



# Chinatown Visitor Profile

Year ended December 2023

Source: National & International Visitor Survey, Tourism Research Australia



The Chinatown Visitor Profile provides an annual snapshot of domestic overnight and international visitors to NSW who visited Chinatown as part of their trip to the state.

Chinatown received 2.6 million domestic overnight and international visitors in the year ending December 2023.

## DOMESTIC OVERNIGHT VISITORS

### VISITORS ('000)

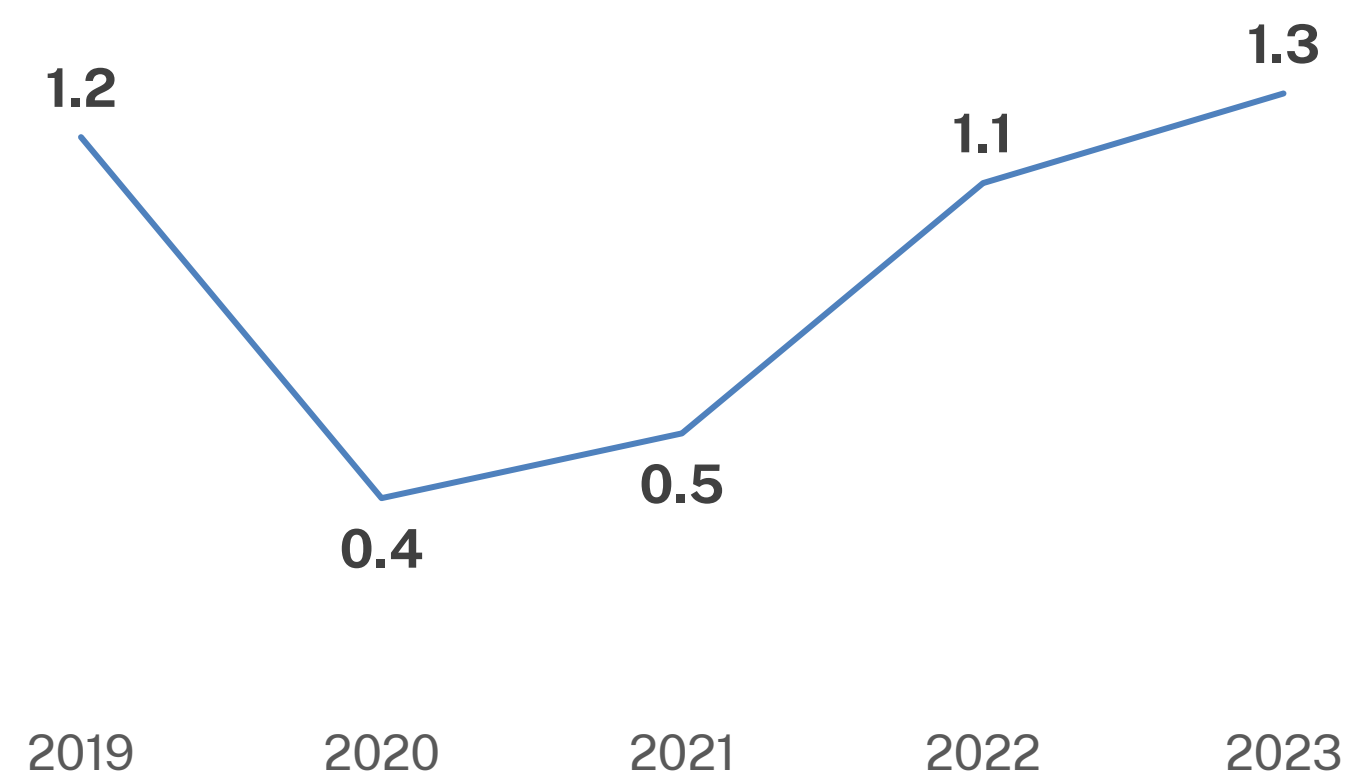


**1,260.6**

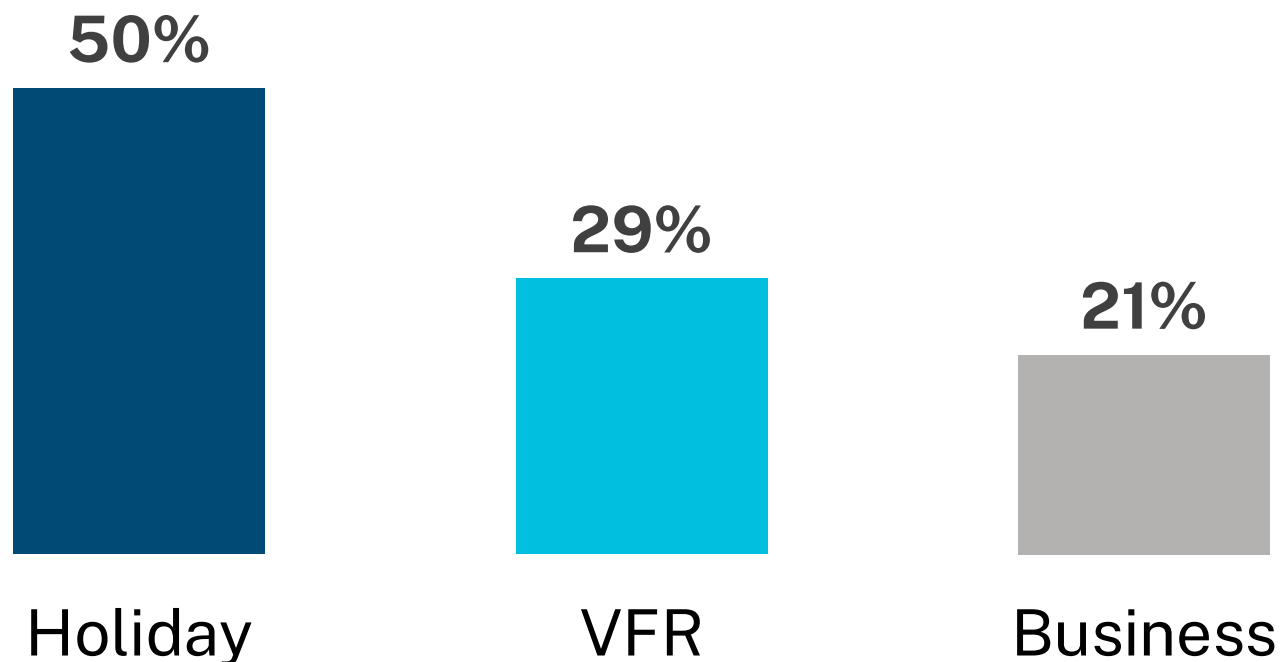
Up 17.5% YOY

12% of domestic overnight visitors to Sydney visited Chinatown during their trip in YE Dec 2023.

### Visitors (M) to Chinatown - YE December



### Purpose of visit to NSW

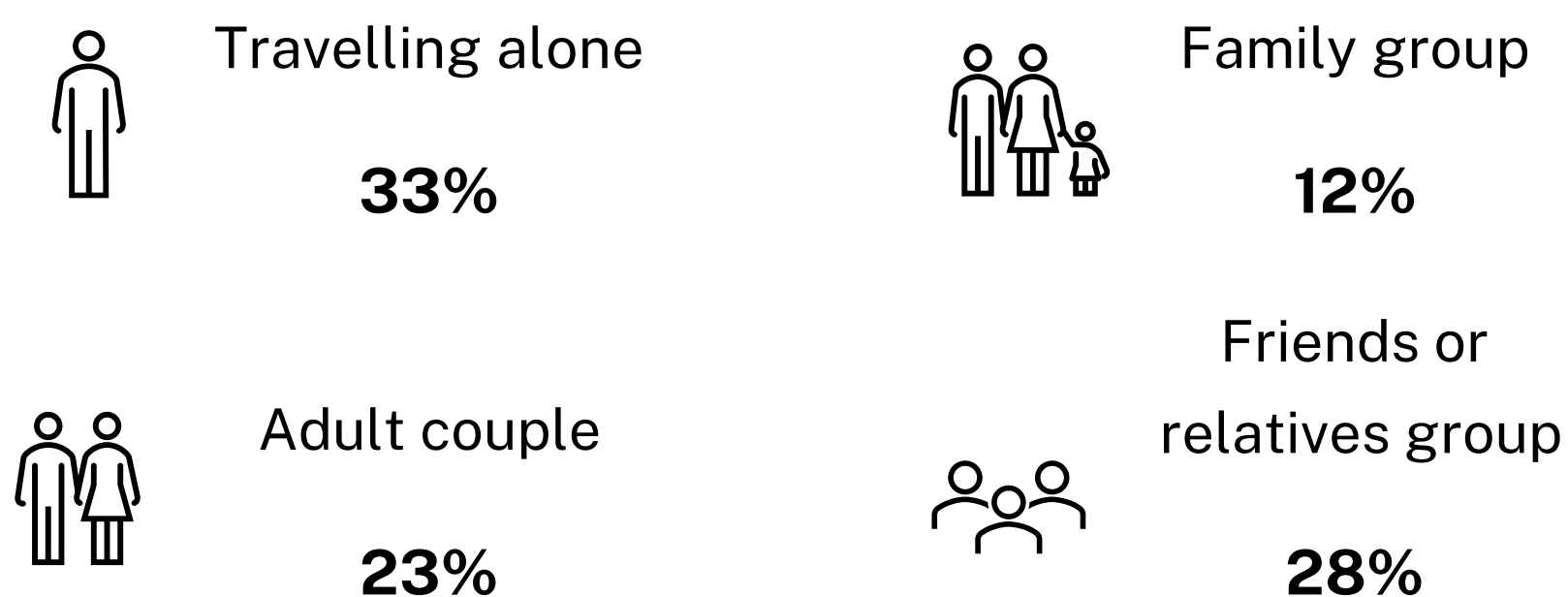


### Top Source Markets

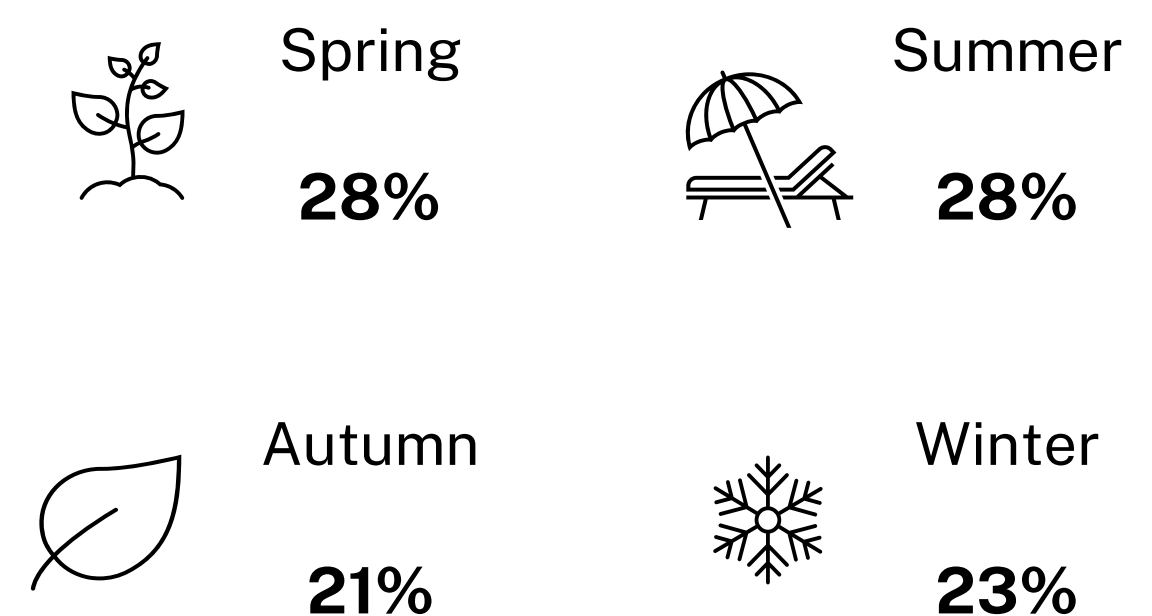


Queensland - 17%  
Regional NSW - 37%  
Victoria - 22%

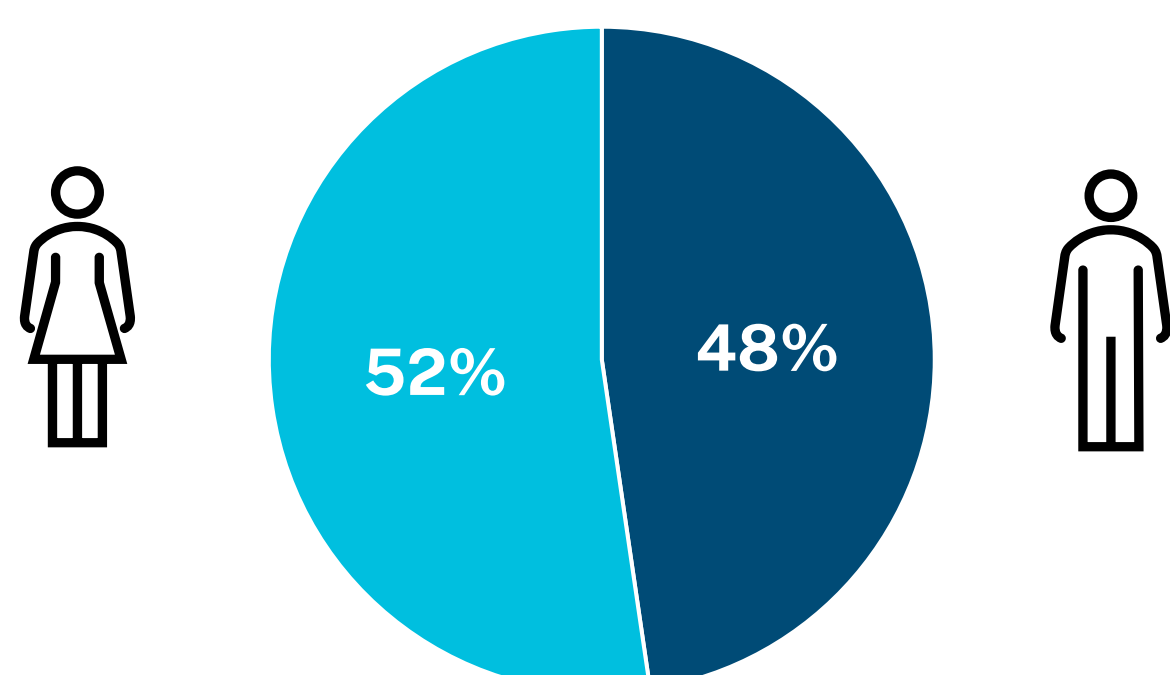
### Travel Party



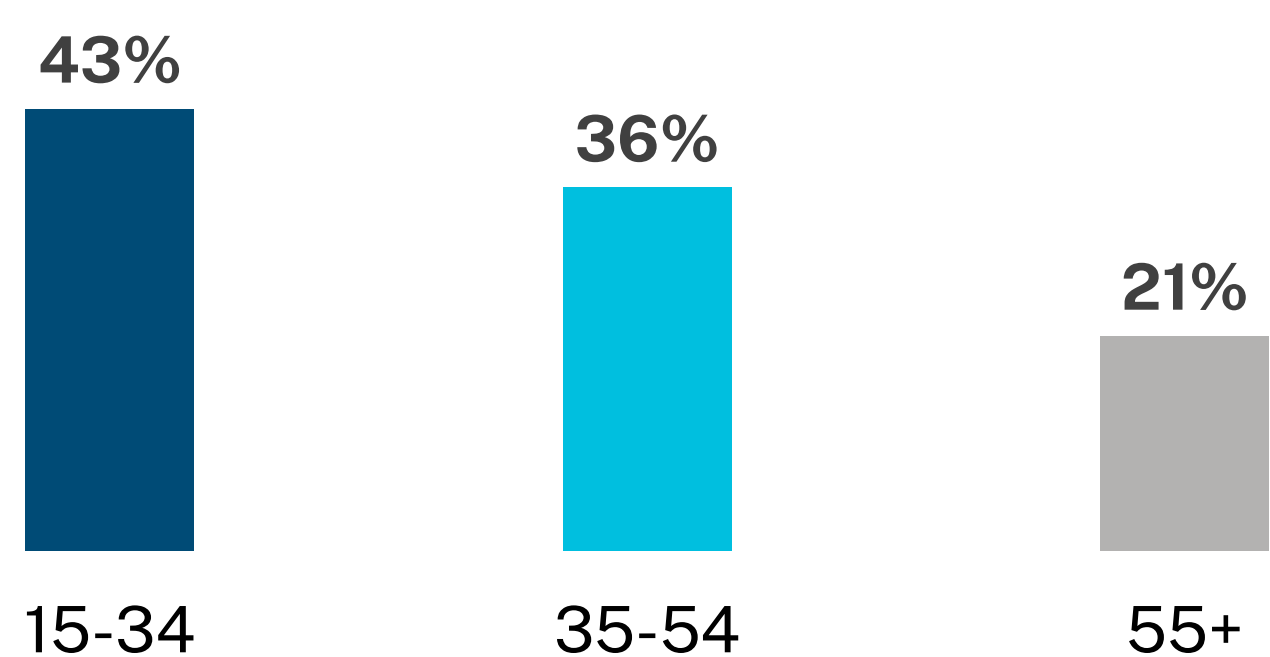
### Season visited



### Gender



### Age



\*Domestic Overnight Visitors are visitors who stayed at least 1 night in NSW. For this profile, they didn't need to stay in Chinatown to be classed as a visitor.



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## INTERNATIONAL VISITORS (Data not available for 2020-2022)

### VISITORS



**1,376,700**

43% of international visitors to Sydney visited Chinatown during their trip in YE Dec 2023.

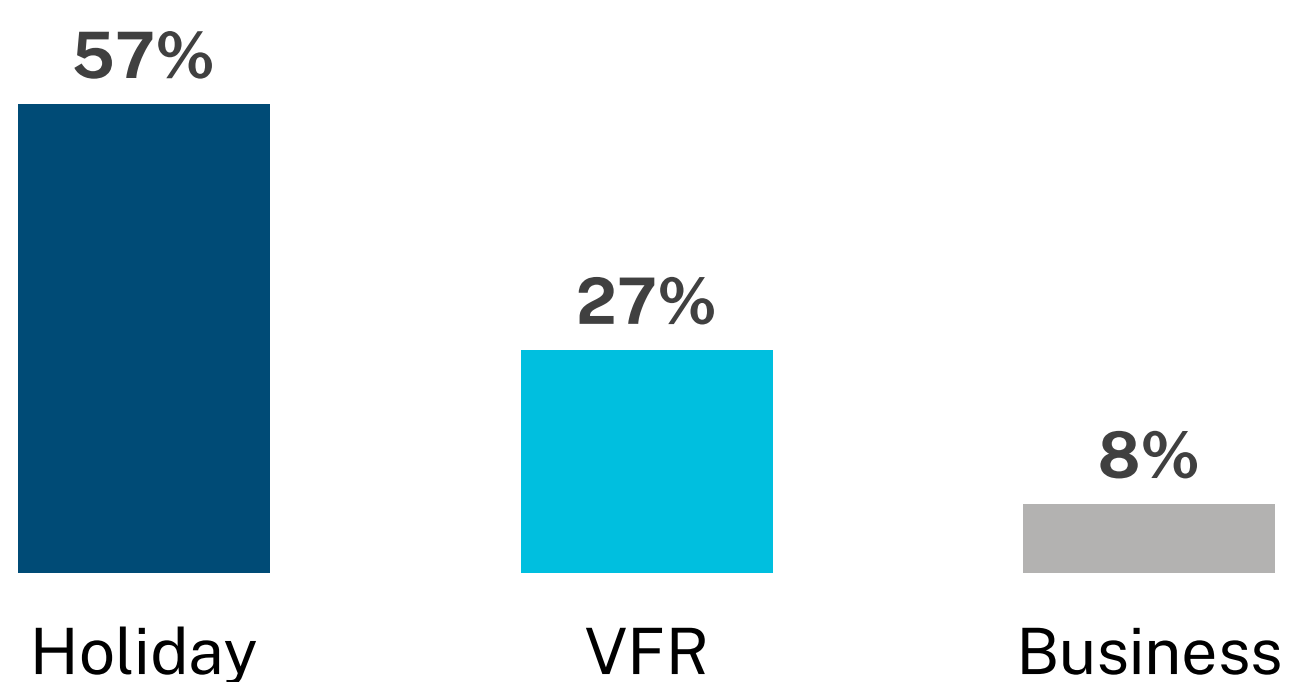
### Visitors ('000) to Chinatown - YE December

1580.8

1376.7

2019 2020 2021 2022 2023

### Purpose of visit to NSW

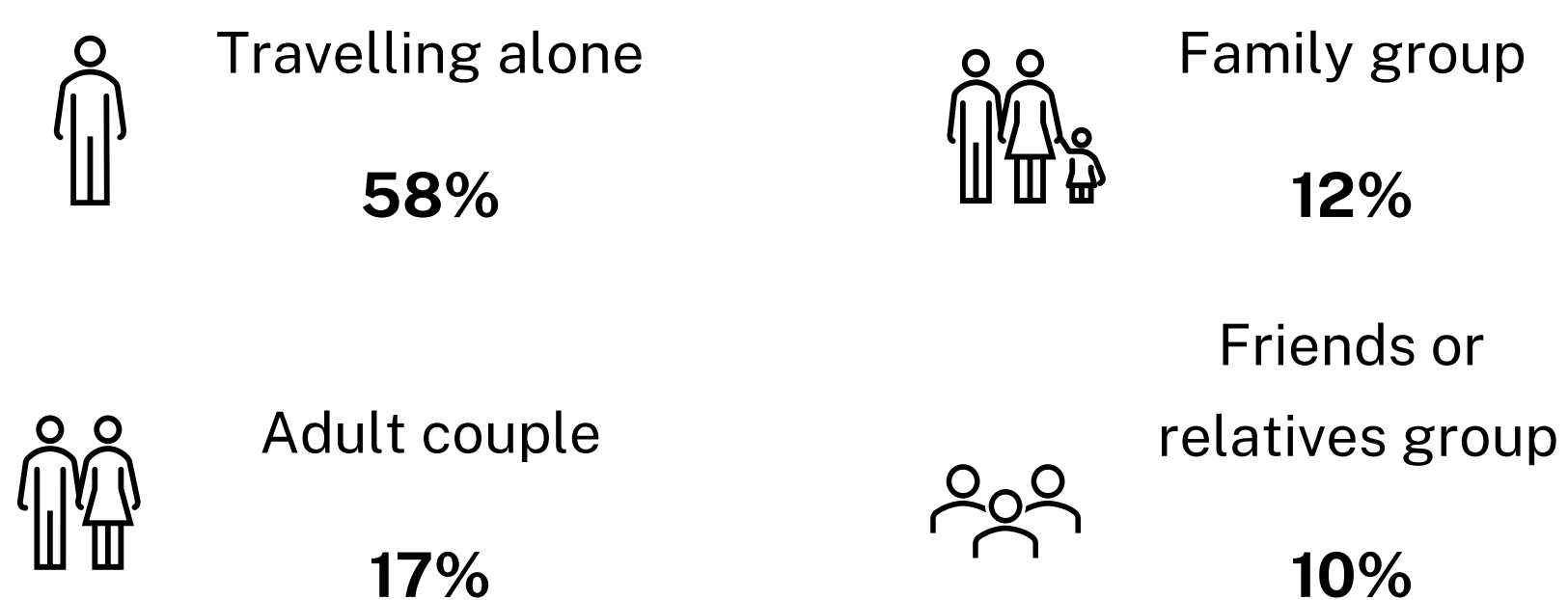


### Top Source Markets

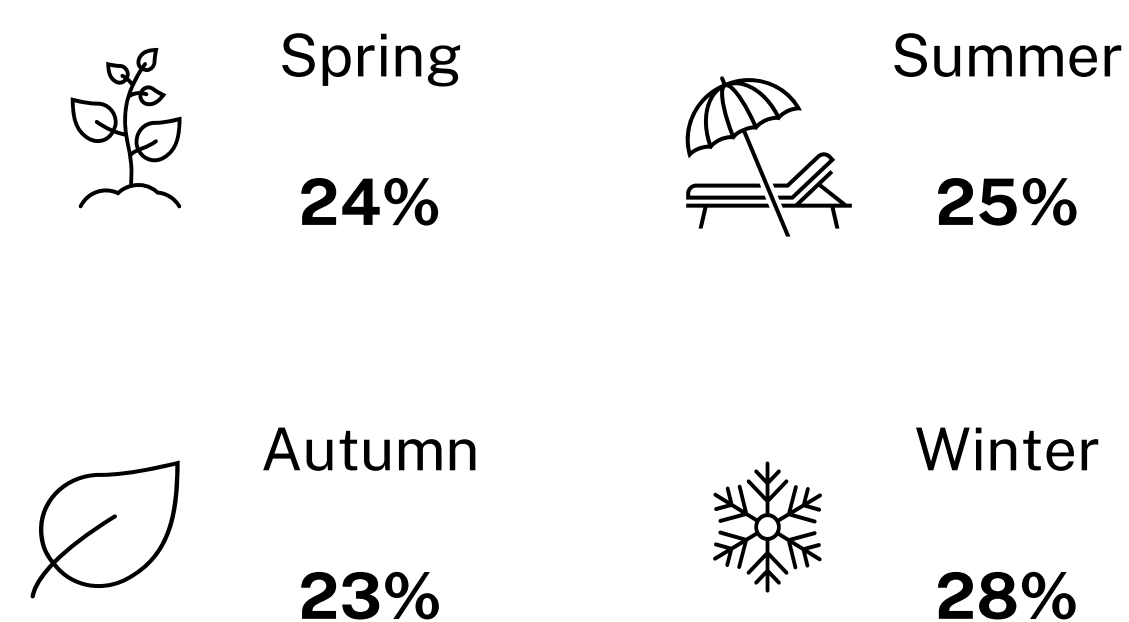


- 1st China, 15%
- 2nd USA, 9%
- 3rd Korea, 8%
- 4th UK, 7%
- 5th New Zealand, 5%

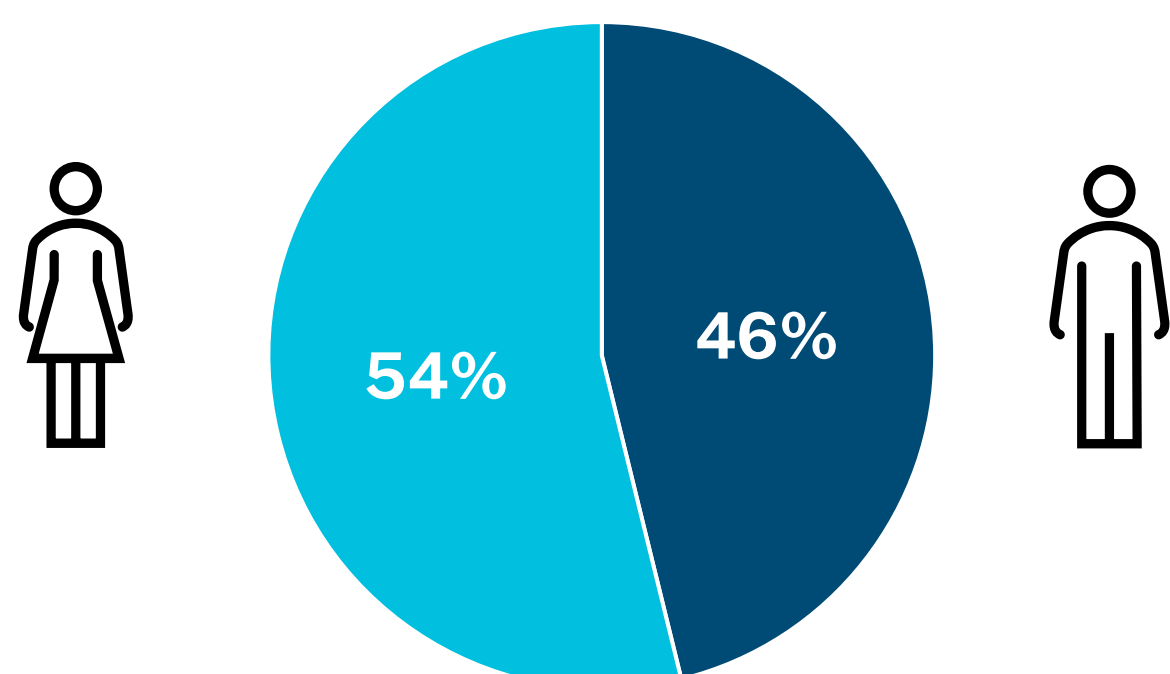
### Travel Party



### Season visited



### Gender



### Age

