Overview

This visitor profile provides a snapshot of visitors to Bondi for the year ended (YE) March 2019, as well as visitation trend information for Bondi.

The figures in this profile are based on:

- International and domestic overnight visitors to Bondi who stayed overnight in Bondi and elsewhere in NSW;
- Domestic day trip visitors to Bondi who have travelled to Bondi on a round trip of at least 50 kilometres from home, for duration of at least four hours, but which doesn't include a night away from home.

In the YE March 2019 was more than 2.6 million visitors (up 8% on YE March 2018).

International Visitors

There were nearly 1.7 million international visitors to NSW who visited Bondi in YE March 2019.

- They accounted for 38% of all international visitors to NSW.
- The top visitor markets to Bondi were China (14%), USA (13%), UK (10%), Korea (7%) and Germany (4%).
- Half of them arrived in Australia as an unaccompanied traveller (50%) and 21% as part of an adult couple.
- Nearly one fifth were backpackers (18%).
- 40% were aged 15-29 years, followed by the 30-39 years olds (18%).
- Over half were on their first visit to Australia (59%).
- Their top activities while in Australia where ‘ate out at restaurants and cafes’ (96%), ‘went to the beach’ (90%), ‘went sightseeing’ (86%), ‘went shopping for pleasure’ (84%) and ‘visited national/state parks’ (66%).

Of the 1.7 million international visitors to NSW who went to Bondi, more than 99,000 stayed overnight in Bondi (6%). Their profile is slightly different from those who stayed overnight elsewhere in NSW for the following aspects:

- The top international markets to Bondi were UK (16%), USA (13%), Germany (6%) and France (6%).
- One third were backpackers (33%).
- Their top activities in Australia also include went to pubs, clubs and discos (67%), as well as ‘ate out at restaurants and cafes’ (96%), ‘went to the beach’ (94%), ‘went sightseeing’ (82%) and ‘went shopping for pleasure’ (77%).

Domestic Overnight Visitors

There were nearly 975,000 domestic visitors to Bondi in YE March 2019 who visited Bondi as part of an overnight trip in NSW.

- 42% of them visited NSW for the purpose of holiday, followed by visiting friends and relatives (37%).
Three quarters of them were interstate visitors (75%). The top interstate markets were Victoria (45%), Queensland (26%) and ACT (10%).

Their top activities while in NSW were ‘ate out at restaurants and cafes’ (88%), ‘went to the beach’ (56%), ‘visited friends and relatives’ (56%), ‘went sightseeing’ (43%) and ‘went shopping for pleasure’ (38%).

Of the 975,000 domestic overnight visitors to NSW who visited Bondi, more than 116,000 stayed overnight in Bondi (12%).

Domestic Day Trip Visitors
There were over 459,000 domestic visitors who went to Bondi on a day trip in YE March 2019. They accounted for 3% of all domestic overnight visitors to NSW.

80% of them were visitors from Sydney.

Composition of the Total Visitor Market to Bondi
In the YE March 2019 was more than 2.6 million visitors (up 8% on YE March 2018).

Around 54% of these visitors were overseas residents, with most visiting Bondi for a day trip as part of an overnight stay elsewhere in NSW (50%) and relatively few staying overnight in Bondi (3%).

The remaining 46% were Australian residents, with most visiting Bondi for a day trip as part of an overnight stay elsewhere in NSW (28%). Domestic day trip visitors were the next biggest domestic segment (15%), followed by those staying overnight in Bondi (4%).

In summary, most visit Bondi as a day trip, with only 7% of total international and domestic visitors to Bondi who stayed overnight in Bondi.
## Total Visitors to Bondi

<table>
<thead>
<tr>
<th></th>
<th>Year End March 2016</th>
<th>Year End March 2017</th>
<th>Year End March 2018</th>
<th>Year End March 2019</th>
<th>4 Year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>International and Domestic overnight and day trip visitors ('000)</td>
<td>2,659.5</td>
<td>2,751.2</td>
<td>2,865.3</td>
<td>3,085.6</td>
<td>2,840.4</td>
</tr>
</tbody>
</table>

## International Visitors to Bondi

<table>
<thead>
<tr>
<th></th>
<th>Year End March 2016</th>
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<th>4 Year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) International overnight visitors to Bondi i.e. spent at least one night in Bondi ('000)</td>
<td>72.8</td>
<td>90.0</td>
<td>101.8</td>
<td>99.1</td>
<td>90.9</td>
</tr>
<tr>
<td>(b) International overnight visitors to NSW who visited Bondi as a daytrip, but stayed overnight elsewhere in NSW ('000)</td>
<td>1,390.6</td>
<td>1,510.3</td>
<td>1,642.0</td>
<td>1,552.7</td>
<td>1,523.9</td>
</tr>
<tr>
<td>Total international visitors ('000)</td>
<td>1,463.5</td>
<td>1,600.3</td>
<td>1,743.7</td>
<td>1,651.9</td>
<td>1,614.9</td>
</tr>
</tbody>
</table>

## Domestic Visitors to Bondi

<table>
<thead>
<tr>
<th></th>
<th>Year End March 2016</th>
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<th>Year End March 2018</th>
<th>Year End March 2019</th>
<th>4 Year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>(c) Domestic overnight visitors to Bondi i.e. spent at least one night in Bondi ('000)</td>
<td>148.8</td>
<td>128.5</td>
<td>142.9</td>
<td>116.2</td>
<td>134.1</td>
</tr>
<tr>
<td>(d) Domestic overnight visitors to NSW who visited Bondi as a daytrip, but stayed overnight elsewhere in NSW ('000)</td>
<td>698.0</td>
<td>707.8</td>
<td>710.4</td>
<td>858.5</td>
<td>743.7</td>
</tr>
<tr>
<td>(e) Domestic daytrip visitors to Bondi i.e. did not spend a night away from home ('000)</td>
<td>349.3</td>
<td>n/p</td>
<td>n/p</td>
<td>459.1</td>
<td>404.2</td>
</tr>
<tr>
<td>Total domestic visitors ('000)</td>
<td>1,196.0</td>
<td>1,150.8</td>
<td>1,121.6</td>
<td>1,433.8</td>
<td>1,225.6</td>
</tr>
</tbody>
</table>

## Visitor Trend (Year Ending March 2016 - 2019)

- On average, the number of visitors to Bondi over the past four years was 2.8 million per annum.
- The total number of visitors to Bondi in YE March 2019 was above its 4-year average (9% higher).
- Over the last four years, the number of total international and domestic visitors to Bondi increased by 16%.


Note: Overnight and domestic day visitors to Bondi relate to the following SA2s: Bondi - Tamarama – Bronte; Bondi Beach - North Bondi; Bondi Junction – Waverly.

n/p = not publishable