

Travel to Sydney Surrounds North Destination Network

Year ended March 2024

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



OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	13,820	14,183	14,758	15,463	17,922	n/p	n/p	n/p	n/p	17,480	-
Nights ('000)	15,028	14,966	16,115	16,615	19,641	n/p	n/p	n/p	n/p	21,257	-
Expenditure (\$ million)	\$2,946	\$3,211	\$3,138	\$3,569	\$3,846	n/p	n/p	n/p	n/p	\$5,809	-
OVERNIGHT (international & domestic)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	4,303	4,479	4,740	5,374	5,986	n/p	n/p	n/p	n/p	6,681	-
Nights ('000)	15,028	14,966	16,115	16,615	19,641	n/p	n/p	n/p	n/p	21,257	-
Expenditure (\$ million)	\$2,010	\$2,220	\$2,172	\$2,560	\$2,663	n/p	n/p	n/p	n/p	\$4,327	-
DOMESTIC (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	13,625	13,983	14,539	15,207	17,657	18,485	12,703	11,900	16,777	17,283	3.0%
Nights ('000)	11,581	11,415	12,195	13,272	15,632	15,432	12,873	12,829	15,991	17,671	10.5%
Expenditure (\$ million)	\$2,737	\$2,978	\$2,885	\$3,320	\$3,558	\$3,788	\$3,078	\$3,237	\$5,292	\$5,549	4.9%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	6,483	8.7%
Nights (000)	11,581	11,415	12,195	13,272	15,632	15,432	12,873	12,829	15,991	17,671	10.5%
Average Length of Stay	2.8	2.7	2.7	2.6	2.7	2.7	2.7	3.0	2.7	2.7	1.7%
Expenditure (\$ million)	\$1,801	\$1,987	\$1,919	\$2,311	\$2,375	\$2,632	\$2,216	\$2,398	\$3,857	\$4,067	5.4%
Spend per visitor per night (\$)	\$155	\$174	\$157	\$174	\$152	\$171	\$172	\$187	\$241	\$230	-4.6%
Intrastate visitors (000)	3,473	3,617	3,862	4,325	4,903	4,876	4,323	3,764	5,082	5,566	9.5%
Interstate visitors (000)	636	663	659	793	818	910	377	532	882	917	4.0%
Intrastate nights (000)	8,989	9,074	9,395	10,333	12,133	11,789	11,195	10,452	12,543	14,267	13.7%
Interstate nights (000)	2,592	2,341	2,800	2,939	3,498	3,643	1,678	2,377	3,447	3,404	-1.3%
Intrastate expenditure (\$ million)	\$1,453	\$1,665	\$1,580	\$1,881	\$1,917	\$2,069	\$2,032	\$2,101	\$3,231	\$3,327	3.0%
Interstate expenditure (\$ million)	\$348	\$322	\$339	\$429	\$457	\$563	\$184	\$297	\$626	\$740	18.1%

Main Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,862	1,847	1,869	2,143	2,405	2,216	2,145	1,938	2,643	2,711	2.6%
Visiting Friends & Relatives	1,648	1,736	1,835	2,025	2,305	2,429	1,744	1,588	2,403	2,649	10.2%
Business	468	530	597	731	773	860	514	554	710	842	18.7%
Other	159	187	250	259	276	313	327	243	243	297	22.1%
Total	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	6,483	8.7%
Nights (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	5,625	5,109	5,234	5,587	6,374	5,994	6,046	5,820	7,319	7,240	-1.1%
Visiting Friends & Relatives	4,276	4,323	4,698	5,263	6,849	6,391	4,698	4,568	6,156	6,999	13.7%
Business	1,340	1,560	1,713	1,733	1,738	2,097	1,239	1,602	1,796	2,601	44.8%
Other	340	422	549	689	670	950	891	839	719	830	15.4%
Total	11,581	11,415	12,195	13,272	15,632	15,432	12,873	12,829	15,991	17,671	10.5%

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

Travel to Sydney Surrounds North Destination Network

Year ended March 2024



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

DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	2,028	2,099	2,352	2,457	2,928	2,858	2,816	2,326	2,999	3,477	16.0%
Regional NSW	1,445	1,517	1,510	1,868	1,975	2,018	1,507	1,438	2,083	2,089	0.3%
Total Intrastate	3,473	3,617	3,862	4,325	4,903	4,876	4,323	3,764	5,082	5,566	9.5%
Victoria	165	177	202	207	258	316	n/p	159	257	285	11.2%
Queensland	273	276	303	367	339	402	164	231	377	392	3.9%
ACT	86	113	n/p	106	122	76	82	97	132	126	-4.5%
Other Interstate	112	96	93	112	99	117	n/p	n/p	117	n/p	-
Total Interstate	636	663	659	793	818	910	377	532	882	917	4.0%
Grand Total	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	6,483	8.7%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	1,303	1,428	1,441	1,704	2,012	1,915	1,561	1,326	2,016	1,978	-1.9%
35-54	1,395	1,400	1,615	1,750	1,820	1,810	1,614	1,574	1,990	2,162	8.6%
55+	1,411	1,451	1,464	1,664	1,889	2,061	1,526	1,396	1,959	2,343	19.6%
Total	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	6,483	8.7%

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	986	1,069	1,269	1,361	1,579	1,882	1,310	1,222	1,690	1,804	6.7%
Adult couple	1,235	1,251	1,344	1,580	1,539	1,603	1,290	1,117	1,789	1,873	4.7%
Family group - parents and children	846	820	732	824	950	900	770	805	1,062	1,076	1.4%
Friends/relatives travelling together	880	898	977	1,092	1,363	1,110	1,186	998	1,248	1,510	21.0%
Other travel party	161	242	198	263	290	291	144	154	176	221	25.4%
Total	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	6,483	8.7%

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

Travel to Sydney Surrounds North Destination Network

Year ended March 2024



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

INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	194	200	219	255	264	n/p	n/p	n/p	n/p	197	-
Nights (000)	3,447	3,551	3,920	3,343	4,009	n/p	n/p	n/p	n/p	3,586	-
Average Length of Stay	17.8	17.7	17.9	13.1	15.2	n/p	n/p	n/p	n/p	18.2	-
Expenditure (\$ million)	\$209	\$233	\$253	\$249	\$289	n/p	n/p	n/p	n/p	\$260	-
Spend per visitor per night (\$)	\$61	\$66	\$65	\$75	\$72	n/p	n/p	n/p	n/p	\$72	-

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

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
United Kingdom	35	41	36	40	43	n/p	n/p	n/p	n/p	34	-
New Zealand	29	28	24	35	30	n/p	n/p	n/p	n/p	27	-
United States of America	19	20	27	26	27	n/p	n/p	n/p	n/p	23	-

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	85	85	94	99	103	n/p	n/p	n/p	n/p	74	-
35-54	51	53	54	73	70	n/p	n/p	n/p	n/p	52	-
55+	59	63	71	84	91	n/p	n/p	n/p	n/p	72	-
Total	194	200	219	255	264	n/p	n/p	n/p	n/p	197	-

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	108	112	121	140	127	n/p	n/p	n/p	n/p	113	-
Adult couple	48	48	52	59	65	n/p	n/p	n/p	n/p	44	-
Family group - parents and children	17	15	22	27	31	n/p	n/p	n/p	n/p	16	-
Friends/relatives travelling together	17	20	19	27	29	n/p	n/p	n/p	n/p	20	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	194	200	219	255	264	n/p	n/p	n/p	n/p	197	-

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

Travel to Sydney Surrounds North Destination Network

Year ended March 2024



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

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	10,799	-0.1%
Expenditure (\$ million)	\$936	\$991	\$966	\$1,009	\$1,183	\$1,155	\$863	\$839	\$1,435	\$1,482	3.3%
Spend per visitor (\$)	\$98	\$102	\$96	\$100	\$99	\$91	\$108	\$110	\$133	\$137	3.4%

Main Purpose of Trip

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	4,414	4,293	4,536	4,621	5,534	5,233	3,445	3,226	4,441	5,096	14.8%
Visiting Friends & Relatives	2,966	3,254	3,209	3,303	4,102	4,278	2,590	2,137	3,603	3,326	-7.7%
Business	872	975	976	905	1,164	1,876	947	1,071	1,392	1,133	-18.6%
Other	1,264	1,182	1,298	1,259	1,135	1,312	1,020	1,170	1,376	1,244	-9.6%
Total	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	10,799	-0.1%

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	4,132	3,932	4,131	4,595	5,351	5,161	3,136	3,053	4,512	4,742	5.1%
Regional NSW	5,354	5,735	5,863	5,476	6,553	7,471	4,862	4,530	6,258	6,034	-3.6%
Total Intrastate	9,486	9,668	9,994	10,071	11,904	12,633	7,998	7,584	10,770	10,777	0.1%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	10,799	-0.1%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	2,919	2,869	2,723	2,858	3,638	3,575	2,323	2,229	3,409	3,404	-0.1%
35-54	3,570	3,194	3,398	3,583	3,519	3,883	2,462	2,430	3,299	3,678	11.5%
55+	3,027	3,640	3,898	3,648	4,779	5,241	3,217	2,945	4,104	3,717	-9.4%
Total	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	10,799	-0.1%

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