Overview
This visitor profile provides a snapshot for the year ended (YE) June 2019 as well as visitation trend information for Western Sydney.

In the YE June 2019, there were a total of 11.8 million international and domestic visitors overnight and day trip visitors to Western Sydney. They comprised more than a quarter of those who visited the Sydney region (28%) Overall, they stayed 24.9 million nights and spent $5.2 billion (22% and 23% share of Sydney region, respectively).

Traveller-wise, Western Sydney was more popular among domestic daytrip visitors (75%), who accounted for almost one-fifth of expenditure in Western Sydney. Domestic overnight visitors accounted for 20 per cent of Western Sydney visitors and 40 per cent of the expenditure. Despite international visitors only accounting for 5 per cent of visitors, they contributed 42 per cent of expenditure in Western Sydney.

International Visitors

- For the YE June 2019, 542,000 international visitors paid a visit to Western Sydney:
  - Of Sydney's total international visitors, 13 per cent visited Western Sydney.
  - At an LGA level, Parramatta remains the most popular among visitors (29%), followed by Blacktown and Canterbury-Bankstown LGAs (15% and 13% respectively).
  - For Western Sydney's international visitors, most visited the area for leisure purposes (81%), with 57 per cent visiting friends and relatives and 26 per cent on a Holiday.
  - New Zealand (15%) continues to be the top source market, followed by China (11%) and the US (8%).
  - Common forms of accommodation used by international visitors include friends or relatives property (56%) or rented house / apartment (34%).
  - The area is a favourite for those aged 60+ (24%) and 15-29 year olds (23%) alike.
  - Western Sydney continues to attract first-time visitors (33%) who are typically younger than repeat visitors (31% aged under 30 compared with 19%).
  - Over one in two international visitors arrived in Australia alone. Of these solo travellers, almost three-quarters were repeat visitors.
  - During their visits to Australia, international visitors enjoyed dining out (90%), shopping (74%), sightseeing (67%), going to the beach (58%) and visiting national parks (42%).


Note: Western Sydney includes the following LGAs: Hawkesbury, Penrith, Blacktown, the Hills Shire, Parramatta, Cumberland, Fairfield, Liverpool, Camden, Campbelltown, Wollondilly and Canterbury-Bankstown.
Domestic Overnight Visitors

- 2.4 million domestic overnight visitors (in YE June 2019) made their way to Western Sydney:
  - These visitors accounted for one-fifth of all domestic overnight visitors to Sydney.
  - Of Western Sydney’s LGAs, Parramatta was the most visited (21%), followed by Penrith (12%).
  - Most domestic overnighters are Instrastaters (64%), with 9 per cent coming from the South Coast.
  - Visiting friends and relatives (48%) was the more popular reason for visit, followed by Business (23%).
  - Majority chose to stay in friends or relatives property (61%), or in a hotel / resort / motel (20%).
  - Those aged under 30 comprise 28 per cent of domestic overnighters followed by 60+ (25%).
  - Domestic overnighters tended to travel alone (42%) or as part of an adult couple (18%).
  - Private vehicles or company cars were the most common transport used (73%).
  - For domestic overnighters, popular activities included visiting friends and relatives (57%), dining out (53%), shopping (19%), sightseeing (15%) and going to pubs, clubs, discos (13%).

Daytrip Visitors

- 8.8 million visitors included a daytrip to Western Sydney during their trip in YE June 2019:
  - These day trippers accounted for 35 per cent of all daytrip visitors to Sydney.
  - Penrith and Blacktown (12% each) were the most visited LGAs, followed by Campbelltown LGA (11%).
  - Almost all (98%) came from intrastate. Of these, over three-quarters came from Sydney (76%).
  - Leisure was a major motivator (73%), with 37 per cent visiting friends and relatives and 35 per cent on a holiday.
  - Daytrips to the area seem to be more popular with the older market as 29 per cent were aged 60+. Those aged 30 and under also enjoyed daytrips to the area (23%).
  - Majority (91%) travelled in their private vehicles or company cars.
  - For day trippers, dining out (42%), visiting friends and relatives (41%), shopping (14%) and sightseeing (9%) were the most popular activities.

Western Sydney Visitation Trend

The average number of visitors to Western Sydney in the last four years was 10.1 million. Visitation has grown in YE June 2019 by 19% on YE June 2018 and by 25.9% on YE June 2016.

<table>
<thead>
<tr>
<th></th>
<th>YE June 2016</th>
<th>YE June 2017</th>
<th>YE June 2018</th>
<th>YE June 2019</th>
<th>Year on Year Growth</th>
<th>4 Year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Visitors</td>
<td>413.6</td>
<td>480.2</td>
<td>530.8</td>
<td>542.1</td>
<td>2.1%</td>
<td>491.7</td>
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<tr>
<td>Domestic Overnight Visitors</td>
<td>2,161.6</td>
<td>2,133.0</td>
<td>2,231.5</td>
<td>2,369.5</td>
<td>6.2%</td>
<td>2,223.9</td>
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<tr>
<td>Daytrip Visitors</td>
<td>6,759.2</td>
<td>6,862.9</td>
<td>7,140.6</td>
<td>8,843.1</td>
<td>23.8%</td>
<td>7,401.4</td>
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<tr>
<td>Total Visitors</td>
<td>9,334.4</td>
<td>9,476.1</td>
<td>9,902.8</td>
<td>11,754.6</td>
<td>18.7%</td>
<td>10,117.0</td>
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