

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 were '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

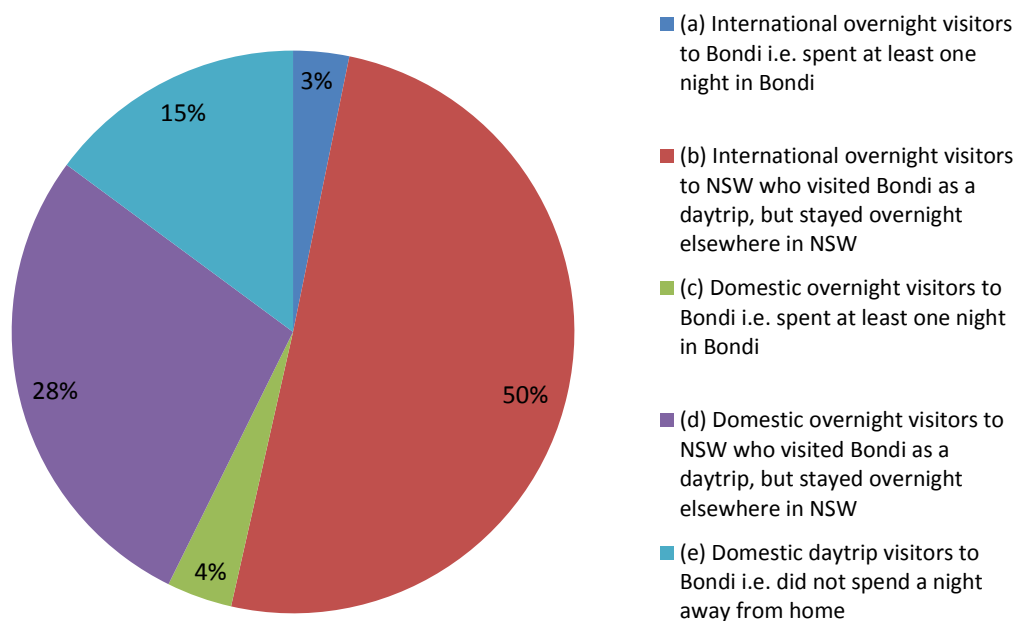
There were over 459,000 domestic visitors who went to Bondi on a day trip in YE March 2019. They accounted for 3% of all domestic overnight visitors to NSW.

- 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

	Year End March 2016	Year End March 2017	Year End March 2018	Year End March 2019	4 Year Average
International and Domestic overnight and day trip visitors ('000)	2,659.5	2,751.2	2,865.3	3,085.6	2,840.4

International Visitors to Bondi

	Year End March 2016	Year End March 2017	Year End March 2018	Year End March 2019	4 Year Average
(a) International overnight visitors to Bondi i.e. spent at least one night in Bondi ('000)	72.8	90.0	101.8	99.1	90.9
(b) International overnight visitors to NSW who visited Bondi as a daytrip, but stayed overnight elsewhere in NSW ('000)	1,390.6	1,510.3	1,642.0	1,552.7	1,523.9
Total international visitors ('000)	1,463.5	1,600.3	1,743.7	1,651.9	1,614.9

Domestic Visitors to Bondi

	Year End March 2016	Year End March 2017	Year End March 2018	Year End March 2019	4 Year Average
(c) Domestic overnight visitors to Bondi i.e. spent at least one night in Bondi ('000)	148.8	128.5	142.9	116.2	134.1
(d) Domestic overnight visitors to NSW who visited Bondi as a daytrip, but stayed overnight elsewhere in NSW ('000)	698.0	707.8	710.4	858.5	743.7
(e) Domestic daytrip visitors to Bondi i.e. did not spend a night away from home ('000)	349.3	n/p	n/p	459.1	404.2
Total domestic visitors ('000)	1,196.0	1,150.8	1,121.6	1,433.8	1,225.6

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%.

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

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

