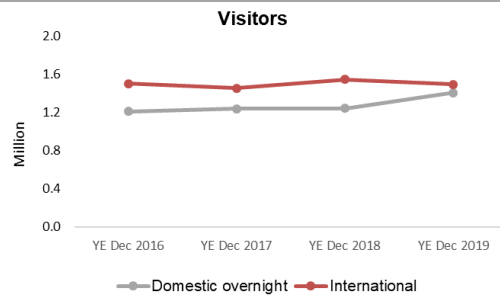
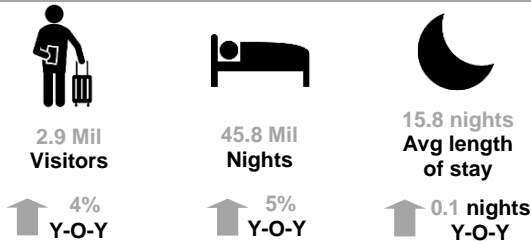


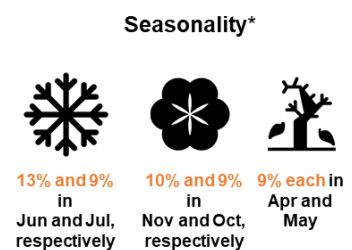
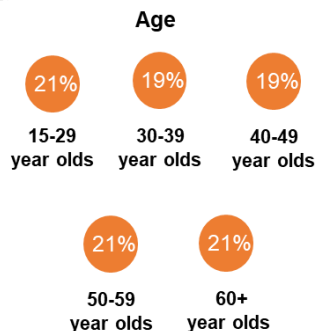
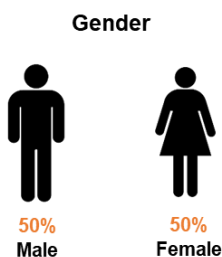
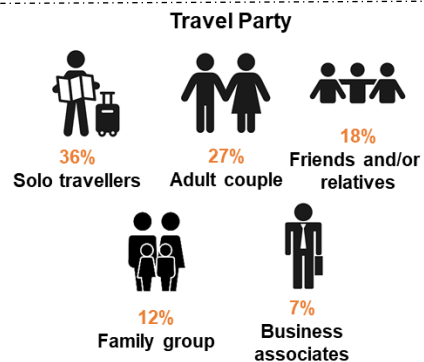
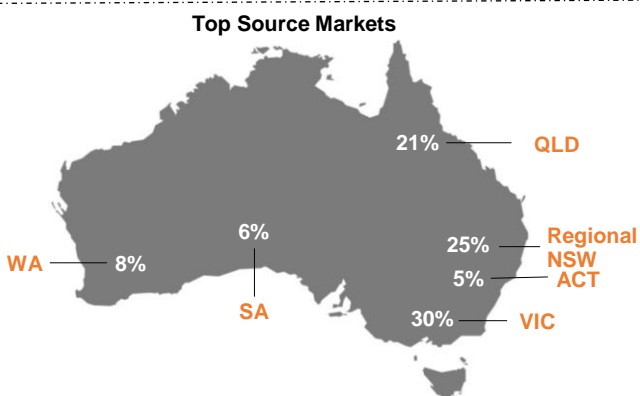
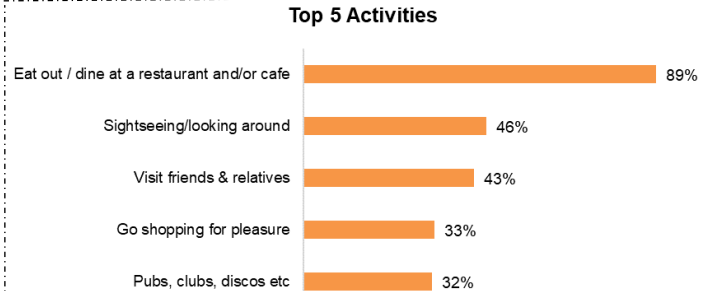
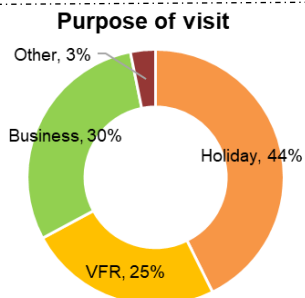
The Rocks visitor profile provides a snapshot for the year ended (YE) December 2019, as well as visitation trend, prior to Australia's bushfire 2019-20 and COVID-19. It will serve as benchmark for assessing tourism impact in the area.

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



### DOMESTIC OVERNIGHT VISITORS



\*by month returned from the trip

# INTERNATIONAL VISITORS



1.5 Mil Visitors ↓ 3% Y-O-Y

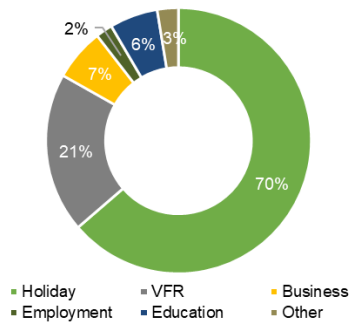


40.1 Mil Visitors ↑ 3% Y-O-Y

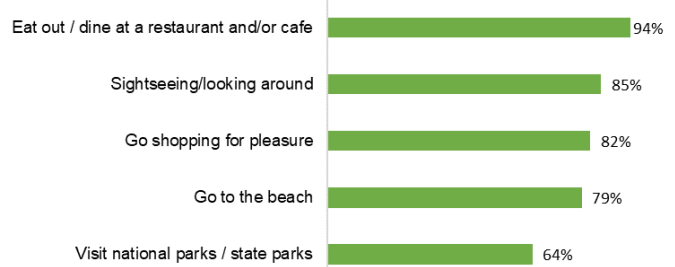


26.9 nights Avg length of stay ↑ 1.6 nights Y-O-Y

## Purpose of visit

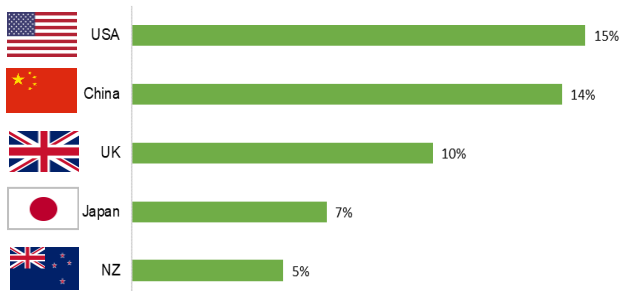


## Top 5 Activities\*

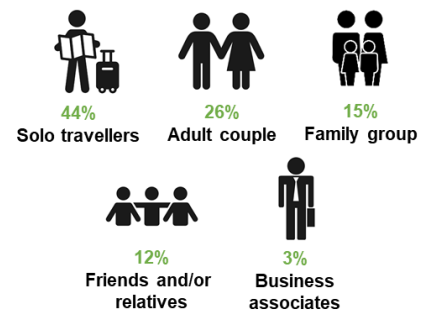


\*Activities engaged by visitors in Australia, not necessarily in NSW.

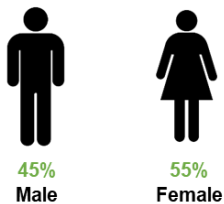
## Top 5 Source Markets



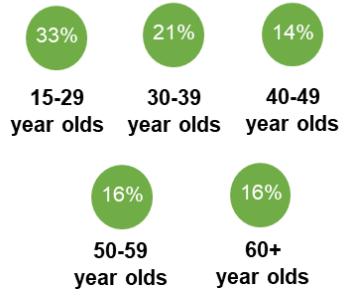
## Travel Party



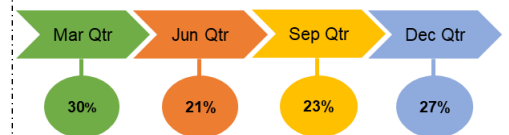
## Gender



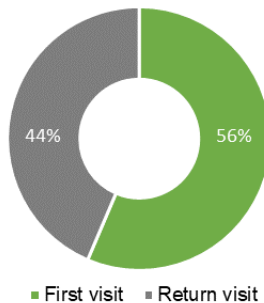
## Age



## Seasonality

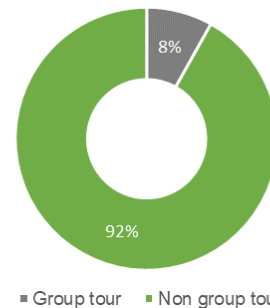


## First or Return Trip\*\*



\*\*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.