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

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

### DOMESTIC OVERNIGHT VISITATION

- There were 12.0 million domestic overnight visitors (up 13.6% on the previous year) who stayed 32.5 million nights (up 15.4%) in Sydney and spent $9.3 billion (up 17.8%).
- The average length of stay in the region was 2.7 nights and average spend per night was $287.
- Sydney tourism region accounted for 32% of visitors, 28% of nights and 41% of expenditure in NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives (35%), followed by Business (33%) and Holiday (25%).
- Around 24% 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' (46%) was the most common travel party amongst visitors to Sydney tourism region, followed by 'adult couple' (20%) and 'friends and relatives travelling together' (14%).
- Regional NSW was the largest source market for visitors to the region (40%), followed by Victoria (21%) and Queensland (14%). Visitors from interstate accounted for 51% of Sydney’s visitors.

### Trend

- **From** YE June 2014 to YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 42.1%, up 40.3% and up 55.6%, respectively.

### DOMESTIC DAY TRIP VISITATION

- There were 25.3 million domestic day trip visitors to Sydney tourism region (up 14.0% on the previous year) who spent $2.8 billion (up 18.2%). The average spend per visitor was $109.
- The region accounted for 36% of visitors and 36% 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 (15%).
- Around 25% of the domestic daytrip visitors were aged 15-29 years, followed by 60-69 years old (17%) and 30-39 years old (16%).

### Trend

- **From** YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 21.6% and up 21.6%, respectively.
INTERNATIONAL VISITATION

- There were 4.1 million international visitors (up 0.8% on the previous year) who stayed 83.1 million nights (up 3.7%) in Sydney and spent $10.2 billion (up 7.2%).
- 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, 85% of visitor nights and 91% of expenditure in NSW for YE June 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 (18%) and 50-59 years old (17%).
- 'Unaccompanied traveller’ (49%) 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 June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 37.4%, up 32.4% and up 67.3%, respectively.

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