Kings Cross visitor profile provides a snapshot for the year ended (YE) December 2019, as well as visitation trend, prior to Australia’s bushfire 2019-20 and COVID-19. It will serve as benchmark for assessing tourism impact in the area.

In the YE December 2019, there were 1.2 million international and domestic overnight visitors to Kings Cross, which represented 3% of the total overnight visitors to NSW.
INTERNATIONAL VISITORS

Top 5 Source Markets

- USA: 13%
- UK: 11%
- Germany: 7%
- China: 6.5%
- Japan: 5.6%

Gender

- Male: 51%
- Female: 49%

Age

- 15-29: 45%
- 30-39: 20%
- 40-49: 10%
- 50-59: 14%
- 60+: 11%

Seasonality

- Mar Ctr: 29%
- Jun Ctr: 20%
- Sep Ctr: 24%
- Dec Ctr: 28%

Purpose of visit

- Holiday: 73%
- VFR: 11%
- Employment: 7%
- Education: 6%
- Business: 3%
- Other: 3%

Top 5 Activities*

- Eat out / dine at a restaurant and/or café: 95%
- Sightseeing/looking around: 85%
- Go to the beach: 85%
- Go shopping for pleasure: 83%
- Visit national parks / state parks: 69%

*Activities engaged by visitors in Australia, not necessarily in NSW.

First or Return Trip**

- First visit: 58%
- Return visit: 42%

Group/Non-group Tour***

- Group tour: 6%
- Non group tour: 94%

**First or Return visitor to Australia

***Group tour or Non-group to Australia