Overview
This visitor profile provides a snapshot for the year ended June 2019, as well as visitation trend information for Chinatown.

In the year ended (YE) June 2019, the total number of international and domestic overnight visitors to NSW who visited Chinatown was 2.7 million.

All the figures in this profile relate to visitors who stayed overnight in NSW and visited Chinatown, and will be referred in this report as visitors to Chinatown.

Visitor Profile (Year ended June 2019)

International Visitors

- The number of international visitors to Chinatown has remained relatively consistent over the past few years with 1.6 million exploring the cultural area in YE June 2019.
- They accounted for over a third of all international visitors that spent a night in NSW (36%).
- Chinatown remains a favourite spot among international markets. The top five international markets who visited the area were China (26%), USA (9%), United Kingdom (6%), Hong Kong (5%) and Japan (4%). Visitors from France and Malaysia to Chinatown recorded the strongest growth rates over the past year (up 20% and 15%, respectively).
- Apart from eating out at restaurants and cafés (95%), the most popular activities of international visitors to Chinatown during their trip to Australia were shopping (86%), sightseeing (83%), going to the beach (78%), visiting national parks / state parks (61%) and going to the markets (58%).
- Just under half of international visitors who visited Chinatown were unaccompanied travellers (45% in their 20s), 21% travelled as an adult couple (48% aged 55 and over), 15% travelled with their family, and 12% with their friends and relatives.
- Chinatown is very popular among the youth market (15-29 years) who accounted for 38% of the precinct’s total international visitors. It is also a drawcard for those aged group 55 and over (22%) and the 30 to 39 year olds (19%).
- Over half (54%) of all international visitors to Chinatown were first time visitors to Australia and 93% were fully independent travellers (i.e. did not join a group tour).
Domestic Overnight Visitors

- The year ended June 2019 saw 1.1 million domestic overnight visitors walked the streets of Chinatown – a 13% increase when compared to YE June 2018.
- These visitors accounted for 3% of all domestic overnight visitors to NSW.
- Domestic overnight visitors to Chinatown travelled mainly for the purpose of Holiday (43%) while under a third came for Business (29%) and a quarter to Visit Friends and Relatives (25%).
- Of the Chinatown visitors who came for a Holiday, popular activities during their trip included eating out at restaurants and cafés (91%), sightseeing/looking around (59%), shopping (58%), going to the beach (33%) and going to pubs, clubs and discos (32%).
- Domestic overnight visitors to Chinatown mainly came from other Australian states (59%). Of these interstaters, a fifth were from Victoria (21%), followed closely by Queensland (16%).
- Over a third of domestic overnight visitors to Chinatown were aged between 15 and 29 years (34%). Those aged 55 and over made up 22% of visitors and 19% were aged either 30 to 39 or 40 to 49.
- Solo travellers (32%) dominate Chinatown’s domestic overnight visitors market. Other sizable travel parties include friends or relatives travelling together (23%), adult couples (18%) and family groups (17%).

Visitor Trend (Year ended June 2016 – 2019)

On average, the annual number of international and domestic overnight visitors to Chinatown over the last four years was 2.5 million. International visitors accounted for 61% of total overnight visitors to Chinatown over the last four years.

The total number of overnight visitors to Chinatown increased by 17 per cent in the last 4 years.

Total Visitors

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<tr>
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<th>YE June 2016</th>
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<th>4 Year Average</th>
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<tbody>
<tr>
<td>Total Overnight Visitors to Chinatown (in millions)</td>
<td>2.3</td>
<td>2.5</td>
<td>2.6</td>
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International Visitors

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<th>YE June 2019</th>
<th>4 Year Average</th>
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<td>International Visitors to Chinatown (in millions)</td>
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Domestic Overnight Visitors

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<tbody>
<tr>
<td>Domestic Overnight Visitors to Chinatown (in millions)</td>
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