

Overview

This visitor profile provides a snapshot for the year ended March 2018, 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 included 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) March 2018, the total number of international and domestic visitors to Bondi was 2.9 million.



International Visitors

- The total number of international visitors to Bondi (including those stayed overnight elsewhere but visited Bondi on a day trip) in YE March 2018 was 1.8 million.
 - They accounted for 40 per cent of all international visitors to NSW.
 - The top three visitor markets to Bondi were the China (14%), USA (12%) and UK (11%).
- There were 105,400 international visitors who stayed overnight in Bondi in YE March 2018. Of these:
 - the top three international markets were USA (16%), the UK (15%) and New Zealand (7%)
 - nearly two thirds arrived in Australia as an unaccompanied traveller (61%) or as part of an adult couple (15%)
 - almost one third (32%) were backpackers
 - more than half were aged 15-29 years (55%), followed by the 30-39 years olds (16%)
 - over half were on their return visit to Australia (54%)
 - their top activities while in Australia where ate out at restaurants and cafes (96%), went to the beach (91%), went sightseeing (87%), went shopping for pleasure (83%) and visited national/state parks (67%).

Domestic Visitors

- There were 1.1 million domestic overnight and daytrip visitors to Bondi in YE March 2018.
- There were 834,000 domestic overnight visitors to Bondi (including those who stayed overnight elsewhere) in YE March 2018.
 - They accounted for 3 per cent of all domestic overnight visitors to NSW.
- There were 148,000 domestic visitors who stayed overnight in Bondi in YE March 2018.
 - They mostly came from Interstate (53%) than Intrastate (47%).
 - Their top activities were eating out at restaurants and cafés (70%), going to the beach (51%), visiting friends and relatives (43%), and shopping for pleasure (23%).



Visitor Trend (Year Ending March 2015 - 2018)

- On average, the number of visitors to Bondi over the past four years was 2.7 million per annum. International visitors accounted for 58 per cent of total visitors to Bondi, and domestic visitors accounted for 42 per cent.
- Over the last four years, the number of total international and domestic visitors to Bondi increased by 17%.
- The number of visitors to Bondi in YE March 2018 was above its 4-year average for international visitors.

Total Visitors (International & Domestic)

	Year End March 2015	Year End March 2016	Year End March 2017	Year End March 2018***	4 Year Average
Visitors staying overnight in Bondi (000)	199.0	227.7	227.2	253.4	226.8
Total visitors to Bondi (000)	2,458.8	2,723.9	2,793.7	2,867.3	2,710.9

International Visitors

	Year End March 2015	Year End March 2016	Year End March 2017	Year End March 2018***	4 Year Average
International visitors staying overnight in Bondi (000)	60.3	76.5	95.4	105.4	84.4
Total international visitors to Bondi (000)*	1,340.7	1,507.9	1,645.2	1,756.5	1,562.6

Domestic Visitors

	Year End March 2015	Year End March 2016	Year End March 2017	Year End March 2018	4 Year Average
Domestic visitors staying overnight in Bondi (000)	138.7	151.2	131.8	148.0	142.4
Total domestic visitors to Bondi (000)**	1,118.1	1,216.0	1,148.5	1,110.8	1,148.4

*Total international visitors including those who stayed overnight in Waverley LGA or stayed elsewhere but visited Bondi on a daytrip.

**Total domestic visitors including those who stayed overnight in Waverley LGA or stayed elsewhere but visited Bondi on a daytrip. These also include domestic visitors who visited Waverley LGA on a day trip*.

***Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary.

Source: International Visitors Survey (YE March 2015 to YE March 2018) and National Visitors Survey (YE March 2015 to YE March 2018), Tourism Research Australia.

Note: Overnight and domestic day trip 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.

