Sydney received 10.3 million domestic overnight visitors - up by 9.1%* on YE Jun 17. Visitors spent nearly 27.7 million nights in Sydney - up by 5.5% on YE Jun 17.

Note: The number of domestic overnight trips to New South Wales increased by 9.3 percent* on last year and by 25.5 percent* compared to four years ago.

**Market share**

Sydney received 31.3% of visitors and 26.8% of nights in NSW. Compared to YE Jun 17, the share of visitors was down by 0.1 pt and the share of nights was down by 0.3% pts.

**Purpose of visit to Sydney**

‘Business’ (34.9%) was the largest purpose of visit for visitors to Sydney, followed by ‘visiting friends and relatives (VFR)’ (33.1%) and ‘holiday’ (26.9%). Compared to YE Jun 17, visitors who travelled for ‘business’ grew by 23.1%* while ‘VFR’ declined by 2.0% and ‘holiday’ increased by 15.7%*.

‘VFR’ (37.8%) was the largest purpose in terms of nights in Sydney, followed by ‘business’ (30.2%) and ‘holiday’ (25.1%). Compared to YE Jun 17, nights spent for ‘VFR’ grew by 4.9% and ‘business’ increased by 12.7% while ‘holiday’ grew by 13.5%.

**Accommodation in Sydney**

‘Friends or relatives property’ (46.5%) was the most popular accommodation used for nights in Sydney. ‘Luxury hotel or resort, 4 or 5 star’ (18.9%) was the 2nd most popular, followed by ‘standard hotel or motor inn, below 4 star’ (14.3%) and ‘rented house, apartment, flat or unit’ (5.6%).

Regional NSW (3.9 million or 37.4%) was the largest source of visitors to Sydney, followed by Victoria (2.3 million or 22.0%) and Queensland (1.7 million or 16.0%). Compared to YE Jun 17, the regional NSW source market declined by 3.2% while Victoria grew by 26.7%* and Queensland increased by 16.6%*.

Regional NSW (8.6 million or 31.1%) was the largest source market in terms of nights in Sydney, followed by Victoria (6.1 million or 22.1%) and Queensland (5.7 million or 20.8%). Compared to YE Jun 17, nights spent by visitors from regional NSW declined by 3.8% while Victorian nights grew by 22.5%* and nights by Queenslanders increased by 4.9%.

**Top activities in Sydney**

‘Eat out, dine at a restaurant or cafe’ (70.0%) was the most popular activity undertaken by visitors to Sydney, followed by ‘visit friends and relatives’ (45.4%) and ‘sightseeing or looking around’ (21.2%).

**Age groups**

‘15 to 29 years’ (21.2%) was the largest age group of visitors to Sydney, followed by ‘40 to 49 years’ (20.7%) and ‘50 to 59 years’ (18.5%).

**Travel party**

‘Alone’ (44.1%) was the most common travel party amongst visitors to Sydney, followed by ‘adult couple’ (21.1%) and ‘friends or relatives’ (15.0%).

**Expenditure (incl airfares and transport costs)**

Domestic overnight visitors spent over $7.8 billion in Sydney - up by 17.1%* on YE Jun 17. On average, they spent $283 per night - up by 11.0% on YE Jun 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Jun 18.

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* The percentage change is statistically significant.

np = Not published due to insufficient sample.

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**Note:** The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.
Travel to Sydney
Year ended June 2018
For the period of July 2017 to June 2018

Sources: (1) NVS YE & (2) IVS, YE Jun 18, TRA - unless otherwise specified.

Sydney received nearly 4.1 million international overnight visitors - up by 5.9%* on YE Jun 17. Visitors spent nearly 80.2 million nights in Sydney - up by 3.2% on YE Jun 17.

Note: The number of overnight trips to New South Wales by international visitors increased by 5.9 percent* on last year and by 36.1 percent* compared to four years ago.

Market share
Sydney received 93.6% of visitors and 84.9% of nights in NSW. Compared to YE Jun 17, the share of visitors was unchanged and the share of nights was up by 0.9% pts.

Origin to Sydney

<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>Visitors ('000)</th>
<th>%</th>
<th>Visitor nights ('000)</th>
<th>Spend in Sydney ($ million)</th>
<th>Average spend per night in Sydney</th>
<th>Average length of stay in Sydney</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mainland China</td>
<td>775</td>
<td>19.1%</td>
<td>18,429</td>
<td>3,221</td>
<td>175</td>
<td>23.8</td>
</tr>
<tr>
<td>2</td>
<td>UK</td>
<td>1,577</td>
<td>11.2%</td>
<td>3,065</td>
<td>672</td>
<td>116</td>
<td>8.0</td>
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<tr>
<td>3</td>
<td>New Zealand</td>
<td>817</td>
<td>20.7%</td>
<td>2,551</td>
<td>378</td>
<td>148</td>
<td>6.8</td>
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<tr>
<td>4</td>
<td>United Kingdom</td>
<td>346</td>
<td>8.9%</td>
<td>5,455</td>
<td>548</td>
<td>101</td>
<td>15.8</td>
</tr>
<tr>
<td>5</td>
<td>South Korea</td>
<td>220</td>
<td>5.4%</td>
<td>5,198</td>
<td>619</td>
<td>119</td>
<td>23.7</td>
</tr>
<tr>
<td>6</td>
<td>Japan</td>
<td>164</td>
<td>4.0%</td>
<td>3,086</td>
<td>343</td>
<td>111</td>
<td>18.8</td>
</tr>
<tr>
<td>7</td>
<td>India</td>
<td>151</td>
<td>3.7%</td>
<td>5,665</td>
<td>316</td>
<td>56</td>
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</tr>
<tr>
<td>8</td>
<td>Hong Kong</td>
<td>126</td>
<td>3.1%</td>
<td>2,407</td>
<td>313</td>
<td>130</td>
<td>19.1</td>
</tr>
<tr>
<td>9</td>
<td>Germany</td>
<td>121</td>
<td>3.0%</td>
<td>2,005</td>
<td>181</td>
<td>90</td>
<td>16.6</td>
</tr>
<tr>
<td>10</td>
<td>Singapore</td>
<td>113</td>
<td>2.6%</td>
<td>1,699</td>
<td>222</td>
<td>202</td>
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<tr>
<td></td>
<td>Other markets</td>
<td>1,207</td>
<td>29.7%</td>
<td>30,525</td>
<td>2,727</td>
<td>89</td>
<td>25.3</td>
</tr>
<tr>
<td>Total</td>
<td>Sydney</td>
<td>4,060</td>
<td></td>
<td>80,182</td>
<td>9,540</td>
<td>119</td>
<td>19.7</td>
</tr>
</tbody>
</table>

Accommodation in Sydney
‘Rented house, apartment, flat or unit’ (45.1%) was the most popular form of accommodation used for nights in Sydney, followed by ‘friends or relatives property’ (29.8%) and ‘standard hotel or motor inn, below 4 star’ (4.7%).

Expenditure (incl 30% prepaid package expenditure)
International overnight visitors spent over $9.5 billion in Sydney - up by 5.6%* on YE Jun 17. On average, they spent $119 per night - up by 2.4% on YE Jun 17.

(4) Source: TRA’s expenditure allocation method applied to IVS data, YE Jun 18.

Preliminary IVS results
Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Jun 18 are preliminary.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.

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