**Domestic overnight travel**

**Visitors:** 12.2m (+7.2% YoY)
**Nights:** 34.2m (+10.3% YoY)
**Expenditure:** $9.0bn (-0.3% YoY)

**Average spend:**
- $264 per night
- $738 per visitor

**Average length of stay:** 2.8 nights

### Origin
- 50% of the visitors came from within NSW
- Regional NSW: 41%
- Sydney: 9%

### Transport
- Private vehicle or company car: 49%
- Aircraft: 40%

### Travel party
- 47% were travelling alone
- Unaccompanied: 47%
- Adult couple: 21%
- Family group: 11%
- Friends and/or relatives: 13%

### Purpose of visit
- The largest number of visitors came for a holiday
- Holiday: 24%
- VFR: 35%
- Business: 34%

### Gender
- Female: 48%
- Male: 52%

### Expenditure
- Visitors
  - 22% 24%
  - Nights
  - 36% 33%
  - Expenditure
  - 25% 17% 35%
### Sydney Visitor Profile

*Year ended March 2020*

Source: National and International Visitor Surveys, Tourism Research Australia.

#### Top 5 activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out / dine at a restaurant</td>
<td>67%</td>
</tr>
<tr>
<td>and/or café</td>
<td></td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>46%</td>
</tr>
<tr>
<td>Sightseeing/looking around</td>
<td>21%</td>
</tr>
<tr>
<td>Pubs, clubs, discos etc</td>
<td>19%</td>
</tr>
<tr>
<td>Go shopping for pleasure</td>
<td>19%</td>
</tr>
</tbody>
</table>

#### Top 3 accommodation types (nights)

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends or relatives property</td>
<td>45%</td>
</tr>
<tr>
<td>Luxury hotel or luxury resort (4 or 5 star)</td>
<td>16%</td>
</tr>
<tr>
<td>Standard hotel/motor inn (below 4 star)</td>
<td>14%</td>
</tr>
</tbody>
</table>

#### Age

'15-29 years' was the largest age group of the visitors to the region

- 15-29: 22%
- 30-39: 18%
- 40-49: 19%
- 50-59: 18%
- 60-69: 14%
- 70+: 9%

#### Travel season*

- Summer: 23%
- Autumn: 24%
- Spring: 27%
- Winter: 24%

*by month returned from the trip

### Domestic daytrip travel

Visitors: 27.7m (+16.0% YoY)  
Expenditure: $3.0bn (+12.3% YoY)

Average spend $110 per visitor

#### Origin

97% of the visitors to the region came from NSW

- Regional NSW, 31%
- Sydney, 66%

#### Purpose of visit

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Holiday</th>
<th>VFR</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>42%</td>
<td>30%</td>
<td>16%</td>
</tr>
</tbody>
</table>

#### Age

'15-29 years' was the largest age group of the visitors to the region

- 15-29: 24%
- 30-39: 17%
- 40-49: 16%
- 50-59: 15%
- 60-69: 17%
- 70+: 11%

#### Transport

Private vehicle or company car: 78%

Railway: 16%

#### Gender

- Female: 45%
- Male: 55%
International travel

Visitors: 3.7m (-8.5% YoY)
Nights: 75.2m (-8.6% YoY)
Expenditure: $9.1bn (-10.6% YoY)

Average spend per night: $120
Average length of stay: 20.2 nights

Top 3 origin markets
China was the largest individual source market of visitors to the region

United States of America: 12%
New Zealand: 10%

Top 5 activities
- Eat out / dine at a restaurant and/or cafe: 88%
- Go shopping for pleasure: 73%
- Sightseeing/looking around: 72%
- Go to the beach: 66%
- Visit national parks / state parks: 49%

Top 3 accommodation types (nights)
- Rented house/apartment/flat or unit: 46%
- Friends or relatives property: 29%
- Standard hotel/motor inn (below 4 star): 4%

First vs return visitor
- Return visit to Australia: 53%
- First visit to Australia: 47%

Transport
- Aircraft: 27%
- Private vehicle or company car: 23%

FIT visitor*
- Adult couple: 61%
- Friends and/or relatives: 39%

N/P - data not publishable

* free and independent traveller

Purpose of visit
- Holiday: 53%
- VFR: 26%
- Business: 10%
- Education: 5%
- Employment: 2%

Visitors

Nights

Expenditure

Age
'15-29 years' was the largest age group of the visitors to the region

First vs return visitor

Transport

FIT visitor*

Travel party

Unaccompanied: 50%
Adult couple: 22%
Family group: 13%
Friends and/or relatives: 10%

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