Overview

This visitor profile provides a snapshot for the year ended March 2019, as well as visitation trend information for Darling Harbour.

All the figures in this profile relate to visitors who stayed overnight in NSW and visited Darling Harbour unless otherwise specified.

In the year ended (YE) March 2019, the total number of international and domestic overnight visitors to NSW who visited Darling Harbour was 4.8 million (up 3% on YE March 2018). Darling Harbour visitors account for almost a third (31%) of total overnight visitors to Sydney Tourism Region.

Visitor Profile (Year ended March 2019)

International Visitors

- The number of international visitors to Darling Harbour in YE March 2019 was 2.5 million, on par with YE March 2018.
- Of all international visitors that spent a night in NSW in YE March 2019, nearly three fifths (57%) visited Darling Harbour.
- The top five international markets who visited Darling Harbour were China (19%), USA (11%), the United Kingdom (8%), New Zealand (6%) and Korea (5%). Visitors from France, Switzerland and Japan recorded the strongest growth rates over the past year, up 32%, 23% and 23%, respectively.
- The most popular activities for international visitors to Australia who visited Darling Harbour were eating out at restaurants and cafés (95%), sightseeing (84%), going shopping (83%), going to the beach (75%) and visiting national/state parks (59%).
- Just under half (48%) of international visitors who visited Darling Harbour were unaccompanied travellers (a large proportion of them in their 20s), 22% travelled as an adult couple (a large proportion aged 55 and over), while 14% travelled with their family.
- The youth market (15-29 years) accounted for 34% of the total international visitors to Darling Harbour. The second largest age group was 55 and over (25%), followed by the 30 to 39 year olds (19%).
- More than half (54%) of all international visitors to Darling Harbour were first time visitors to Australia while 46% had visited Australia before.
Domestic Overnight Visitors

- There were 2.3 million domestic overnight visitors to Darling Harbour in the year ended March 2019.
- Of all domestic overnight visitors that spent a night in NSW in YE March 2019, 6% visited Darling Harbour.
- Domestic overnight visitors to Darling Harbour were mainly travelling for the purpose of Holiday (43%), while 30% came for Business purposes, and 25% came to Visit friends or relatives.
- The most popular activities for domestic overnight Holiday visitors to Darling Harbour were eating out at restaurants (90%), sightseeing/looking around (52%), going shopping (43%), going to pubs, clubs and discos (29%) and visiting museums or art galleries (27%).
- Domestic overnight visitors to Darling Harbour were mostly interstate visitors (62%). Nearly one fourth of these visitors were from Victoria (23%), followed by Queenslanders (20%).

Visitor Trend (Year ending March 2016 - 2019)

The number of international and domestic overnight visitors to Darling Harbour in YE March 2019 is 4.8 million. This value is up 3% on YE March 2018 and it is above its four-year annual average of 4.4 million.

International visitors account for 52% of total overnight visitors to Darling Harbour, and domestic visitors account for 48% of total overnight visitors to Darling Harbour.

<table>
<thead>
<tr>
<th>Total Visitors</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>Total Overnight Visitors to Darling Harbour (in millions)</td>
<td>4.1</td>
<td>4.2</td>
<td>4.6</td>
<td>4.8</td>
<td>4.4</td>
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<th>International Visitors</th>
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<th>Year End March 2019</th>
<th>4 Year Average</th>
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</thead>
<tbody>
<tr>
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<td>2.4</td>
<td>2.5</td>
<td>2.5</td>
<td>2.4</td>
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<tr>
<th>Domestic Overnight Visitors</th>
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<th>4 Year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Overnight Visitors to Darling Harbour (in millions)</td>
<td>1.9</td>
<td>1.9</td>
<td>2.1</td>
<td>2.3</td>
<td>2.1</td>
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