

## Overview

This visitor profile provides a snapshot for the year ended March 2018, as well as visitation trend information for Manly.

The figures are based on visitors who stayed overnight in Manly, and those who stayed overnight elsewhere but visited Manly 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 Manly was 2.6 million.



## International Visitors

- The total number of international visitors to Manly (including those stayed overnight elsewhere but visited Manly on a day trip) in YE March 2018 was 1.1 million.
  - They accounted for a quarter of all international visitors to NSW.
  - The top three visitor markets to Manly were the United Kingdom (16%), USA (14%) and China (7%).
- There were 62,600 international visitors who stayed overnight in Manly in YE March 2018. Of these:
  - the top three international markets were the UK (28%), USA (11%) and New Zealand (8%)
  - nearly sixty percent arrived in Australia as an unaccompanied traveller (59%) or as part of an adult couple (23%)
  - almost one in six (16%) were backpackers
  - nearly 4 in 10 were aged 15-29 years (38%), followed by the 30-39 years olds (18%)
  - over half were on their return visit to Australia (56%)
  - their top activities while in Australia where ate out at restaurants and cafes (96%), went to the beach (90%), went sightseeing (87%), went shopping for pleasure (82%) and visited national/state parks (66%).

## Domestic Overnight Visitors

- There were 901,200 domestic overnight visitors to Manly (including those who stayed overnight elsewhere) in YE March 2018.
  - They accounted for 3% of all domestic visitors to NSW.
- There were 142,400 domestic visitors who stayed overnight in Manly in YE March 2018.
  - They mainly travelled to visit friends and relatives (42%).
  - They mostly came from Intrastate (65%) than Interstate (35%). Over seventy percent of the intrastate visitors were from Regional NSW.
  - Their top activities were eating out at restaurants and cafés (88%), visiting friends and relatives (55%), going to the beach (51%) and sightseeing (33%).



## Domestic Day Trip

- The total number of day trip visitors to Manly in YE March 2018 was 592,900.
- Over two thirds of day trip visitors to Manly (69%) visited for the purpose of Holiday.
- The most popular activities for day trippers to Manly was eating out at restaurants and cafés (71%), going to the beach (64%), visiting friends and relatives (32%), and sightseeing (29%).

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

- On average, the number of visitors to Manly over the past four years was 2.3 million per annum.
- The number of visitors to Manly in YE March 2018 was above its 4-year average for both international and domestic visitors.
- International visitors accounted for 44% of total visitors to Manly, and domestic visitors accounted for 56%.
- Over the last four years, the number of total international and domestic visitors to Manly increased by 19%.

## Total Visitors (Domestic and International)

	Year End March 2015	Year End March 2016	Year End March 2017	Year End March 2018**	4 Year Average
Visitors staying overnight in Manly LGA (000)	161.1	177.1	273.7	205.0	204.2
Domestic day visitors (000)	520.9	500.4	372.4	592.9	496.7
<b>Total visitors to Manly (000)*</b>	<b>2,164.5</b>	<b>2,256.4</b>	<b>2,308.0</b>	<b>2,566.4</b>	<b>2,323.8</b>

## 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 Manly LGA (000)	42.8	48.2	52.9	62.6	51.6
<b>Total International visitors (000)*</b>	<b>922.4</b>	<b>1,004.8</b>	<b>1,069.9</b>	<b>1,072.3</b>	<b>1,017.3</b>

## 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 Manly LGA (000)	118.3	128.8	220.8	142.4	152.6
Domestic day visitors (000)	520.9	500.4	372.4	592.9	496.7
<b>Total Domestic visitors (000)*</b>	<b>1,242.1</b>	<b>1,251.6</b>	<b>1,238.1</b>	<b>1,494.1</b>	<b>1,306.5</b>

\*Total visitors include those who stayed overnight elsewhere but visited Manly.

\*\*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 visitors to Manly relate to Manly LGA visitation which includes Balgowlah-Clontarf-Seaforth & Manly-Fairlight SA2s.

