The Rocks 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 2.9 million international and domestic overnight visitors to The Rocks, which represented 7% of the total overnight visitors to NSW.

**TOTAL OVERNIGHT VISITORS**

- 2.9 Mil Visitors
- 45.8 Mil Nights
- 15.8 nights Avg length of stay
- 0.1 nights Y-O-Y

**DOMESTIC OVERNIGHT VISITORS**

- 1.4 Mil Visitors
- 5.7 Mil Nights
- 4.1 nights Avg length of stay
- 0.3 nights Y-O-Y

**Purpose of visit**

- Holiday, 46%
- Business, 30%
- VFR, 25%
- Other, 3%

**Top Source Markets**

- QLD, 21%
- Regional NSW, 25%
- ACT, 5%
- VIC, 30%
- WA, 6%
- SA, 5%

**Top 5 Activities**

- Eat out / dine at a restaurant and/or cafe, 85%
- Sightseeing/looking around, 46%
- Visit friends & relatives, 43%
- Go shopping for pleasure, 33%
- Pub, clubs, discos etc, 32%

**Travel Party**

- Solo travellers, 36%
- Friends and/or relatives, 18%
- Adult couple, 27%
- Family group, 12%
- Business associates, 7%

**Gender**

- Male, 59%
- Female, 50%

**Age**

- 15-29 year olds, 21%
- 30-39 year olds, 19%
- 40-49 year olds, 19%
- 50-59 year olds, 21%
- 60+ year olds, 21%

**Seasonality**

- Jun and Jul, 13% and 9%
- Nov and Oct, 10% and 9%
- Apr and May, 9%

*by month returned from the trip*
**INTERNATIONAL VISITORS**

**Purpose of visit**
- Holiday: 21%
- Employment: 6%
- VFR: 5%
- Business: 4%
- Education: 3%
- Other: 2%

**Top 5 Source Markets**
- USA: 15%
- China: 14%
- UK: 10%
- Japan: 7%
- NZ: 5%

**Top 5 Activities**
- Eat out / dine at a restaurant and/or cafe: 94%
- Sightseeing/looking around: 85%
- Go shopping for pleasure: 82%
- Go to the beach: 79%
- Visit national parks / state parks: 64%

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

**Gender**
- Male: 49%
- Female: 51%

**Age**
- 15-29 year olds: 33%
- 30-39 year olds: 21%
- 40-49 year olds: 14%
- 50-59 year olds: 16%
- 60+ year olds: 16%

**Seasonality**
- Mar Qtr: 30%
- Jun Qtr: 21%
- Sep Qtr: 23%
- Dec Qtr: 27%

**First or Return Trip**
- First visit: 44%
- Return visit: 56%

**Group/Non-group Tour**
- Group tour: 92%
- Non group tour: 8%

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