Sydney received nearly 11.1 million domestic overnight visitors - up by 11.5%* on YE Dec 17. Visitors spent over 29.6 million nights in Sydney - up by 10.7%* on YE Dec 17.

Note: The number of domestic overnight trips to New South Wales increased by 9.4 percent* on last year and by 30.4 percent* compared to four years ago.

**Market share**

Sydney received 32.0% of visitors and 27.6% of nights in NSW. Compared to YE Dec 17, the share of visitors was up by 0.6% pts and the share of nights was up by 0.8% pts.

**Purpose of visit to Sydney**

‘Business’ (35.1%) was the largest purpose of visit for visitors to Sydney, followed by ‘visiting friends and relatives (VFR)’ (32.3%) and ‘holiday’ (27.1%). Compared to YE Dec 17, visitors who travelled for ‘business’ grew by 18.0%* and ‘VFR’ increased by 2.4% while ‘holiday’ grew by 23.0%*.

‘VFR’ (36.7%) was the largest purpose in terms of nights in Sydney, followed by ‘business’ (32.3%) and ‘holiday’ (25.3%). Compared to YE Dec 17, nights spent for ‘VFR’ grew by 7.8% and ‘business’ increased by 24.9%* while ‘holiday’ grew by 12.2%.

**Accommodation in Sydney**

‘Friends or relatives property’ (44.9%) was the most popular accommodation used for nights in Sydney. ‘Luxury hotel or resort, 4 or 5 star’ (18.1%) was the 2nd most popular, followed by ‘standard hotel or motor inn, below 4 star’ (15.5%) and ‘rented house, apartment, flat or unit’ (6.1%).

Regional NSW (4.3 million or 38.7%) was the largest source of visitors to Sydney, followed by Victoria (2.4 million or 21.4%) and Queensland (1.7 million or 15.8%). Compared to YE Dec 17, the regional NSW source market grew by 9.8%* and Victoria increased by 15.9%* and Queensland grew by 18.2%*.

Regional NSW (9.8 million or 32.9%) was the largest source market in terms of nights in Sydney, followed by Victoria (6.5 million or 21.9%) and Queensland (5.7 million or 19.3%). Compared to YE Dec 17, nights spent by visitors from regional NSW grew by 16.2%* and Victorian nights increased by 13.0% and nights by Queenslanders grew by 11.3%.

**Top activities in Sydney**

‘Eat out, dine at a restaurant or cafe’ (70.7%) was the most popular activity undertaken by visitors to Sydney, followed by ‘visit friends and relatives’ (45.6%) and ‘sightseeing or looking around’ (21.8%).

**Age groups**

‘15 to 29 years’ (22.4%) was the largest age group of visitors to Sydney, followed by ‘40 to 49 years’ (19.4%) and ‘50 to 59 years’ (18.2%).

**Travel party**

‘Alone’ (45.1%) was the most common travel party amongst visitors to Sydney, followed by ‘adult couple’ (20.1%) and ‘friends or relatives’ (14.4%).

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

Domestic overnight visitors spent over $8.8 billion in Sydney - up by 21.0%* on YE Dec 17. On average, they spent $298 per night - up by 9.3% on YE Dec 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Dec 18.
Sydney received nearly 4.1 million international overnight visitors - up by 3.2%* on YE Dec 17. Visitors spent nearly 81.3 million nights in Sydney - up by 2.5% on YE Dec 17.

Note: The number of overnight trips to New South Wales by international visitors increased by 3.0 percent* on last year and by 33.5 percent* compared to four years ago.

Market share
Sydney received 93.6% of visitors and 84.5% of nights in NSW. Compared to YE Dec 17, the share of visitors and the share of nights were up by 0.2% pts each.

Purpose of visit to Sydney
‘Holiday’ (55.1%) was the largest purpose of visit for visitors to Sydney, followed by ‘visiting friends and relatives (VFR)’ (25.1%) and ‘business’ (10.9%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ grew by 3.2%* and ‘VFR’ increased by 4.3%* while ‘business’ grew by 2.1%.

Origin to Sydney

<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>Visitors ('000)</th>
<th>Visitors %</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>755</td>
<td>18.5%</td>
<td>19,747</td>
<td>3,437</td>
<td>174</td>
<td>26.1</td>
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<tr>
<td>2</td>
<td>USA</td>
<td>467</td>
<td>11.4%</td>
<td>3,921</td>
<td>689</td>
<td>176</td>
<td>8.4</td>
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<tr>
<td>3</td>
<td>New Zealand</td>
<td>375</td>
<td>9.2%</td>
<td>2,798</td>
<td>381</td>
<td>136</td>
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<tr>
<td>4</td>
<td>United Kingdom</td>
<td>333</td>
<td>8.1%</td>
<td>5,129</td>
<td>520</td>
<td>101</td>
<td>15.4</td>
</tr>
<tr>
<td>5</td>
<td>South Korea</td>
<td>203</td>
<td>5.0%</td>
<td>4,736</td>
<td>578</td>
<td>122</td>
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</tr>
<tr>
<td>6</td>
<td>Japan</td>
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<td>3,765</td>
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<td>100</td>
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<tr>
<td>7</td>
<td>India</td>
<td>156</td>
<td>3.8%</td>
<td>6,429</td>
<td>335</td>
<td>59</td>
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<tr>
<td>8</td>
<td>Hong Kong</td>
<td>126</td>
<td>3.1%</td>
<td>2,164</td>
<td>305</td>
<td>141</td>
<td>17.1</td>
</tr>
<tr>
<td>9</td>
<td>Singapore</td>
<td>120</td>
<td>2.9%</td>
<td>1,315</td>
<td>231</td>
<td>176</td>
<td>11.0</td>
</tr>
<tr>
<td>10</td>
<td>Germany</td>
<td>119</td>
<td>2.9%</td>
<td>1,959</td>
<td>181</td>
<td>92</td>
<td>16.5</td>
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<tr>
<td></td>
<td>Other markets</td>
<td>1,249</td>
<td>30.5%</td>
<td>29,301</td>
<td>2,671</td>
<td>92</td>
<td>23.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>4,091</td>
<td>100%</td>
<td>81,284</td>
<td>9,708</td>
<td>119</td>
<td>19.9</td>
</tr>
</tbody>
</table>

Accommodation in Sydney
‘Rented house, apartment, flat or unit’ (45.6%) 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’ (44%).

Expenditure (incl 30% prepaid package expenditure)4

International overnight visitors spent over $9.7 billion in Sydney - up by 4.9%* on YE Dec 17. On average, they spent $119 per night - up by 2.3% on YE Dec 17.

(4) Source: TRA’s expenditure allocation method applied to IVS data, YE Dec 17.

Sydney received nearly 22.3 million domestic daytrip visitors - up by 10.3%* on YE Dec 17.

Note: The number of domestic daytrips to New South Wales increased by 6.5 percent* on last year and was up by 18.4 percent* compared to four years ago.

Market share
Sydney received 36.1% of daytrips to NSW. Compared to YE Dec 17, the share was up by 1.2% pts.

Main purpose of trip
‘Holiday’ (43.9%) was the largest purpose of trip for visitors to Sydney, followed by ‘visiting friends and relatives (VFR)’ (31.9%) and ‘business’ (12.2%).

Compared to YE Dec 17, visitors who travelled for ‘holiday’ grew by 10.1%* and ‘VFR’ increased by 8.1% while ‘business’ grew by 19.8%.

Top activities in Sydney
‘Eat out, dine at a restaurant or cafe’ (51.3%) was the most popular activity undertaken by visitors to Sydney, followed by ‘visit friends and relatives’ (37.3%) and ‘go shopping for pleasure’ (16.0%).

Expenditure3

Domestic daytrip visitors spent over $2.5 billion in Sydney - up by 15.5%* on YE Dec 17. On average, they spent $113 per trip - up by 4.8% on YE Dec 17.

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

Forecast5

Domestic visitor nights in Sydney are expected to increase from over 26.8 million in 2016/17 to over 33.4 million in 2026/27, an average annual growth rate of 2.2%.

International visitor nights in Sydney are expected to increase from nearly 76.3 million in 2016/17 to over 137.3 million in 2026/27, an average annual growth rate of 6.1%.

(5) Source: State and Territory Tourism Forecasts, 2017, TRA. Note: nights only.

Further information
Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.