

## FACT SHEET

Total Domestic and International visitation to Sydney tourism region (spend, visitors and nights).

 **SPEND**  
\$21.9 b  
up 14.3% YoY

 **VISITORS**  
39.3 m  
up 10.9% YoY

 **NIGHTS**  
113.3 m  
up 5.7% YoY

Sydney received 94% of international visitors, 32% of domestic overnight visitors and 36% of domestic daytrip visitors to NSW.

### DOMESTIC OVERNIGHT VISITATION

- There were 11.4 million domestic visitors (up 12.4% on the previous year) who stayed 31.0 million nights (up 13.3%) in Sydney and spent \$9.1 billion (up 21.1%).
- The average length of stay in the region was 2.7 nights and average spend per night was \$293.
- Sydney tourism region accounted for 32% of visitors, 28% of nights and 42% of expenditure in NSW.
- The majority of visitors to the region came for the purpose of Business (34%), followed by Visiting Friends and Relatives (33%) and Holiday (26%).
- Around 23% of the domestic overnight visitors were aged 15-29 years, followed by 40-49 years old (19%) and 50-59 years old (18%).
- 'Unaccompanied traveller' (45%) was the most common travel party amongst visitors to Sydney tourism region, followed by 'adult couple' (21%) and 'friends and relatives travelling together' (14%).
- Regional NSW was the largest source market for visitors to the region (39%), followed by Victoria (22%) and Queensland (15%). Visitors from interstate accounted for 53% of Sydney's visitors.

#### Trend

- From YE March 2014 to YE March 2019**, domestic visitors, nights and expenditure in the region recorded the following changes: up 33.5%, up 35.2% and up 47.5%, respectively.

### DOMESTIC DAY TRIP VISITATION

- There were 23.8 million domestic day trip visitors to Sydney tourism region (up 12.3%) on the previous year) who spent \$2.7 billion (up 19.5%). The average spend per visitor was \$114.
- The region accounted for 36% of visitors and 37% of expenditure in NSW.
- The majority of day trip visitors to Sydney came for the purpose of Holiday (43%), followed by Visiting Friends and Relatives (31%) and Business (13%).
- Around 25% of the domestic daytrip visitors were aged 15-29 years, followed by 60-69 years (17%) and 40-49 years old (15%).

#### Trend

- From YE March 2014 to YE March 2019**, domestic day trip visitors and expenditure in the region recorded the following changes: up 22.2% and up 25.6%, respectively.

### FACT SHEET – Cont'd

#### INTERNATIONAL VISITATION

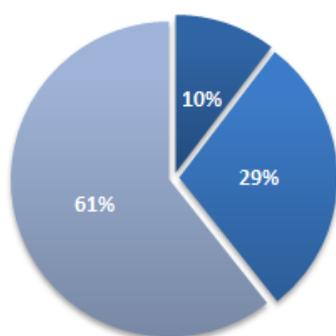
- There were 4.1 million international visitors (up 0.3% on the previous year) who stayed 82.3 million nights (up 3.1%) in Sydney and spent \$10.1 billion (up 7.7%).
- The average length of stay in Sydney was 20.3 nights and average spend per night was \$123 .
- The region accounted for 94% of visitors, 84% of visitor nights and 91% of expenditure in NSW for YE March 2019.
- Holiday was the largest purpose of visit to the region (55%), followed by Visiting Friends and Relatives (25%), Business (11%), Education (5%) and Employment (2%).
- 30% of the visitors were aged 15-29 years, followed by 30-39 years old (19%) and 50-59 years old (17%).
- 'Unaccompanied traveller' (50%) was the most common travel party amongst visitors to Sydney, followed by 'adult couple' (22%), 'family groups with children' (13%) and 'friends and relatives travelling together' (11%).
- China was the region's largest source market for visitors (18%), followed by United States of America (12%) and New Zealand (9%).

#### Trend

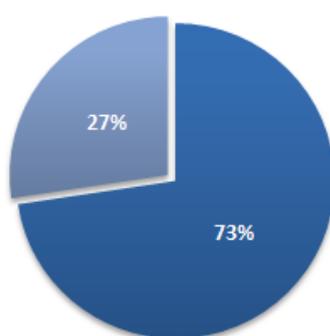
- From YE March 2014 to YE March 2019**, international visitors, nights and expenditure in the region recorded the following changes: up 38.3%, up 32.0% and up 67.5%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to Sydney for YE March 2019.

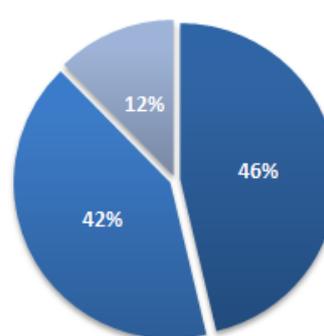
Visitors to Sydney (% share)



Nights to Sydney (% share)



Expenditure to Sydney (%share)



■ International ■ Domestic Overnight ■ Domestic daytrip