



OVERVIEW^{1,2}

This snapshot provides a profile of **international and domestic overnight visitors** who visited the Sydney Fish Market in the year ended September 2015.

Note: There are no survey data on Sydney Fish Market visitation by day trip visitors.

In the YE September 2015, the total number of international and domestic overnight visitors to Sydney Fish Market was 895,000. Of these, 75% were from overseas (675,300 visitors) and 25% were from the domestic overnight market (219,700 visitors).

Sydney Fish Market visitors accounted for over a fifth (21%) of all international visitors to the Sydney region and over 2% of domestic overnight visitors to the region.

Table 1 International and Domestic Overnight Visitors to Sydney Fish Market

	December quarter 2014	March quarter 2015	June quarter 2015	September quarter 2015	YE September 2015	Share of total	Average per quarter
International	152,700	201,400	148,600	172,600	675,300	75%	168,800
Domestic Overnight	61,900	61,700	43,400	52,700	219,700	25%	54,900
TOTAL	214,600	263,100	192,000	225,300	895,000	100%	223,700

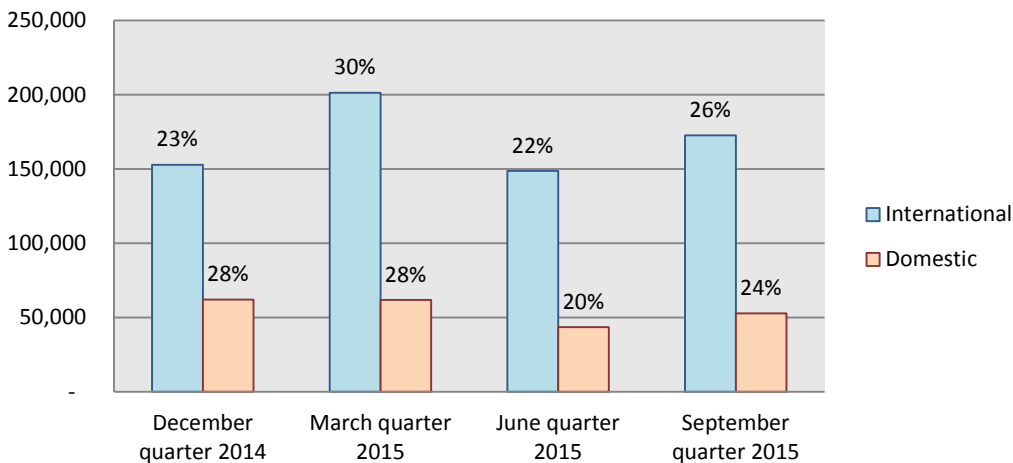
SEASONALITY

Sydney Fish Market received the most international visitors during the March quarter 2015 (30% of all international visitors for the year) and the most domestic overnight visitors in the December quarter 2014 and March quarter 2015 (28% each of all domestic overnight visitors for the year).

Sydney Fish Market received the least international and domestic overnight visitors in the June quarter 2015 (22% and 20% respectively).

Chart 1 Seasonality of Visits

Number of visitors and Share of all visitors to Sydney Fish Market



¹ Source: International Visitor Survey, YE Sept 15, Tourism Research Australia.

² Source: National Visitor Survey, YE Sept 15, Tourism Research Australia.



INTERNATIONAL SOURCE MARKET

Top 10 source markets accounted for 81% of all international visitors to Sydney Fish Market in the YE September 2015.

China (41%) was the largest international source market, followed by Hong Kong (8%) and Singapore (6%). Sydney Fish Market received the most Chinese visitors in the March quarter 2015 (35%).

Table 2 International Visitors Top 10 Source Markets

Country Rank	Share of total International visitors to Sydney Fish Market	Country Rank	Share of total International visitors to Sydney Fish Market
1. China	41%	6. Taiwan	4%
2. Hong Kong	8%	7. UK	4%
3. Singapore	6%	8. Korea	4%
4. USA	5%	9. Japan	3%
5. Malaysia	4%	10. New Zealand	3%

DOMESTIC OVERNIGHT SOURCE MARKET

In the YE September 2015, over two-thirds (68%) of domestic overnight visitors to Sydney Fish Market were interstate visitors, while the remaining (32%) were intrastate visitors. Victoria (36%) was the largest source of domestic overnight visitors to Sydney Fish Market, followed by Regional NSW (28%).

Sydney Fish Market received the most interstate visitors in the September quarter 2015 (30%) and the most intrastate visitors in the March quarter 2015 (36%).

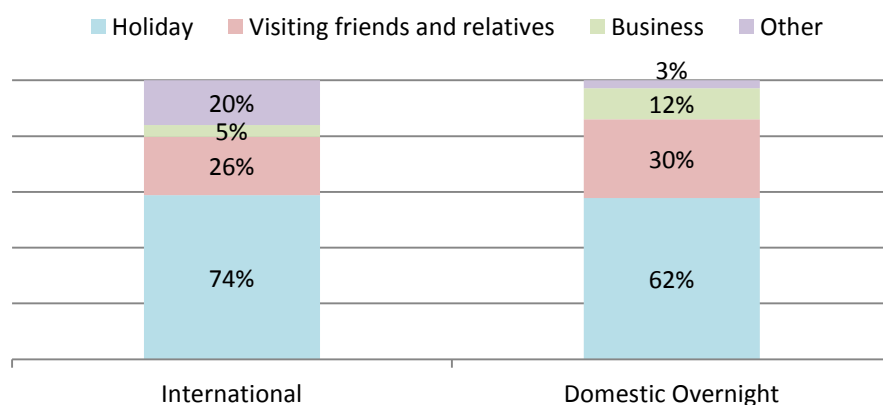
Table 3 Domestic Origin

	Share of total Domestic overnight visitors to Sydney Fish Market		Share of total Domestic overnight visitors to Sydney Fish Market
Sydney	5%	Victoria	36%
Regional NSW	28%	Queensland	19%
		Other States	12%
Total Intrastate	32%	Total Interstate	68%

PURPOSE OF VISIT³

Almost three-quarters (74%) of international visitors to Sydney Fish Market were on 'Holiday', while 26% came to 'Visit friends or relatives'. Nearly two-thirds (62%) of domestic overnight visitors to Sydney Fish Market were on 'Holiday', while 30% were 'Visiting friends or relatives'.

Chart 2 Purpose of Visit



³ Note: Visitors may visit for more than one purpose; hence, figures by purpose of visit may not add up to 100%.

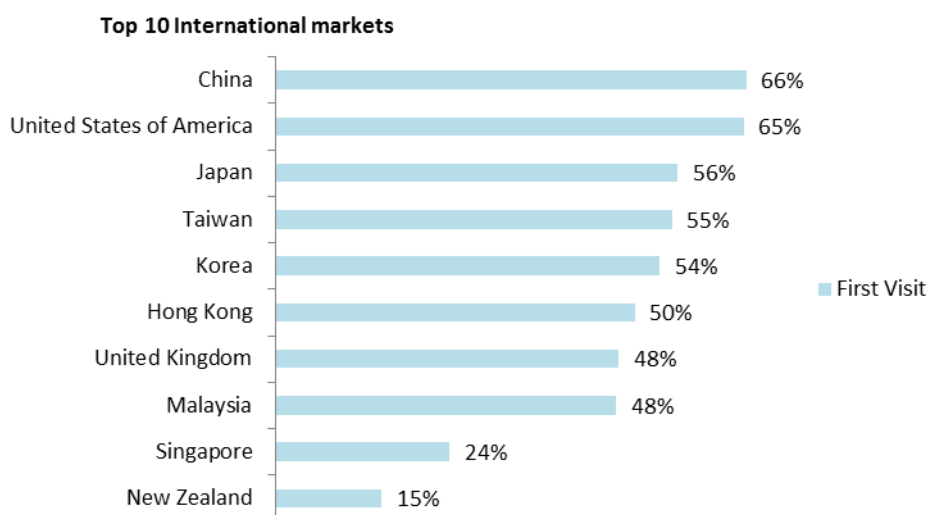


FIRST VISIT TO SYDNEY FISH MARKET

Just over half (56%) of international visitors to Sydney Fish Market came to Australia for the first time.

Of the top 10 international markets visiting Sydney Fish Market, China (66%) had the highest percentage of first time visitors, followed by visitors from USA (65%) and Japan (56%).

Chart 3 First Visit



GROUP TOURS

Almost a quarter (24%) of international visitors to Sydney Fish Market arrived in Australia on a group tour, majority were from China (84%).

PACKAGE TOURS

Nearly a third (28%) of international visitors to Sydney Fish Market arrived in Australia on a travel package, majority were from China (74%).

AGE

The youth market (15-29 years) accounted for 37% of all international visitors to Sydney Fish Market, while the '60 years and over' was the largest group (30%) of domestic overnight visitors to Sydney Fish Market.

Table 4 Age Group

Age Group	Share of total International visitors to Sydney Fish Market	Share of total Domestic overnight visitors to Sydney Fish Market
15-29	37%	28%
30-39	19%	14%
40-49	16%	16%
50-59	16%	11%
60+	13%	30%

MORE INFORMATION

For more information and statistics about tourism in NSW, see the Tourism – Facts & Figures page on the Destination NSW Corporate website at <http://www.destinationnsw.com.au/>