

## Overview

This visitor profile provides a snapshot for the year ended (YE) June 2018 for **Western Sydney**.

In the YE June 2018, the total numbers of international and domestic visitors to Western Sydney were 9.7 million, more than a quarter of visitors to Sydney region (27%). They stayed 21.8 million nights and spent \$4.2 billion (20% and 21% share of Sydney region, respectively).

The majority of visitors to Western Sydney (72%) were domestic daytrip visitors and they accounted for 17 per cent of expenditure in Western Sydney. Domestic overnight visitors accounted for 22 per cent of Western Sydney visitors and 37 per cent of the expenditure. While international visitors accounted for only 5 per cent of visitors, they contributed 46 per cent of expenditure in Western Sydney.



## International Visitors

- The number of international visitors to Western Sydney in YE June 2018 was 530,000:
  - They accounted for 13 per cent of all international visitors to Sydney.
  - Parramatta was the most visited LGA (30%), followed by Canterbury-Bankstown and Blacktown LGAs (15% each)
  - New Zealand (14%) was the top source market, followed by China (11%) and India (9%)
  - Mostly stayed in friends or relatives property (57%) or rented house/apartment (31%)
  - Most were aged 15-29 years (26%), followed by 60-69 years (19%)
  - More than a third were first-time visitors (36%) and they were younger than repeat visitors (34% aged 15-29 years compared with 21%)
  - More than half (59%) arrived in Australia alone. Of these, 71 per cent were repeat visitors
  - The most popular activities undertaken while visiting Australia were dining out (90%), shopping (78%), sightseeing (69%), going to the beach (59%) and visiting national parks (45%).

## Domestic Overnight Visitors

- The number of domestic overnight visitors to Western Sydney in YE June 2018 was 2.2 million:
  - They accounted for almost a quarter (21%) of all domestic overnight visitors to Sydney



- Parramatta was the most visited LGA (20%), followed by Blacktown LGA (13%)
- They mostly came from intrastate (61%), with 44 per cent from Regional NSW
- Visiting friends and relatives or VFR (47%) was the main reason for visit, followed by Business (25%)
- Most stayed in friends or relatives property (63%), or in luxury hotel or luxury resort 4 or 5 star (10%)
- Over a quarter were aged 15-29 years (26%), followed by 30-39 years and 40-49 years (19% each)
- More than one third (39%) travelled alone or as part of an adult couple or family group (19% each)
- Private vehicles or company cars were the most common transport used (68%)
- The most popular activities were dining out (57%), visiting friends and relatives (55%), shopping (18%), going to pubs, clubs, discos (14%) and sightseeing (12%).

### Daytrip Visitors

- There were 7 million daytrip visitors to Western Sydney in YE June 2018:
  - They accounted for 32 per cent of all daytrip visitors to Sydney
  - Penrith (17%) was the most visited LGA, followed by Blacktown LGA (12%)
  - Almost all (99%) came from intrastate and mostly from Sydney (68%)
  - They travelled mostly for leisure (77%), comprising VFR (42%) and Holiday (35%)
  - Most were aged 15-29 years (22%), followed by 50-59 years and 60-69 years (18% each)
  - Majority (91%) travelled in their private vehicles or company cars
  - The most popular activities were visiting friends and relatives (46%), dining out (41%), shopping (17%) and sightseeing (7%).

### Western Sydney Visitors

	YE June 2017	YE June 2018	Year on Year Growth
<b>International Visitors*</b>	463.1	529.8	14.4%
<b>Domestic Overnight Visitors</b>	2,126.7	2,177.1	2.4%
<b>Daytrip Visitors</b>	6,855.6	7,008.2	2.2%
<b>Total Visitors</b>	9,445.4	9,715.0	2.9%

\*Due to quality issues with the incoming passenger data, IVS results for the YE June 2018 are preliminary.

Source: International Visitors Survey and National Visitors Survey YE June 2018, Tourism Research Australia.

Note: Western Sydney includes the following LGAs: Hawkesbury, Penrith, Blacktown, the Hills Shire, Parramatta, Cumberland, Fairfield, Liverpool, Camden, Campbelltown, Wollondilly and Canterbury-Bankstown.

