

Travel to Sydney Surrounds North Destination Network

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	17,074	17,776	18,498	17,590	18,209	19,393	20,369	21,304	22,260	26,357	18.4%
Nights ('000)	16,437	17,322	17,208	17,300	18,386	19,193	20,282	20,872	22,503	25,217	12.1%
Expenditure (\$ million)*	\$3,156	\$3,425	\$3,446	\$3,527	\$3,638	\$4,027	\$4,117	\$4,496	\$4,713	\$5,298	12.4%

Overnight - Int'l & domestic

Visitors ('000)	4,764	5,120	4,987	5,099	5,377	5,728	6,046	6,534	6,861	8,228	19.9%
Nights ('000)	16,437	17,322	17,208	17,300	18,386	19,193	20,282	20,872	22,503	25,217	12.1%
Expenditure (\$ million)*	\$2,105	\$2,343	\$2,244	\$2,412	\$2,428	\$2,776	\$2,749	\$3,098	\$3,122	\$3,653	17.0%

Domestic - overnight & daytrip

Visitors ('000)	16,817	17,531	18,264	17,334	17,939	19,095	20,047	20,931	21,873	25,997	18.9%
Nights ('000)	12,640	13,410	13,492	13,561	13,948	14,665	15,459	15,723	17,035	20,545	20.6%
Expenditure (\$ million)*	\$2,907	\$3,195	\$3,190	\$3,291	\$3,366	\$3,717	\$3,798	\$4,084	\$4,338	\$4,932	13.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	4,507	4,875	4,753	4,844	5,107	5,430	5,723	6,161	6,474	7,868	21.5%
Nights (000)	12,640	13,410	13,492	13,561	13,948	14,665	15,459	15,723	17,035	20,545	20.6%
Average Length of Stay	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.6	2.6	2.6	-0.8%
Expenditure (\$ million)*	\$1,857	\$2,113	\$1,987	\$2,176	\$2,157	\$2,466	\$2,430	\$2,685	\$2,748	\$3,288	19.7%
Spend per visitor per night (\$)	\$147	\$158	\$147	\$160	\$155	\$168	\$157	\$171	\$161	\$160	-0.8%
Intrastate visitors (000)	3,833	4,092	4,013	4,128	4,304	4,548	4,813	5,219	5,436	6,657	22.5%
Interstate visitors (000)	674	783	740	716	803	882	909	942	1,037	1,211	16.7%
Intrastate nights (000)	9,861	10,573	10,565	10,895	10,877	11,271	11,612	12,200	12,990	15,607	20.1%
Interstate nights (000)	2,779	2,837	2,927	2,666	3,071	3,395	3,848	3,523	4,045	4,939	22.1%
Intrastate expenditure (\$million)	\$1,553	\$1,733	\$1,631	\$1,778	\$1,758	\$1,996	\$1,952	\$2,196	\$2,160	\$2,562	18.6%
Interstate expenditure (\$ million)	\$304	\$380	\$356	\$397	\$398	\$469	\$477	\$489	\$588	\$726	23.5%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	2,120	2,192	2,124	2,158	2,292	2,441	2,519	2,658	2,761	3,218	16.5%
Visiting Friends & Relatives	1,761	1,878	1,955	1,879	1,998	2,081	2,247	2,434	2,528	3,239	28.1%
Business	476	606	533	584	578	661	726	767	941	1,039	10.4%
Other	176	225	152	252	266	283	275	353	286	416	45.4%
Total	4,507	4,875	4,753	4,844	5,107	5,430	5,723	6,161	6,474	7,868	21.5%
	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	6,081	6,293	6,292	6,452	6,490	6,742	6,797	6,904	7,206	8,402	16.6%
Visiting Friends & Relatives	4,920	4,854	4,971	4,620	5,135	5,377	5,553	6,314	6,816	8,547	25.4%
Business	1,237	1,610	1,689	1,665	1,599	1,886	2,346	1,708	2,294	2,475	7.9%
Other	401	652	541	823	723	660	763	797	719	1,121	55.9%
Total	12,640	13,410	13,492	13,561	13,948	14,665	15,459	15,723	17,035	20,545	20.6%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	1,674	1,900	1,920	1,937	1,790	1,912	1,945	2,158	2,110	2,698	27.9%
Sydney	2,159	2,192	2,093	2,191	2,514	2,636	2,868	3,061	3,327	3,959	19.0%
Total Intrastate	3,833	4,092	4,013	4,128	4,304	4,548	4,813	5,219	5,436	6,657	22.5%
Victoria	177	208	271	179	211	286	252	303	297	386	30.2%
Queensland	250	350	296	306	344	321	395	382	440	511	16.3%
ACT	n/p	n/p	n/p	n/p	114	148	117	127	172	136	-20.9%
Other Interstate	135	122	98	122	134	127	145	130	129	177	37.0%
Total Interstate	674	783	740	716	803	882	909	942	1,037	1,211	16.7%
Grand Total	4,507	4,875	4,753	4,844	5,107	5,430	5,723	6,161	6,474	7,868	21.5%

Travel to Sydney Surrounds North Destination Network

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
15-29	1,065	1,126	985	922	1,239	1,296	1,326	1,443	1,608	1,843	1,843	14.6%
30-39	782	866	772	822	813	855	950	1,122	1,203	1,417	1,417	17.7%
40-49	827	921	885	983	944	812	897	1,090	1,092	1,150	1,150	5.3%
50-59	815	883	925	849	882	1,062	1,130	1,011	1,113	1,255	1,255	12.7%
60-69	653	743	800	847	762	928	889	913	815	1,415	1,415	73.6%
70+	365	336	385	421	466	477	532	582	641	788	788	22.8%
Total	4,507	4,875	4,753	4,844	5,107	5,430	5,723	6,161	6,474	7,868	7,868	21.5%

Travel Party

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Travelling alone	883	931	1,039	1,215	1,272	1,379	1,548	1,600	1,703	2,400	2,400	40.9%
Adult couple	1,285	1,513	1,534	1,398	1,475	1,535	1,682	1,951	1,759	2,193	2,193	24.7%
Family group - parents and children	1,276	1,221	1,036	1,009	960	1,024	933	1,032	1,175	1,204	1,204	2.5%
Friends or relatives travelling together with(out) children	820	922	950	971	1,159	1,184	1,301	1,290	1,489	1,705	1,705	14.5%
Business associates travelling together with(out) spouse	172	198	n/p	n/p	n/p	208	201	226	280	312	312	11.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	4,507	4,875	4,753	4,844	5,107	5,430	5,723	6,161	6,474	7,868	7,868	21.5%

Top 10 Activities (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Eat out / dine at a restaurant and/or cafe	2,381	2,659	2,555	2,739	2,940	3,239	3,406	3,779	4,053	4,903	4,903	21.0%
Visit friends & relatives	2,233	2,434	2,376	2,391	2,582	2,449	2,741	2,911	3,074	3,853	3,853	25.3%
Go to the beach	999	1,204	1,145	1,265	1,251	1,398	1,370	1,487	1,747	2,244	2,244	28.5%
Sightseeing/looking around	1,223	1,341	1,185	1,219	1,273	1,307	1,366	1,423	1,686	1,898	1,898	12.6%
Pubs, clubs, discos etc	800	943	937	944	1,090	1,186	1,187	1,218	1,357	1,712	1,712	26.1%
Bushwalking / rainforest walks	462	469	498	584	680	755	759	939	1,086	1,206	1,206	11.0%
Go shopping for pleasure	1,137	1,352	1,048	1,291	1,143	1,314	1,079	1,168	1,201	1,189	1,189	-1.0%
Visit national parks / state parks	397	349	427	470	569	628	690	707	979	1,019	1,019	4.1%
Exercise, gym or swimming	211	157	206	213	253	268	267	293	463	662	662	42.8%
Visit wineries	303	328	299	320	379	468	406	477	470	480	480	2.2%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Friends or relatives property	5,526	5,865	5,856	5,599	5,951	6,130	6,220	7,160	7,619	9,356	9,356	22.8%
Rented house/apartment/flat or unit	1,422	1,387	2,110	1,708	1,457	2,012	1,953	1,599	1,704	2,163	2,163	26.9%
Standard hotel/motor inn (below 4 star)	1,471	1,856	1,418	1,737	1,664	1,839	1,601	1,815	1,756	2,141	2,141	21.9%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Private vehicle or company car	3,891	4,188	4,103	4,140	4,301	4,587	4,907	5,271	5,634	6,611	6,611	17.3%
Aircraft	285	362	300	298	327	348	365	415	420	567	567	35.1%
Railway	221	175	209	205	305	320	292	317	277	502	502	81.4%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	257	245	234	255	270	298	323	373	387	360	-7.0%
Nights (000)	3,798	3,912	3,716	3,738	4,438	4,527	4,823	5,149	5,468	4,672	-14.6%
Average Length of Stay	14.8	16.0	15.9	14.7	16.4	15.2	14.9	13.8	14.1	13.0	-8.2%
Expenditure (\$ million)*	\$248	\$230	\$256	\$236	\$271	\$310	\$319	\$413	\$375	\$365	-2.5%
Spend per visitor per night (\$)	\$65	\$59	\$69	\$63	\$61	\$68	\$66	\$80	\$69	\$78	14.2%

Purpose of Visit

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Holiday	159	139	133	147	157	173	186	214	237	220	220	-6.9%
Visiting Friends & Relatives	74	80	80	84	86	94	109	130	122	106	106	-13.4%
Business	20	16	16	17	19	19	15	22	21	22	22	5.3%
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	8	6	6	6	7	10	11	9	10	11	11	6.4%
Other^	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	257	245	234	255	270	298	323	373	387	360	360	-7.0%

Travel to Sydney Surrounds North Destination Network

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Private vehicle or company car	96	89	85	87	96	108	116	128	132	114	-13.6%
Rental car	59	51	47	52	56	60	66	76	88	92	5.0%
Local public transport	16	15	15	19	23	34	38	39	45	38	-17.0%

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	12,310	12,656	13,511	12,491	12,832	13,665	14,324	14,770	15,399	18,129	17.7%
Expenditure (\$ million)*	\$1,050	\$1,082	\$1,202	\$1,115	\$1,210	\$1,252	\$1,368	\$1,398	\$1,590	\$1,644	3.4%
Spend per visitor (\$)	\$85	\$85	\$89	\$89	\$94	\$92	\$95	\$95	\$103	\$91	-12.2%

Main Purpose of Trip

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Holiday	6,041	5,629	5,532	5,845	6,483	6,897	7,328	7,302	7,681	8,378	9.1%
Visiting Friends & Relatives	4,208	4,271	4,941	4,226	3,943	4,176	4,179	4,630	5,164	5,833	13.0%
Business	1,103	1,510	1,619	1,250	1,139	1,202	1,247	1,256	1,321	2,266	71.6%
Other	958	1,246	1,419	1,170	1,267	1,390	1,570	1,582	1,234	1,652	33.8%
Total	12,310	12,656	13,511	12,491	12,832	13,665	14,324	14,770	15,399	18,129	17.7%

Origin

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Sydney	6,478	6,749	6,757	6,619	6,918	7,366	7,760	8,149	8,662	9,696	11.9%
Regional NSW	5,721	5,775	6,684	5,814	5,875	6,263	6,491	6,593	6,664	8,372	25.6%
Total Intrastate	12,199	12,524	13,441	12,433	12,793	13,629	14,251	14,742	15,326	18,068	17.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	12,310	12,656	13,511	12,491	12,832	13,665	14,324	14,770	15,399	18,129	17.7%

Age

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
15-29	2,780	2,172	2,598	1,840	2,706	2,961	3,274	3,019	3,197	3,810	19.2%
30-39	2,070	2,209	2,349	2,158	2,050	2,206	2,067	2,496	2,667	3,217	20.6%
40-49	2,103	2,246	2,309	2,410	2,418	2,224	2,537	2,401	2,319	2,565	10.6%
50-59	2,243	2,715	2,295	2,183	2,481	2,450	2,328	2,654	2,651	2,684	1.3%
60-69	1,765	2,015	2,562	2,383	1,957	2,446	2,487	2,297	2,451	3,652	49.0%
70+	1,348	1,298	1,398	1,517	1,220	1,378	1,630	1,902	2,114	2,200	4.0%
Total	12,310	12,656	13,511	12,491	12,832	13,665	14,324	14,770	15,399	18,129	17.7%

Top 10 activities (sorted by the latest year)

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Eat out / dine at a restaurant and/or cafe	5,302	5,354	5,541	5,307	5,895	6,670	7,452	7,267	7,815	9,120	16.7%
Visit friends & relatives	4,719	4,719	5,277	4,773	5,060	4,645	4,934	5,563	5,787	6,364	10.0%
Sightseeing/looking around	2,180	2,198	2,067	2,211	2,303	2,504	2,551	2,882	2,829	3,380	19.5%
Go to the beach	1,143	1,344	1,255	1,441	1,488	1,302	1,349	1,780	1,698	2,322	36.8%
Go shopping for pleasure	2,058	2,292	2,165	2,082	2,196	2,052	2,423	2,245	2,631	2,290	-12.9%
Visit national parks / state parks	680	546	737	1,013	935	1,098	1,308	1,368	1,639	1,878	14.6%
Bushwalking / rainforest walks	779	848	862	976	943	1,139	1,350	1,346	1,514	1,688	11.5%
Pubs, clubs, discos etc	596	815	683	895	947	948	1,295	1,200	1,207	1,434	18.8%
Exercise, gym or swimming	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	586	660	12.6%
Visit history / heritage buildings, sites or monuments	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	530	617	16.4%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Private vehicle or company car	11,409	11,926	12,745	11,615	12,017	12,550	13,515	13,852	14,351	16,909	17.8%
Railway	509	501	475	454	570	712	504	609	701	786	12.1%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.