

Overview

This visitor profile provides a snapshot for the year ended December 2018, as well as visitation trend information for The Rocks.

In the year ended (YE) December 2018, the total number of international and domestic overnight visitors to NSW who visited The Rocks was 2.7 million, up 5% on 2017.

The profile relate to visitors who stayed overnight in NSW and visited The Rocks, and will be referred in the report as visitors to The Rocks.



Visitor Profile (Year ended December 2018)

International Visitors

- The number of international visitors to The Rocks in YE December 2018 was 1.5 million.
- These visitors accounted for 35% of all international visitors that spent a night in NSW.
- The profile of international visitors to The Rocks in 2018 is similar to that of 2017.
 - The majority of international visitors to The Rocks came for the purpose of Holiday (71%), followed by Visiting Friends and Relatives (21%), Business (7%), and Education (6%).
 - The top international markets who visited The Rocks were China (15%), USA (14%), UK (10%), Japan (6%) and New Zealand (6%). Visitors from France and Taiwan recorded the strongest growth rates over the past year, up 32% and 25% respectively.
 - The most popular activities for international visitors to Australia who visited The Rocks were eating out at restaurants and cafes (95%), sightseeing (87%), shopping (82%), going to the beach (79%), visiting national parks / state parks (64%) and botanical and other gardens (59%).
 - Nearly half (47%) of international visitors who visited The Rocks were unaccompanied travellers (41% in their 20s), 25% travelled as an adult couple (48% aged 55 and over), 14% with their family, and 12% travelled with their friends and relatives.
 - The youth market (15-29 years) accounted for 34% of the total international visitors to The Rocks. The second largest age group were 55 and over (24%), followed by the 30 to 39 year olds (20%).
 - Majority (56%) of all international visitors to The Rocks 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 1.2 million domestic overnight visitors to The Rocks in the year ended December 2018.
- These visitors accounted for 4% of all domestic overnight visitors to NSW.
- Domestic overnight visitors to The Rocks travelled mainly for the purpose of Holiday (52%), followed by Business (29%) and Visiting Friends and Relatives (20%).
- The most popular activities for domestic overnight Holiday visitors to The Rocks were eating out at restaurants (91%), sightseeing/looking around (57%), shopping (43%), visiting museums or art galleries (36%) and pubs, clubs, discos (34%).
- Domestic overnight visitors to The Rocks were mainly from regional NSW (29%), Victoria (24%) and Queensland (23%).
- Nearly a quarter (22%) of domestic overnight visitors to The Rocks was aged 15 to 29 years, followed by 40 to 49 years (22%) and 50 and over (20%).
- Domestic overnight visitors to The Rocks were mostly sole travellers (29%), followed by adult couples (24%), families group (20%) and friends or relatives travelling together (19%).



Visitor Trend (Year ended December 2015 - 2018)

On average, the annual number of international and domestic overnight visitors to The Rocks over the last four years was 2.7 million. International visitors accounted for 54% of total overnight visitors to The Rocks over the last four years.

The total number of overnight visitors to The Rocks increased by 10 per cent in the last 4 years.

Total Visitors

	YE December 2015	YE December 2016	YE December 2017	YE December 2018	4 Year Average
Total Overnight Visitors to The Rocks (in millions)	2.5	2.71	2.67	2.8	2.7

International Visitors

	YE December 2015	YE December 2016	YE December 2017	YE December 2018	4 Year Average
International Visitors to The Rocks (in millions)	1.3	1.5	1.45	1.55	1.4

Domestic Overnight Visitors

	YE December 2015	YE December 2016	YE December 2017	YE December 2018	4 Year Average
Domestic Overnight Visitors to The Rocks (in millions)	1.25	1.21	1.21	1.25	1.2

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

