

## Overview

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

In the year ended (YE) June 2018, the total number of international and domestic overnight visitors to NSW who visited Chinatown was 2.6 million.

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



## Visitor Profile (Year ended June 2018)

### International Visitors

- The number of international visitors to Chinatown in YE June 2018 was 1.6 million, up 2% when compared to YE June 2017.
- These visitors accounted for 37% of all international visitors that spent a night in NSW.
- The top five international markets who visited Chinatown were China (28%), USA (8%), United Kingdom (7%), Hong Kong (4%) and Korea (4%). Visitors from Taiwan and Canada recorded the strongest growth rates over the past year, up 38% and 15% respectively.
- The most popular activities for international visitors to Australia who visited Chinatown were eating out at restaurants and cafés (96%), shopping (85%), sightseeing (85%), going to the beach (78%), visiting national parks / state parks (61%) and going to the markets (58%).
- Half of international visitors who visited Chinatown were unaccompanied travellers (44% in their 20s), 21% travelled as an adult couple (46% aged 55 and over), 13% travelled with their friends and relatives, and 13% with their family.
- The youth market (15-29 years) accounted for 39% of the total international visitors to Chinatown. The second largest age group was 55 and over (20%), followed by the 30 to 39 year olds (19%).
- Over half (57%) of all international visitors to Chinatown were first time visitors to Australia and 91% were fully independent travellers (i.e. did not join a group tour).



## Domestic Overnight Visitors

- There were 1.0 million domestic overnight visitors to Chinatown in the year ended June 2018, up 11% when compared to YE June 2017.
- These visitors accounted for 3% of all domestic overnight visitors to NSW.
- Domestic overnight visitors to Chinatown travelled mainly for the purpose of Holiday (52%) while nearly a quarter came to Visit friends and relatives (23%) and for Business (22%).
- The most popular activities for domestic overnight Holiday visitors to Chinatown were eating out at restaurants (87%), sightseeing/looking around (55%), shopping (46%), going to pubs, clubs, discos (35%) and visiting museums or art galleries (31%).
- Domestic overnight visitors to Chinatown were mainly from interstate (60%). Nearly a quarter of the visitors were from Victoria (21%), followed by Queensland (14%).
- One third of domestic overnight visitors to Chinatown were between 15 and 29 years (33%). Around 23% were aged 55 and over and 22% were aged 40 to 49.
- Domestic overnight visitors to Chinatown were mostly sole travellers (28%), followed by adult couples (26%), friends or relatives travelling together (21%) and family group (19%).



## Visitor Trend (Year ended June 2015 - 2018)

On average, the annual number of international and domestic overnight visitors to Chinatown over the last four years was 2.4 million. International visitors accounted for 62% of total overnight visitors to Chinatown over the last four years.

The total number of overnight visitors to Chinatown increased by 19 per cent in the last 4 years.

### Total Visitors

	YE June 2015	YE June 2016	YE June 2017	YE June 2018	4 Year Average
<b>Total Overnight Visitors to Chinatown (in millions)</b>	2.2	2.4	2.5	2.6	2.4

### International Visitors

	YE June 2015	YE June 2016	YE June 2017	YE June 2018	4 Year Average
<b>International Visitors to Chinatown (in millions)</b>	1.4	1.4	1.6	1.6	1.5

### Domestic Overnight Visitors

	YE June 2015	YE June 2016	YE June 2017	YE June 2018	4 Year Average
<b>Domestic Overnight Visitors to Chinatown (in millions)</b>	0.8	0.9	0.9	1.0	0.9

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

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

