

## Overview

This visitor profile provides a snapshot for the year ended March 2018, 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) March 2018, the total number of international and domestic overnight visitors to NSW who visited Darling Harbour was 4.6 million. Darling Harbour visitors account for almost a third (33%) of total overnight visitors to Sydney Tourism Region.



## Visitor Profile (Year ended March 2018)

### International Visitors

- The number of international visitors to Darling Harbour in YE March 2018 was 2.5 million, up 3% when compared to YE March 2017.
- Of all international visitors that spent a night in NSW in YE March 2018, nearly two thirds (57%) visited Darling Harbour.
- The top five international markets who visited Darling Harbour were China (20%), USA (10%), the United Kingdom (9%), Korea and New Zealand (6% each). Visitors from Canada and Taiwan recorded the strongest growth rates over the past year, up 30% and 24%, respectively.
- The most popular activities for international visitors to Australia who visited Darling Harbour were eating out at restaurants and cafés (96%), sightseeing (86%), going shopping (83%), going to the beach (78%) and visiting national/state parks (61%).
- 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 13% travelled with their family.
- The youth market (15-29 years) accounted for 34% of the total international visitors to Darling Harbour. The second largest age group was 55 and over (24%), followed by the 30 to 39 year olds (18%).
- Over half (56%) of all international visitors to Darling Harbour were first time visitors to Australia while 44 per cent had visited Australia before.



## Domestic Overnight Visitors

- There were 2.1 million domestic overnight visitors to Darling Harbour in the year ended March 2018.
- Of all domestic overnight visitors that spent a night in NSW in YE March 2018, 6% visited Darling Harbour.
- Domestic overnight visitors to Darling Harbour were mainly travelling for the purpose of Holiday (42%), while 32% came to for Business purposes, and 24% came to Visit friends or relatives.
- The most popular activities for domestic overnight *Holiday* visitors to Darling Harbour were eating out at restaurants (89%), sightseeing/looking around (51%), going shopping (44%), going to the beach (34%) and going pubs, clubs and discos (34%).
- Domestic overnight visitors to Darling Harbour were mostly interstate visitors (67%). Nearly one third of these visitors were from Victoria (27%), followed by Queenslanders (17%).



## Visitor Trend (Year ending March 2015 - 2018)

The number of international and domestic overnight visitors to Darling Harbour in YE March 2018 of 4.6 million, above its four-year annual average of 4.2 million.

International visitors account for 54% of total overnight visitors to Darling Harbour, and domestic visitors account for 46% of total overnight visitors to Darling Harbour.

### Total Visitors

	Year End March 2015	Year End March 2016	Year End March 2017	Year End March 2018*	4 Year Average
<b>Total Overnight Visitors to Darling Harbour (in millions)</b>	3.7	4.1	4.3	4.6	4.2

### International Visitors

	Year End March 2015	Year End March 2016	Year End March 2017	Year End March 2018*	4 Year Average
<b>International Visitors to Darling Harbour (in millions)</b>	2.0	2.2	2.4	2.5	2.3

### Domestic Overnight Visitors

	Year End March 2015	Year End March 2016	Year End March 2017	Year End March 2018	4 Year Average
<b>Domestic Overnight Visitors to Darling Harbour (in millions)</b>	1.7	1.9	1.9	2.1	1.9

\* 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.

