

Travel to Sydney Tourism Region

Year ended September 2024



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

OVERVIEW

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	29,959	32,907	34,385	37,222	42,556	n/p	n/p	n/p	n/p	37,182	-
Nights ('000)	92,415	97,129	106,450	109,694	116,633	n/p	n/p	n/p	n/p	113,172	-
Expenditure (\$ million)	\$15,113	\$16,848	\$18,441	\$20,522	\$22,614	n/p	n/p	n/p	n/p	\$26,705	-
OVERNIGHT (international & domestic)											
Visitors ('000)	11,892	12,522	13,738	14,866	16,458	n/p	n/p	n/p	n/p	14,753	-
Nights ('000)	92,415	97,129	106,450	109,694	116,633	n/p	n/p	n/p	n/p	113,172	-
Expenditure (\$ million)	\$13,184	\$14,722	\$16,181	\$18,148	\$19,670	n/p	n/p	n/p	n/p	\$23,003	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	26,794	29,351	30,505	33,164	38,446	28,461	22,106	29,130	35,401	33,743	-4.7%
Nights ('000)	23,621	23,495	27,260	28,769	33,572	21,574	18,475	24,590	30,984	31,384	1.3%
Expenditure (\$ million)	\$8,106	\$8,561	\$9,291	\$10,864	\$12,218	\$6,922	\$5,786	\$10,401	\$14,599	\$15,848	8.6%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	11,314	5.8%
Nights (000)	23,621	23,495	27,260	28,769	33,572	21,574	18,475	24,590	30,984	31,384	1.3%
Average Length of Stay	2.7	2.6	2.8	2.7	2.7	2.9	3.2	2.8	2.9	2.8	-4.3%
Expenditure (\$ million)	\$6,177	\$6,435	\$7,030	\$8,490	\$9,273	\$4,858	\$4,148	\$7,674	\$11,170	\$12,146	8.7%
Spend per visitor per night (\$)	\$262	\$274	\$258	\$295	\$276	\$225	\$225	\$312	\$360	\$387	7.4%
Intrastate visitors (000)	4,382	4,459	4,967	5,001	6,114	4,235	3,562	4,788	5,528	5,863	6.1%
Interstate visitors (000)	4,346	4,507	4,891	5,807	6,235	3,123	2,135	4,074	5,165	5,451	5.5%
Intrastate nights (000)	9,915	10,009	10,983	10,902	14,047	9,489	8,571	10,424	12,305	13,413	9.0%
Interstate nights (000)	13,705	13,486	16,278	17,867	19,525	12,085	9,904	14,166	18,679	17,970	-3.8%
Intrastate expenditure (\$ million)	\$2,829	\$2,819	\$3,217	\$3,711	\$4,140	\$2,376	\$2,218	\$3,653	\$5,285	\$5,507	4.2%
Interstate expenditure (\$ million)	\$3,348	\$3,616	\$3,813	\$4,780	\$5,134	\$2,482	\$1,930	\$4,021	\$5,885	\$6,640	12.8%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	2,259	2,395	2,375	2,837	3,078	1,624	1,446	2,659	3,301	3,599	9.0%
Visiting Friends & Relatives	3,255	3,311	3,536	3,547	4,301	2,874	2,328	3,281	3,843	3,909	1.7%
Business	2,577	2,695	3,243	3,825	4,104	2,294	1,465	2,278	2,919	3,212	10.0%
Other	689	646	769	690	949	612	542	688	748	689	-7.9%
Total	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	11,314	5.8%
Nights (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	5,772	6,114	6,362	7,042	7,658	4,032	3,698	6,608	8,204	9,259	12.9%
Visiting Friends & Relatives	9,524	9,349	10,165	10,765	13,143	8,370	8,018	9,841	12,563	12,224	-2.7%
Business	5,918	5,900	8,118	9,225	10,093	6,658	4,581	6,359	8,279	7,651	-7.6%
Other	2,406	2,132	2,615	1,736	2,677	2,514	2,179	1,782	1,939	2,249	16.0%
Total	23,621	23,495	27,260	28,769	33,572	21,574	18,475	24,590	30,984	31,384	1.3%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	859	776	931	887	1,173	860	851	1,103	1,131	1,252	10.7%
Regional NSW	3,523	3,683	4,036	4,114	4,941	3,374	2,711	3,685	4,397	4,611	4.9%
Total Intrastate	4,382	4,459	4,967	5,001	6,114	4,235	3,562	4,788	5,528	5,863	6.1%
Victoria	1,576	1,706	1,964	2,459	2,512	1,250	794	1,846	2,123	2,171	2.2%
Queensland	1,281	1,356	1,446	1,693	1,831	868	619	1,085	1,588	1,780	12.1%
ACT	540	607	618	714	793	483	359	602	779	718	-7.9%
Other Interstate	950	838	863	941	1,098	521	362	541	675	783	15.9%
Total Interstate	4,346	4,507	4,891	5,807	6,235	3,123	2,135	4,074	5,165	5,451	5.5%
Grand Total	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	11,314	5.8%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	2,793	2,808	3,116	3,351	3,848	2,390	1,906	3,247	3,573	3,487	-2.4%
35-54	3,358	3,476	3,693	4,252	4,636	2,553	1,838	3,086	3,730	4,172	11.8%
55+	2,576	2,681	3,049	3,204	3,864	2,415	1,952	2,529	3,391	3,655	7.8%
Total	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	11,314	5.8%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	3,564	3,669	4,362	4,900	5,736	3,464	2,568	3,572	4,498	4,916	9.3%
Adult couple	1,938	2,051	2,114	2,157	2,579	1,615	1,422	2,114	2,371	2,247	-5.2%
Family group - parents and children	1,180	1,176	1,181	1,368	1,261	785	567	973	1,189	1,297	9.1%
Friends/relatives travelling together	1,358	1,364	1,431	1,570	1,743	975	897	1,607	1,854	2,088	12.6%
Other travel party	687	705	770	813	1,029	519	243	596	782	765	-2.1%
Total	8,727	8,966	9,858	10,808	12,348	7,358	5,697	8,863	10,694	11,314	5.8%

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

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Year ended September 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	3,164	3,556	3,880	4,059	4,110	n/p	n/p	n/p	n/p	3,439	-
Nights (000)	68,794	73,634	79,190	80,926	83,061	n/p	n/p	n/p	n/p	81,789	-
Average Length of Stay	21.7	20.7	20.4	19.9	20.2	-	-	-	-	23.8	-
Expenditure (\$ million)	\$7,007	\$8,287	\$9,151	\$9,658	\$10,397	n/p	n/p	n/p	n/p	\$10,857	-
Spend per visitor per night (\$)	\$102	\$113	\$116	\$119	\$125	-	-	-	-	\$133	-

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,655	1,956	2,115	2,229	2,267	n/p	n/p	n/p	n/p	1,724	-
Visiting Friends & Relatives	852	890	976	1,030	1,003	n/p	n/p	n/p	n/p	1,000	-
Business	359	360	424	443	444	n/p	n/p	n/p	n/p	318	-
Education	142	172	197	214	222	n/p	n/p	n/p	n/p	188	-
Other	271	311	313	331	346	n/p	n/p	n/p	n/p	372	-
Total	3,164	3,556	3,880	4,059	4,110	n/p	n/p	n/p	n/p	3,439	-

Origin (Top 3 based on latest time period)

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
China	535	663	743	760	735	n/p	n/p	n/p	n/p	426	-
United States of America	322	383	426	454	502	n/p	n/p	n/p	n/p	424	-
New Zealand	372	385	380	373	380	n/p	n/p	n/p	n/p	364	-

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	1,368	1,513	1,553	1,573	1,598	n/p	n/p	n/p	n/p	1,443	-
35-54	1,031	1,151	1,290	1,342	1,347	n/p	n/p	n/p	n/p	1,105	-
55+	765	892	1,038	1,143	1,165	n/p	n/p	n/p	n/p	891	-
Total	3,164	3,556	3,880	4,059	4,110	n/p	n/p	n/p	n/p	3,439	-

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	1,658	1,788	1,936	2,038	2,008	n/p	n/p	n/p	n/p	1,919	-
Adult couple	648	744	807	883	926	n/p	n/p	n/p	n/p	655	-
Family group - parents and children	364	436	473	507	550	n/p	n/p	n/p	n/p	451	-
Friends/relatives travelling together	368	451	507	465	462	n/p	n/p	n/p	n/p	306	-
Other travel party	127	137	158	166	164	n/p	n/p	n/p	n/p	107	-
Total	3,164	3,556	3,880	4,059	4,110	n/p	n/p	n/p	n/p	3,439	-

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

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	22,429	-9.2%
Expenditure (\$ million)	\$1,929	\$2,127	\$2,260	\$2,373	\$2,944	\$2,064	\$1,638	\$2,727	\$3,429	\$3,702	7.9%
Spend per visitor (\$)	\$107	\$104	\$109	\$106	\$113	\$98	\$100	\$135	\$139	\$165	18.9%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	7,840	8,989	9,146	9,850	11,154	7,967	6,593	8,299	11,077	10,451	-5.6%
Visiting Friends & Relatives	5,871	5,950	6,539	7,020	7,914	6,974	5,142	6,937	7,541	6,915	-8.3%
Business	2,056	2,855	2,378	2,878	3,809	3,545	2,483	2,437	3,554	2,693	-24.2%
Other	2,301	2,591	2,584	2,608	3,220	2,618	2,191	2,594	2,535	2,370	-6.5%
Total	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	22,429	-9.2%

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	11,481	12,539	12,475	13,543	17,343	14,598	11,935	13,848	17,271	13,690	-20.7%
Regional NSW	5,945	7,065	7,422	7,992	7,990	6,089	4,346	6,006	7,115	8,166	14.8%
Total Intrastate	17,426	19,604	19,898	21,536	25,333	20,687	16,281	19,854	24,386	21,856	-10.4%
Total Interstate	641	781	750	820	764	416	n/p	n/p	n/p	n/p	-
Total	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	22,429	-9.2%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	6,331	6,859	6,869	6,947	8,410	7,492	5,597	7,033	7,851	7,861	0.1%
35-54	5,823	6,482	6,550	6,898	8,292	6,221	5,390	6,305	8,110	6,760	-16.6%
55+	5,913	7,044	7,228	8,510	9,395	7,390	5,422	6,929	8,746	7,808	-10.7%
Total	18,067	20,385	20,647	22,356	26,097	21,104	16,409	20,267	24,707	22,429	-9.2%

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