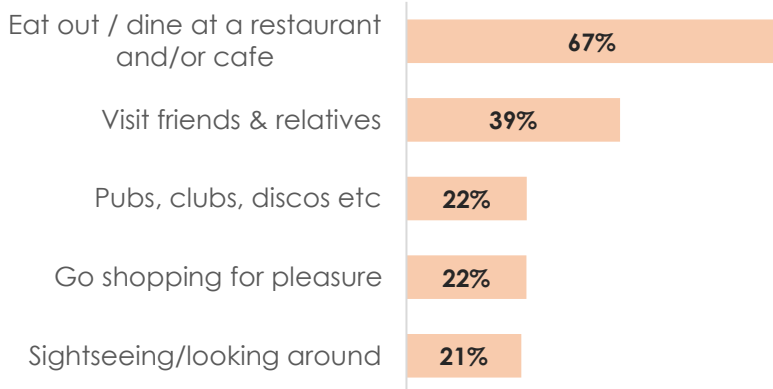
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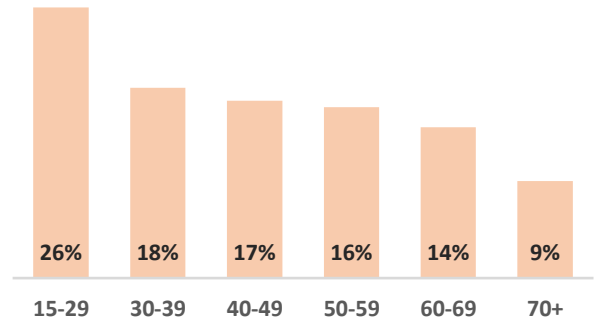


Top 5 activities

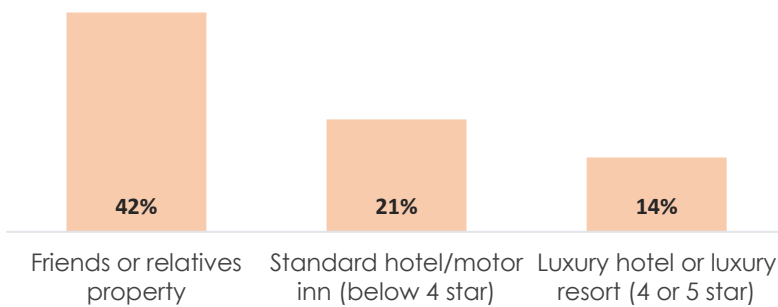


Age

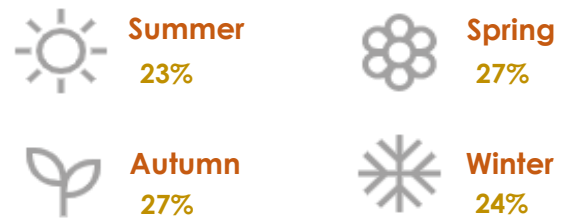
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

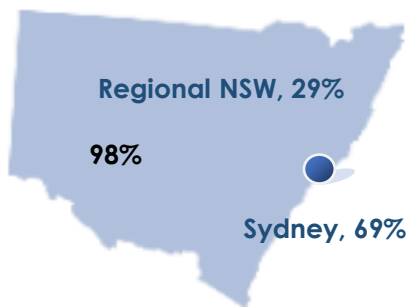
Visitors: 24.9m (+65.6% YoY)
Expenditure: \$3.5bn (+96.9% YoY)

\$ Average spend \$142 per visitor

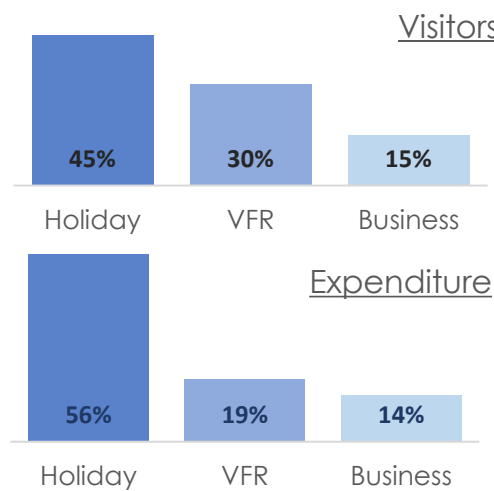
#1 for visitors
#1 for expenditure
Of all Capital Cities

Origin

98% of the visitors to the region came from New South Wales



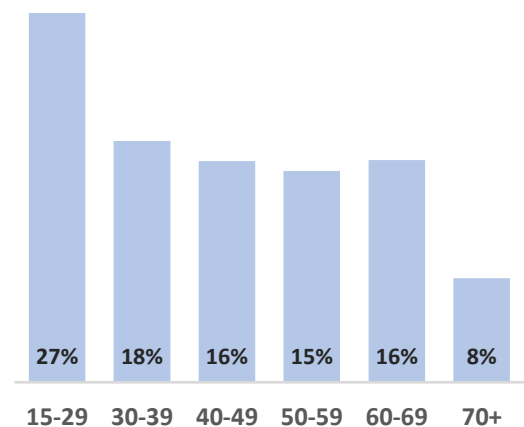
Purpose of visit



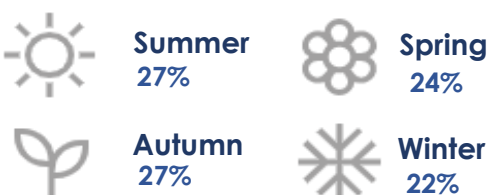
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

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

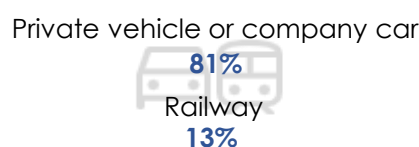


Travel season*



*by month returned from the trip

Transport



Gender

