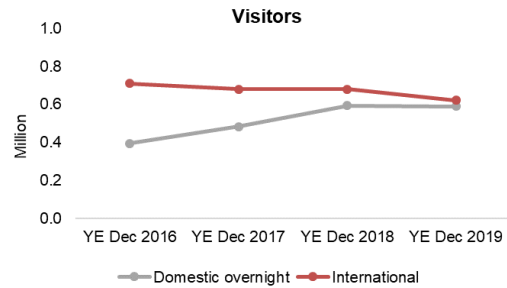


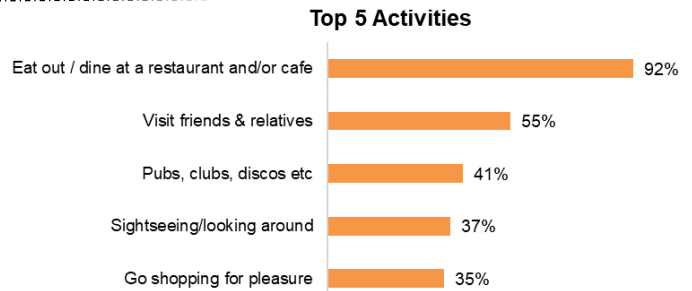
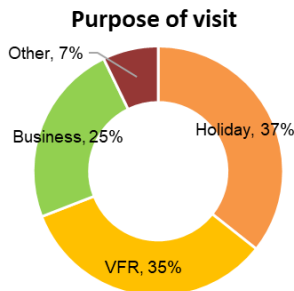
Kings Cross visitor profile provides a snapshot for the year ended (YE) December 2019, as well as visitation trend, prior to Australia's bushfire 2019-20 and COVID-19. It will serve as benchmark for assessing tourism impact in the area.

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.

### TOTAL OVERNIGHT VISITORS



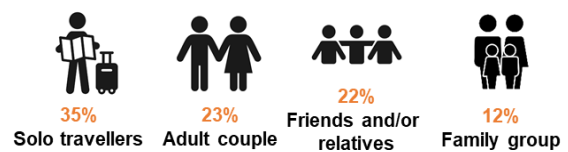
### DOMESTIC OVERNIGHT VISITORS



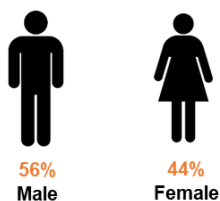
### Top Source Markets



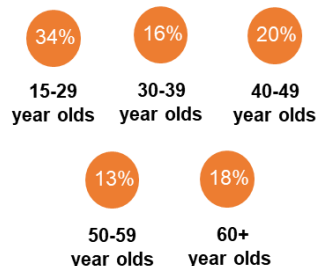
### Travel Party



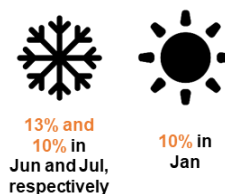
### Gender



### Age



### Seasonality\*



\*by month returned from the trip

# INTERNATIONAL VISITORS



0.6 Mil Visitors ↓ 8% Y-O-Y

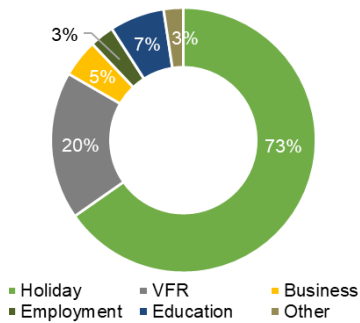


23.8 Mil Visitors ↓ 0.2% Y-O-Y

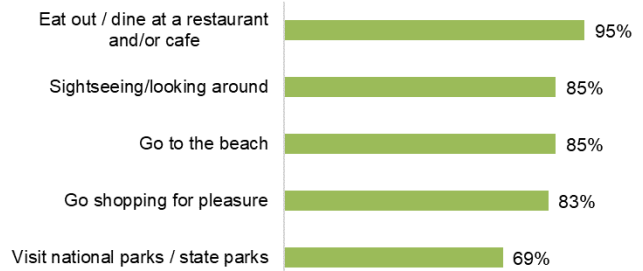


38.3 nights Avg length of stay ↑ 3.2 nights Y-O-Y

## Purpose of visit

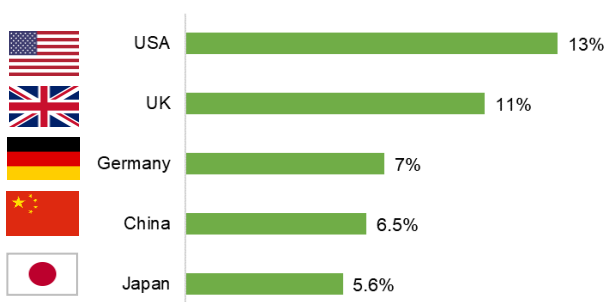


## Top 5 Activities\*

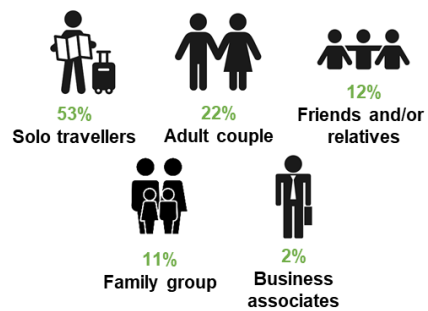


\*Activities engaged by visitors in Australia, not necessarily in NSW.

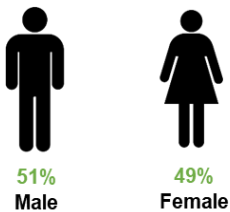
## Top 5 Source Markets



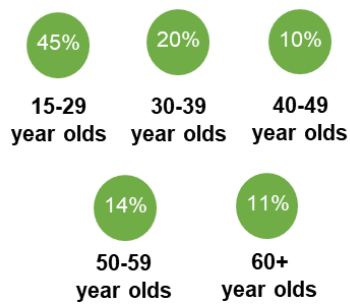
## Travel Party



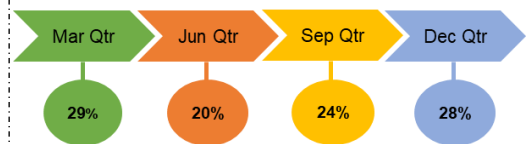
## Gender



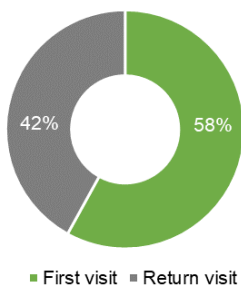
## Age



## Seasonality

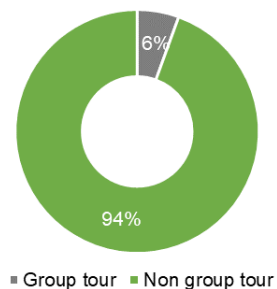


## First or Return Trip\*\*



\*\*First or Return visitor to Australia

## Group/Non-group Tour\*\*\*



\*\*\*Group tour or Non-group to Australia

Source: International Visitor Survey and National Visitor Survey YE December 2019, Tourism Research Australia.