

Sydney Visitor Profile

Year ending June 2024

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



Total Visitation to Sydney (Domestic & International)

VISITORS



37.5m

NIGHTS



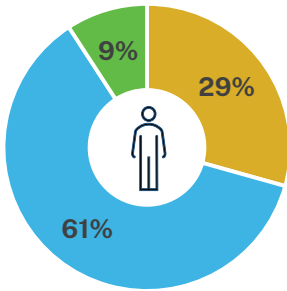
113.5m

EXPENDITURE

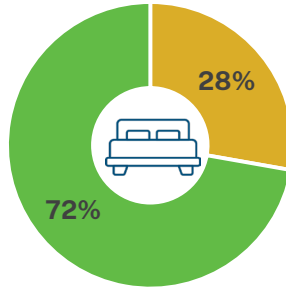


\$26.8b

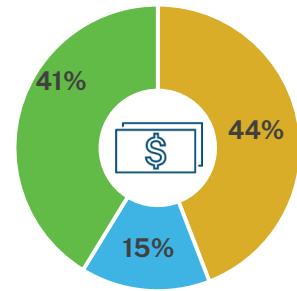
Share by visitor type



Share by visitor type

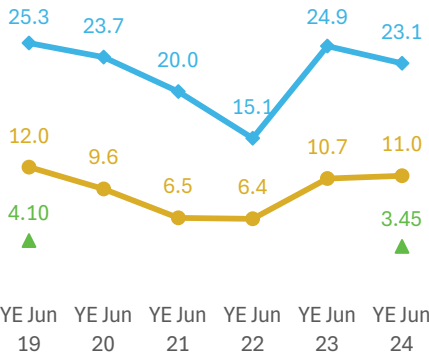


Share by visitor type

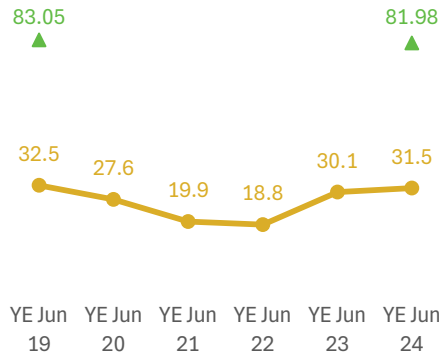


Domestic overnight Domestic day International

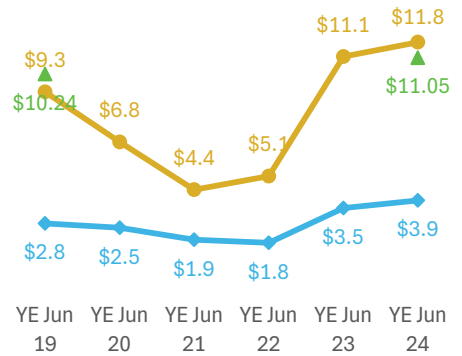
Visitors (Millions)



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	28% (1st)	-	29% (1st)
International	52% (1st)	38% (1st)	43% (1st)

Sydney Visitor Profile

Year ending June 2024

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



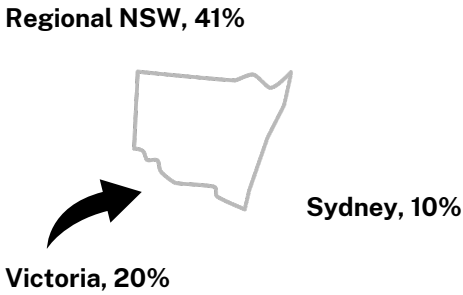
Domestic Overnight Travel

Visitors: 11.0m (+2.7% YOY)	Average spend	Average length of stay	Ranking among Capital Cities
Nights: 31.5m (+4.7% YOY)	\$375 per night	2.9 nights	1st for visitors
Expenditure: \$11.8b (+6.5% YOY)	\$1073 per visitor		1st for nights
			2nd for expenditure

Purpose of visit - % share of total

Visitors	Nights	Expenditure
Holiday 32%	Holiday 29%	Holiday 36%
VFR 34%	VFR 39%	VFR 17%
Business 28%	Business 25%	Business 24%

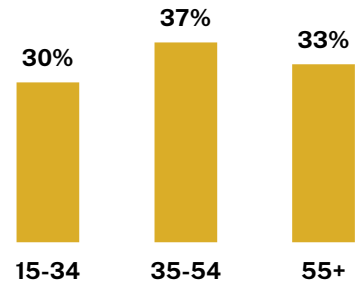
Visitor Origin



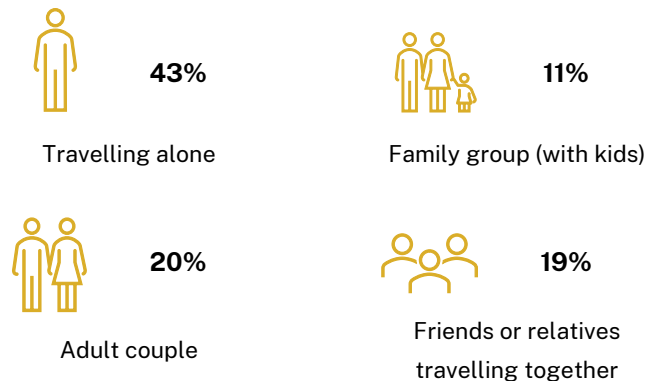
Gender



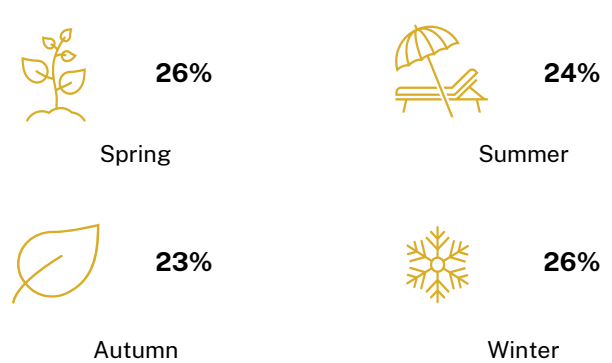
Age



Travel Party



Travel Season



Sydney Visitor Profile

Year ending June 2024

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



Domestic Daytrip Travel

Visitors: 23.1m (-7.4% YOY)

Expenditure: \$3.9b (+10.7% YOY)

Average spend



\$170 per visitor

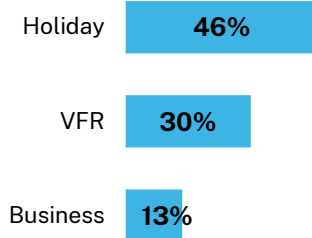
Ranking among Capitals



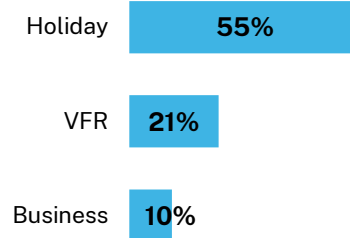
1st for visitors
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 34%



Sydney, 63%

Gender



58%



42%

Age

35%

15-34

30%

35-54

36%

55+

Travel Party

Not asked for Domestic Daytrip

Travel Season



28%

Spring



24%

Summer



23%

Autumn



25%

Winter

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

Year ending June 2024

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



International Travel

Visitors: 3.4m (n/p YOY)

Nights: 82.0m (n/p YOY)

Expenditure: \$11.1b (n/p YOY)

Average spend



\$135 per night

\$3207 per visitor

Average length of stay



23.8 nights

Ranking among Capitals



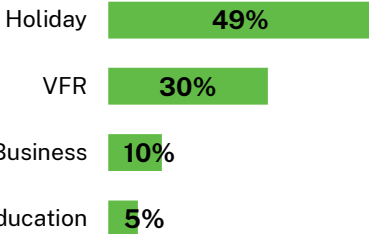
1st for visitors

1st for nights

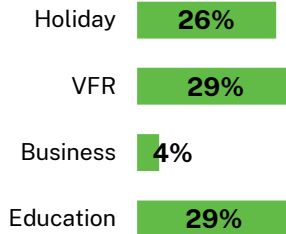
1st for expenditure

Purpose of visit - % share of total

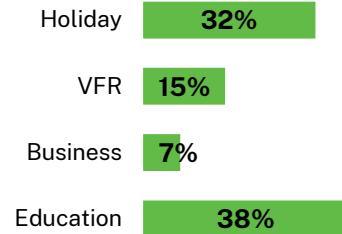
Visitors



Nights



Expenditure



Visitor Origin (Top 5)

1st	USA - 13%
2nd	China - 12%
3rd	New Zealand - 11%
4th	United Kingdom - 9%
5th	Korea - 8%

Gender

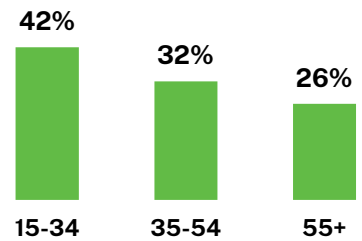


48%



52%

Age



First Visit to Australia

Return visit:
51%

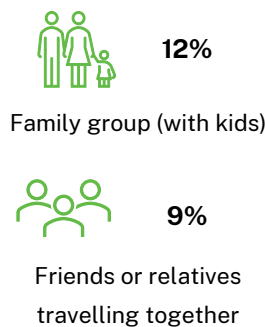
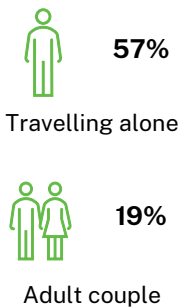


First visit:
49%

Free & Independent Visitor

67% of International visitors to Sydney were Free & Independent (FIT) Travellers

Travel Party



Travel Season

