

## Overview

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

In the year ended (YE) December 2017, the total number of international and domestic overnight visitors to NSW who visited The Rocks was 2.7 million.

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



## Visitor Profile (Year ended December 2017)

### International Visitors

- The number of international visitors to The Rocks in YE December 2017 was 1.5 million.
- These visitors accounted for 35% of all international visitors that spent a night in NSW.
- The majority of international visitors to The Rocks came for the purpose of Holiday (70%), followed by Visiting Friends and Relatives (20%), Business (8%), and Education (7%).
- The top international markets who visited The Rocks were China (15%), USA (15%), UK (12%), Japan (5%) and New Zealand (5%). Visitors from Thailand and Canada recorded the strongest growth rates over the past year, up 16% and 14% respectively.
- The most popular activities for international visitors to Australia who visited The Rocks were eating out at restaurants and cafes (97%), sightseeing (88%), shopping (83%), going to the beach (81%) and visiting national parks / state parks (66%).
- Nearly half (47%) of international visitors who visited The Rocks were unaccompanied travellers (42% in their 20s), 25% travelled as an adult couple (47% aged 55 and over), 13% with their friends and relatives, and 12% travelled with their family.
- The youth market (15-29 years) accounted for 36% of the total international visitors to The Rocks. The second largest age group were 55 and over (24%), followed by the 30 to 39 year olds (19%).
- Majority (58%) of all international visitors to The Rocks were first time visitors to Australia and 90% were fully independent travellers (i.e. did not join a group tour).



## Domestic Overnight Visitors

- There were 1.2 million domestic overnight visitors to The Rocks in the year ended December 2017.
- These visitors accounted for 4% of all domestic overnight visitors to NSW.
- Domestic overnight visitors to The Rocks travelled mainly for the purpose of Holiday (45%), followed by Visiting Friends and Relatives (28%) and Business (23%).
- The most popular activities for domestic overnight Holiday visitors to The Rocks were eating out at restaurants (93%), sightseeing/looking around (60%), shopping (53%), pubs, clubs, discos (40%) and going to the beach (36%).
- Domestic overnight visitors to The Rocks were mainly from interstate (71%).
- Nearly a quarter (24%) of domestic overnight visitors to The Rocks was aged 55 and over, followed by 15 to 29 years and 40 to 49 years (22% each).
- Domestic overnight visitors to The Rocks were mostly sole travellers (32%), followed by adult couples (29%), friends or relatives travelling together without children (17%), and families and friends travelling with children (16%).



## Visitor Trend (Year ended December 2014 - 2017)

On average, the annual number of international and domestic overnight visitors to The Rocks over the last four years was 2.6 million. International visitors accounted for 53% of total overnight visitors to The Rocks over the last four years.

The total number of overnight visitors to The Rocks increased by 9 per cent in the last 4 years.

### Total Visitors

	YE December 2014	YE December 2015	YE December 2016	YE December 2017	4 Year Average
<b>Total Overnight Visitors to The Rocks (in millions)</b>	2.5	2.6	2.7	2.7	2.6

### International Visitors

	YE December 2014	YE December 2015	YE December 2016	YE December 2017	4 Year Average
<b>International Visitors to The Rocks (in millions)</b>	1.3	1.3	1.5	1.5	1.4

### Domestic Overnight Visitors

	YE December 2014	YE December 2015	YE December 2016	YE December 2017	4 Year Average
<b>Domestic Overnight Visitors to The Rocks (in millions)</b>	1.2	1.2	1.2	1.2	1.2

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.

