

Overview

This visitor profile provides a snapshot for the year ended December 2017, as well as visitation trend information for Kings Cross.

In the year ended (YE) December 2017, the total number of international and domestic overnight visitors to NSW who visited Kings Cross was 1.2 million.

All the figures in this profile relate to visitors who stayed overnight in NSW and visited Kings Cross, and will be referred in this report as visitors to Kings Cross.



Visitor Profile (Year ended December 2017)

International Visitors

- The number of international visitors to Kings Cross in YE December 2017 was 0.7 million.
- These visitors accounted for 17% of all international visitors that spent a night in NSW.
- The majority of international visitors to Kings Cross came for the purpose of Holiday (73%), followed by Visiting Friends and Relatives (20%), Education (7%), Business (6%) and Employment (4%).
- The top international markets who visited Kings Cross were UK (13%), USA (12%), China (9%), Germany (6%) and New Zealand (6%). Visitors from Thailand and Japan recorded the strongest growth rates over the past year, up 55% and 21% respectively.
- The most popular activities for international visitors to Australia who visited Kings Cross were eating out at restaurants and cafes (96%), sightseeing (88%), going to the beach (86%), shopping (83%) and visiting national parks / state parks (70%).
- Over half (56%) of international visitors who visited Kings Cross were unaccompanied travellers (49% in their 20s), 20% travelled as an adult couple (45% aged 55 and over), 11% with their friends and relatives, and 10% travelled with their family.
- The youth market (15-29 years) accounted for 46% of the total international visitors to Kings Cross. The second largest age group was 30 to 39 year olds (19%), followed by the 55 and over (18%).
- Majority (60%) of all international visitors to Kings Cross were first time visitors to Australia and 95% were fully independent travellers (i.e. did not join a group tour).



Domestic Overnight Visitors

- There were almost 0.5 million domestic overnight visitors to Kings Cross in the year ended December 2017.
- These visitors accounted for 1% of all domestic overnight visitors to NSW.
- Domestic overnight visitors to Kings Cross travelled mainly for the purpose of Holiday (40%), followed by Visiting Friends and Relatives (33%) and Business (24%).
- The most popular activities for domestic overnight Holiday visitors to Kings Cross were eating out at restaurants (92%), sightseeing/looking around (50%), pubs, clubs, discos (45%), shopping (44%) and going to the beach (36%).
- Domestic overnight visitors to Kings Cross were mainly from interstate (66%).
- Nearly a third of domestic overnight visitors to Kings Cross were between 15 and 29 years (30%). The second largest age group was 55 and over (25%), followed by 30 to 39 olds (21%).
- Domestic overnight visitors to Kings Cross were mostly sole travellers (28%), followed by friends or relatives travelling together without children (27%), adult couples (26%), and families and friends travelling with children (12%).



Visitor Trend (Year ended December 2014 - 2017)

On average, the annual number of international and domestic overnight visitors to Kings Cross over the last four years was 1.2 million. International visitors accounted for 58% of total overnight visitors to Kings Cross over the last four years.

Total Visitors

	YE December 2014	YE December 2015	YE December 2016	YE December 2017	4 Year Average
Total Overnight Visitors to Kings Cross (in millions)	1.3	1.2	1.1	1.2	1.2

International Visitors

	YE December 2014	YE December 2015	YE December 2016	YE December 2017	4 Year Average
International Visitors to Kings Cross	659,500	699,800	732,100	689,500	695,200

Domestic Overnight Visitors

	YE December 2014	YE December 2015	YE December 2016	YE December 2017	4 Year Average
Domestic Overnight Visitors to Kings Cross	600,900	529,500	393,600	473,200	499,300

Source: International Visitors Survey (YE December 2014 to YE December 2017) and National Visitors Survey (YE December 2014 to YE December 2017), Tourism Research Australia.

