

## FACT SHEET

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

 **SPEND**  
\$22.6 b  
up 10.2% YoY

 **VISITORS**  
42.6 m  
up 14.3% YoY

 **NIGHTS**  
116.6 m  
up 6.3% YoY

Sydney received 94% of international visitors, 32% of domestic overnight visitors and 37% of domestic daytrip visitors to NSW.

### DOMESTIC OVERNIGHT VISITATION

- There were 12.3 million domestic overnight visitors (up 14.3% on the previous year) who stayed 33.6 million nights (up 16.7%) in Sydney and spent \$9.3 billion (up 9.2%).
- The average length of stay in the region was 2.7 nights and average spend per night was \$276.
- Sydney tourism region accounted for 32% of visitors, 28% of nights and 40% 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 23% 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' (21%) and 'friends or relatives travelling together' (14%).
- Regional NSW was the largest source market for visitors to the region (40%), followed by Victoria (20%) and Queensland (15%). Visitors from interstate accounted for 50% of Sydney's visitors.

#### Trend

- From** YE September 2014 **to** YE September 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 49.4%, up 47.7% and up 55.8%, respectively.

### DOMESTIC DAY TRIP VISITATION

- There were 26.1 million domestic day trip visitors to Sydney tourism region (up 16.7% on the previous year) who spent \$2.9 billion (up 24.1%). The average spend per visitor was \$113.
- The region accounted for 37% of visitors and expenditure in NSW.
- The majority of day trip visitors to Sydney came for the purpose of Holiday (43%), followed by Visiting Friends and Relatives (30%) and Business (15%).
- Around 24% of the domestic daytrip visitors were aged 15-29 years, followed by 60-69 years and 40-49 years old (17% each).

#### Trend

- From** YE September 2014 **to** YE September 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 31.4% and up 36.2%, respectively.

## FACT SHEET – Cont'd

### INTERNATIONAL VISITATION

- There were 4.1 million international visitors (up 1.3% on the previous year) who stayed 83.1 million nights (up 2.6%) in Sydney and spent \$10.4 billion (up 7.6%).
- The average length of stay in Sydney was 20.2 nights and average spend per night was \$125.
- The region accounted for 94% of visitors, 85% of visitor nights and 91% of expenditure in NSW for YE September 2019.
- Holiday was the largest purpose of visit to the region (55%), followed by Visiting Friends and Relatives (24%), 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' (23%), 'family groups with children' (13%) and 'friends and/or 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 September 2014 **to** YE September 2019, international visitors, nights and expenditure in the region recorded the following changes: up 36.6%, up 31.6% and up 68.3%, respectively.

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

