


FACT SHEET

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

 **SPEND**
\$22.8 b
up 8.1% YoY

 **VISITORS**
44.9 m
up 18.8% YoY

 **NIGHTS**
117.1 m
up 5.6% YoY

Sydney received 93.7% of international visitors, 32.5% of domestic overnight visitors and 37.4% of domestic daytrip visitors to NSW.

DOMESTIC OVERNIGHT VISITATION

- There were 12.7 million domestic overnight visitors (up 14.0% on the previous year) who stayed 35.0 million nights (up 18.3%) in Sydney and spent \$9.4 billion (up 6.4%).
- The average length of stay in the region was 2.8 nights and average spend per night was \$268.
- Sydney tourism region accounted for 32% of visitors, 29% 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 (34%) and Holiday (24%).
- 22% 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 among visitors to Sydney tourism region, followed by 'adult couple' (21%) and 'friends and 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 December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 53.5%, up 57.0% and up 60.5%, respectively.

DOMESTIC DAY TRIP VISITATION

- There were 28.1 million domestic day trip visitors to Sydney tourism region (up 24.5% on the previous year) who spent \$3.1 billion (up 19.7%). The average spend per visitor was \$109.
- The region accounted for 37.4% of visitors and 37.2% of expenditure in NSW.
- The majority of day trip visitors to Sydney came for the purpose of Holiday (42%), followed by Visiting Friends and Relatives (30%) and Business (16%).
- 25% of the domestic daytrip visitors were aged 15-29 years, followed by 60-69 years (17%) and 30-39 years old (16%).

TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 52.1% and up 56.4%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- There were 4.1 million international visitors (up 0.4% on the previous year) who stayed 82.1 million nights (up 1.0%) in Sydney and spent \$10.4 billion (up 6.6%).
- The average length of stay in Sydney was 20.0 nights and average spend per night was \$126.
- The region accounted for 93.7% of visitors, 85.0% of visitor nights and 91.0% of expenditure in NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (54%), followed by Visiting Friends and Relatives (25%), Business (10%), Education (5%) and Employment (2%).
- 29% of the visitors were aged 15-29 years, followed by 30-39 years old (19%) and 50-59 years old (18%).
- 'Unaccompanied traveller' (49%) was the most common travel party among visitors to Sydney, followed by 'adult couple' (23%), '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 December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 34.0%, up 28.7% and up 65.3%, respectively.

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

