

Overview

This visitor profile provides a snapshot for the year ended December 2016, as well as visitation trend information for Bondi.

The figures are based on visitors who stayed overnight in Bondi and those who stayed overnight elsewhere but visited Bondi on a daytrip. These also include day trip visitors who have travelled “a round trip distance of at least 50 kilometres and away from home for at least four hours”.

In the year ended (YE) December 2016, the total number of international and domestic visitors to Bondi was 2.7 million.



International Visitors

- The total number of international visitors to Bondi (for an overnight stay or a daytrip) in YE December 2016 was 1.6 million, up 13% when compared to YE December 2015.
- Of all international visitors to NSW in YE December 2016, 39% visited Bondi (for an overnight stay or a daytrip).
- The top three international markets visiting Bondi (for an overnight stay or a daytrip) were China (14%), the UK (12%) and USA (12%).
- The top three international markets who stayed overnight in Bondi were the UK (17%), New Zealand (9%) and USA (8%).
- Nearly two thirds of international travellers who stayed overnight in Bondi visited the area for the purpose for Holiday (63%), followed by Visiting friends and relatives (27%).
- Around 95% of all international visitors to Bondi ate out at restaurants and cafés while on their trip to Australia whereas 90% went to the beach, 87% went sightseeing and 84% went shopping for pleasure.
- Almost two thirds of international travellers who stayed overnight in Bondi arrived in Australia unaccompanied (65%) followed by visitors who arrived as adult couples (16%).
- Nearly one third of international visitors who stayed overnight in Bondi were backpackers.
- The youth market (15-29 years) accounted for 53% of the international visitors who stayed overnight in Bondi. The second largest age group was the 30-39 years olds (19%).
- Just under half of international visitors who stayed overnight in Bondi were on their first visit to Australia (47%).

Domestic Visitors

- There were 867,000 domestic overnight visitors to Bondi (including those who stayed overnight elsewhere), of which 148,500 stayed overnight in Bondi in year ended December 2016.
- Of all domestic visitors to NSW in YE December 2016, 3% visited Bondi (for either an overnight stay or a daytrip).
- Domestic visitors who stayed overnight in Bondi were mainly travelling to Visit friends and relatives (56%), followed by Holiday (23%) and Business (18%) purposes.



- The most popular activities for domestic visitors who stayed overnight in Bondi were eating out at restaurants and cafés (82%), visiting friends and relatives (77%) and going to the beach (45%).
- Interstate visitors accounted for half of domestic visitors who stayed overnight in Bondi.

Visitor Trend (Year ending December 2013 - 2016)

- On average, the number of visitors to Bondi over the past four years was 2.6 million per annum. International visitors accounted for 53% of total visitors to Bondi, and domestic visitors accounted for 47%.
- Over the last four years, the number of total international and domestic visitors to Bondi increased by 17%.
- The average number of international visitors to Bondi (for an overnight stay or a daytrip) over the past four years was 1.4 million per annum.
- The average number of domestic visitors to Bondi (for an overnight stay or a daytrip) over the past four years was 1.2 million per annum.

Total Visitors (Domestic and International)

	Year End December 2013	Year End December 2014	Year End December 2015	Year End December 2016	4 Year Average
Visitors staying overnight in Bondi (000)	172.8	225.5	299.4	245.4	235.8
Domestic day visitors (000)	273.3	339.5	441.5	n/a	323.6
Total visitors to Bondi (000)*	2,339.6	2,518.0	2,852.3	2,744.4	2,613.6

International Visitors

	Year End December 2013	Year End December 2014	Year End December 2015	Year End December 2016	4 Year Average
International visitors staying overnight in Bondi (000)	60.4	54.3	77.3	96.9	72.2
Total International visitors (000)*	1,192.8	1,288.3	1,447.3	1,637.4	1,391.4

Domestic Visitors

	Year End December 2013	Year End December 2014	Year End December 2015	Year End December 2016	4 Year Average
Domestic visitors staying overnight in Bondi (000)	112.4	171.2	222.1	148.5	163.6
Domestic day visitors (000)	273.3	339.5	441.5	n/p	323.6
Total Domestic visitors (000)*	1,146.9	1,229.7	1,405.0	1,107.1	1222.2

*Total overnight and day trip visitors including those who stayed overnight elsewhere but visited Bondi.

Source: International Visitors Survey (YE December 2013 to YE December 2016) and National Visitors Survey (YE December 2013 to YE December 2016), Tourism Research Australia.

Note: Overnight and domestic day visitors to Bondi relate to Waverley LGA visitation which includes the following SA2s: Bondi - Tamarama - Bronte, Bondi Beach - North Bondi, Bondi Junction - Waverley and Dover Heights.

