Overview

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

All the figures in this profile relate to visitors who stayed overnight in NSW and visited Darling Harbour unless otherwise specified.

In the year ended (YE) December 2016, the total number of international and domestic overnight visitors to NSW who visited Darling Harbour was 4.2 million. Darling Harbour visitors account for almost a third (33%) of total overnight visitors to Sydney Tourism Region.

Visitor Profile (Year ended December 2016)

International Visitors

- The number of international visitors to Darling Harbour in YE December 2016 was 2.3 million, up 13% when compared to YE December 2015.
- Of all international visitors that spent a night in NSW in YE December 2016, nearly two thirds (61%) visited Darling Harbour.
- The majority of international visitors to Darling Harbour came for Holiday purpose (66%) while 23% were Visiting friends or relatives and 8% came for Business purpose.
- The top five international markets who visited Darling Harbour were China (18%), USA (11%), the UK (10%), New Zealand and Korea (6% each). Visitors from Thailand and Japan recorded the strongest growth rates over the past year, up 32.5% and 31.8% respectively.
- The most popular activities for international visitors to Australia who visited Darling Harbour were eating out at restaurants and cafés (95%), sightseeing (86%) and going shopping (85%)\(^1\).
- Just under half (48%) of international visitors who visited Darling Harbour were unaccompanied travellers (a large proportion of them in their 20s), 22% travelled as an adult couple (a large proportion aged 55 and over), while 14% travelled with their family.
- The youth market (15-29 years) accounted for 37% of the total international visitors to Darling Harbour. The second largest age group was 55 and over (22%), followed by the 30 to 39 year olds (20%).
- Over half (55%) of all international visitors to Darling Harbour were first time visitors to Australia while 45 per cent had visited Australia before.

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\(^1\) These were the most popular activities for international visitors to Australia who visited Darling Harbour; however they did not necessarily participate in these activities in Darling Harbour.
Domestic Overnight Visitors

- There were 1.9 million domestic overnight visitors to Darling Harbour in the year ended December 2016.
- Of all domestic overnight visitors that spent a night in NSW in YE December 2016, 6% visited Darling Harbour.
- Domestic overnight visitors to Darling Harbour were mainly travelling for the purpose of Holiday (47%), while 26% came to for Business purposes, and 25% came to Visit friends or relatives.
- The most popular activities for domestic overnight Holiday visitors to Darling Harbour, were eating out at restaurants (91%), sightseeing/looking around (52%), going shopping (48%), and going to the beach (32%).
- Domestic overnight visitors to Darling Harbour were mostly interstate visitors (66%).

Visitor Trend (Year ending December 2013 - 2016)

On average, the number of annual visitors to Darling Harbour over the past four years was 4 million. International visitors account for 52% of total overnight visitors to Darling Harbour, and domestic visitors account for 48% of total overnight visitors to Darling Harbour.

The number of international visitors to Darling Harbour in YE December 2016 was above its four year average (2.3 million vs 2.1 million) while the number of domestic overnight visitors in YE December 2016 was on par with its four year average (both as 1.9 million).

Total Visitors

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<tr>
<th></th>
<th>Year End December 2013</th>
<th>Year End December 2014</th>
<th>Year End December 2015</th>
<th>Year End December 2016</th>
<th>4 Year Average</th>
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<tbody>
<tr>
<td>Total Overnight Visitors to Darling Harbour (in millions)</td>
<td>3.8</td>
<td>3.8</td>
<td>4.1</td>
<td>4.2</td>
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International Visitors

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<th>Year End December 2013</th>
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<th>Year End December 2015</th>
<th>Year End December 2016</th>
<th>4 Year Average</th>
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</thead>
<tbody>
<tr>
<td>International Visitors to Darling Harbour (in millions)</td>
<td>1.8</td>
<td>2.0</td>
<td>2.1</td>
<td>2.3</td>
<td>2.1</td>
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Domestic Overnight Visitors

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<tbody>
<tr>
<td>Domestic Overnight Visitors to Darling Harbour (in millions)</td>
<td>2.0</td>
<td>1.8</td>
<td>2.0</td>
<td>1.9</td>
<td>1.9</td>
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</tbody>
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Note: The numbers are rounded to the first decimal place.

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.