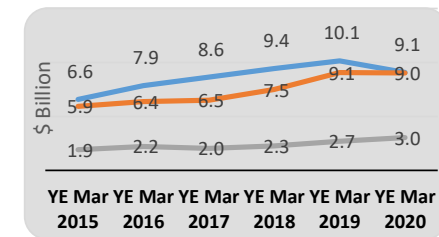
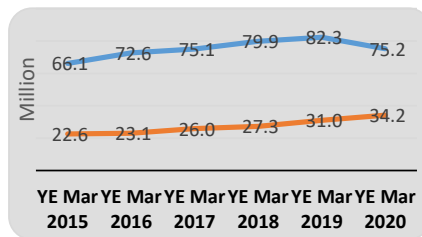
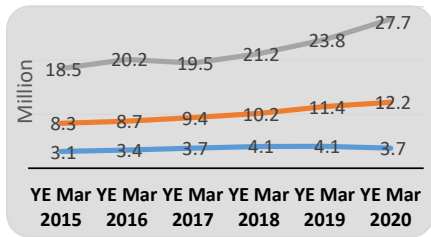
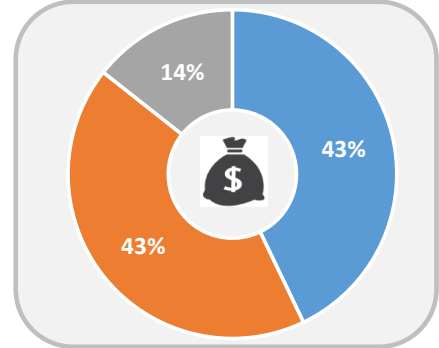
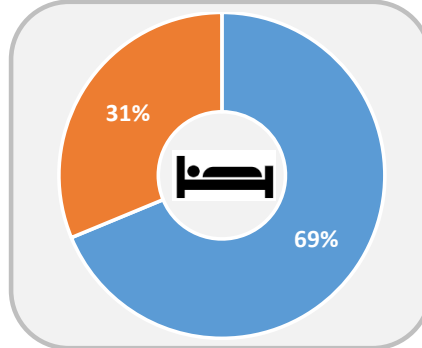
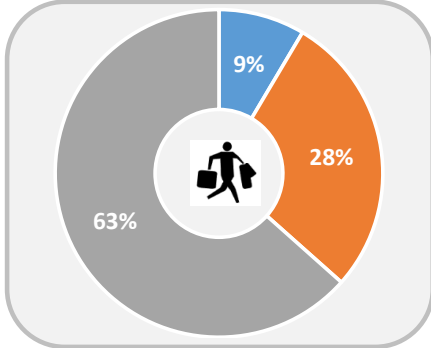


TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

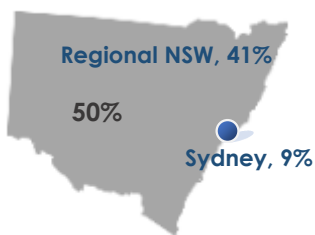
Visitors: 12.2m (+7.2% YoY)
Nights: 34.2m (+10.3% YoY)
Expenditure: \$9.0bn (-0.3% YoY)

Average spend
\$264 per night
\$738 per visitor

Average length of stay:
2.8 nights

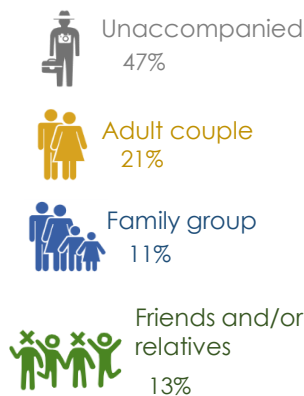
Origin

50% of the visitors came from within NSW



Travel party

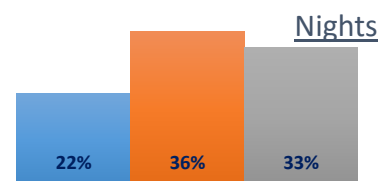
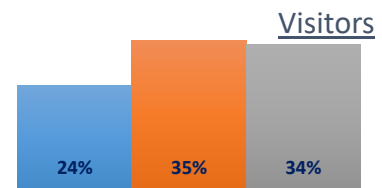
47% of the visitors were travelling alone



Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



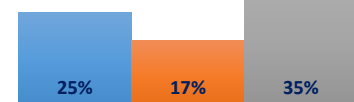
Transport

Private vehicle or company car - 49%
Aircraft - 40%

Gender



Expenditure



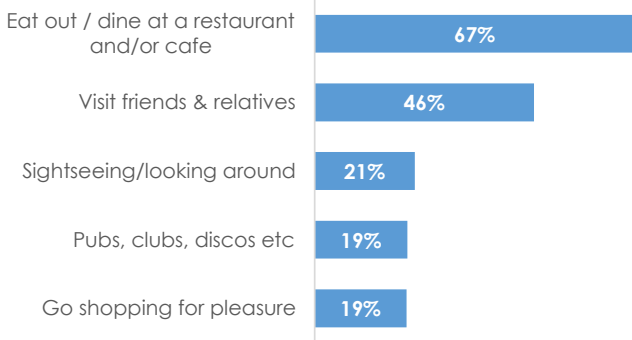
Sydney Visitor Profile

Year ended March 2020

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

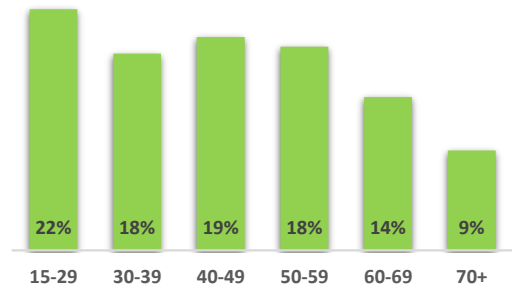


Top 5 activities



Age

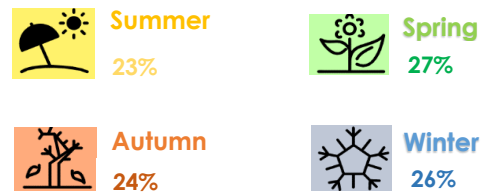
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

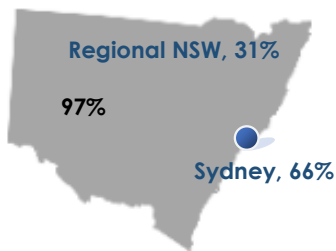
Visitors: 27.7m (+16.0% YoY)
Expenditure: \$3.0bn (+12.3% YoY)



Average spend
\$110 per visitor

Origin

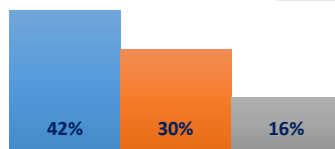
97% of the visitors to the region came from NSW



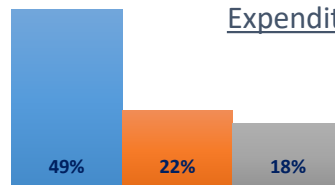
Purpose of visit

■ Holiday ■ VFR ■ Business

Visitors

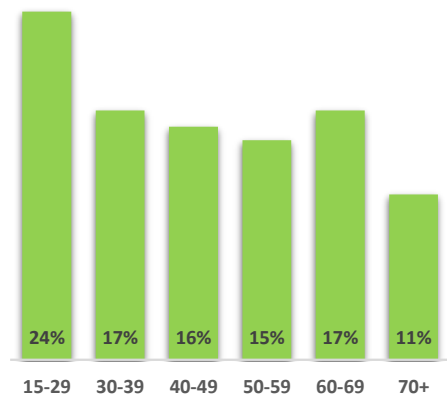


Expenditure

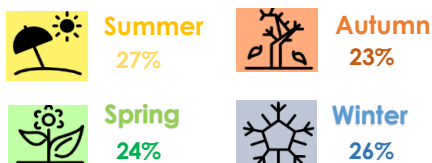


Age

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



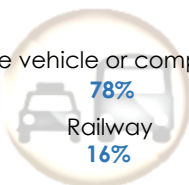
Travel season*



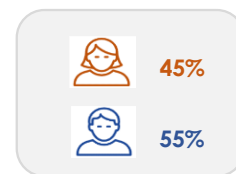
*by month returned from the trip

Transport

Private vehicle or company car



Gender



International travel

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



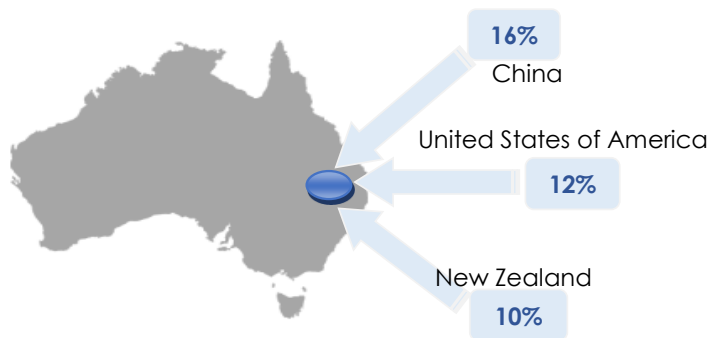
Average spend
 \$120 per night
 \$2,440 per visitor



Average length of stay:
 20.2 nights

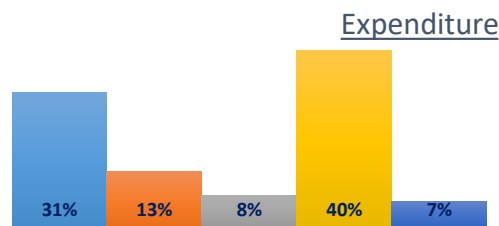
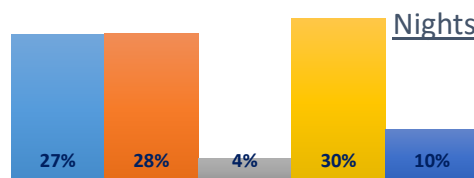
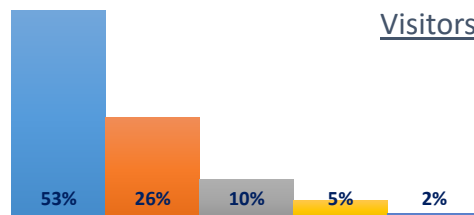
Top 3 origin markets

China was the largest individual source market of visitors to the region

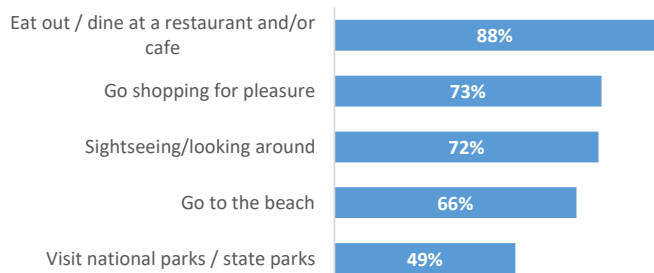


Purpose of visit

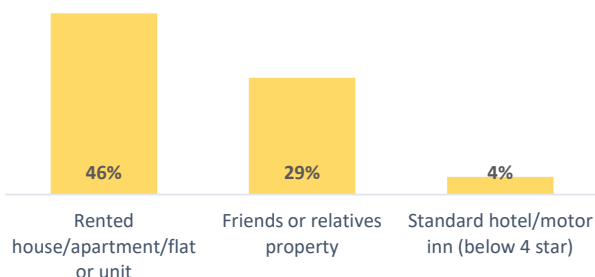
Legend: Holiday (Blue), VFR (Orange), Business (Grey), Education (Yellow), Employment (Dark Blue)



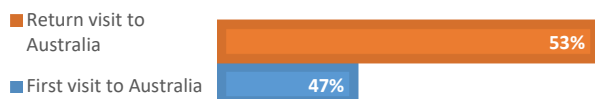
Top 5 activities



Top 3 accommodation types (nights)

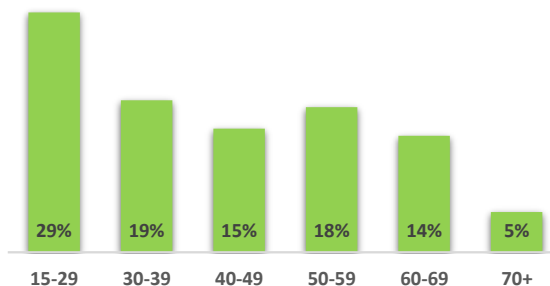


First vs return visitor



Age

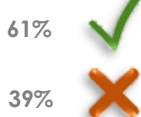
'15-29 years' was the largest age group of the visitors to the region



Transport



FIT visitor#



free and independent traveller

N/P - data not publishable

Travel party

