

The Bondi Visitor Profile factsheet provides a snapshot for the year ended (YE) December 2019, as well as visitation trend. It will serve as a benchmark for assessing the impact of Australia's summer bushfires 2019-20 and COVID-19 pandemic on this area.

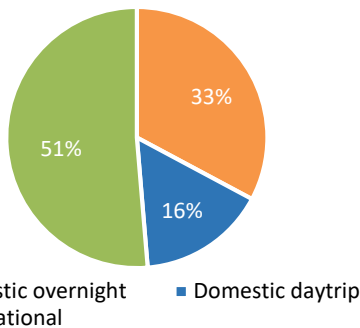
The figures in this profile are based on:

- International and domestic overnight visitors to Bondi who stayed overnight in Bondi and elsewhere in NSW.
- Domestic day trip visitors to Bondi who travelled to Bondi on a round trip of at least 50 kilometres from home, for duration of at least four hours, but which did not include a night away from home.

In the YE December 2019 there were nearly 3.4 million visitors international, domestic overnight and daytrip travellers to NSW who visited Bondi, which represented 3% of the total visitors to NSW. The number of Bondi visitors was up 13.7% on YE December 2018.

TOTAL VISITORS

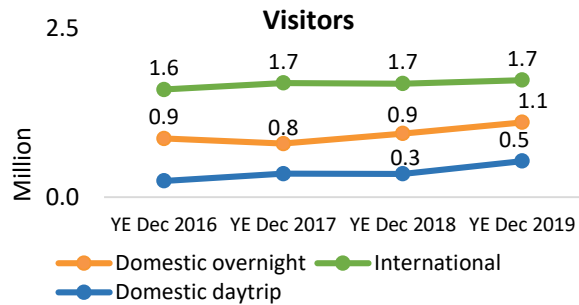
Visitors Share



3.4 Mil Visitors¹
up 13.7% YOY



¹ Number of visitors by visitor type may not add up to total due to rounding



DOMESTIC OVERNIGHT VISITORS



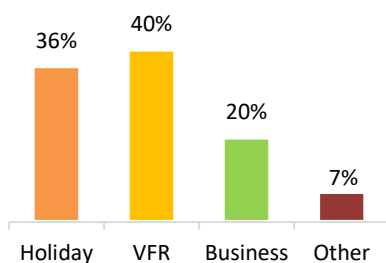
1.1 Mil Visitors
up 17.6% YOY
3% share of NSW



4.3 Average Length of Stay
up 5.5% YOY

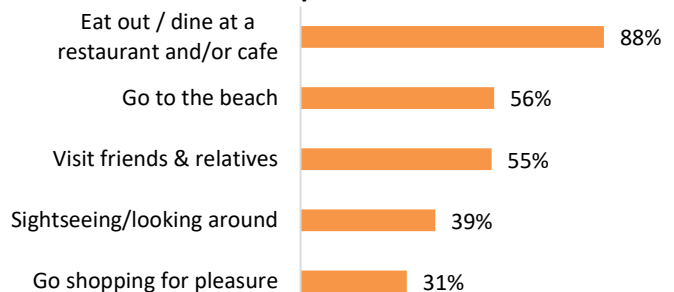
Of the 1.1 million domestic overnight visitors to NSW who went to Bondi, 116,900 stayed overnight in Bondi (11%).

Purpose of visit ²



² Visitors may visit for more than one purpose.

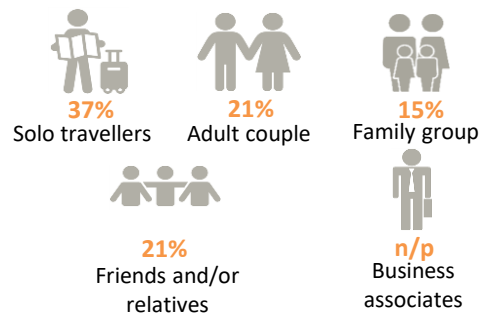
Top 5 activities



Top Source Markets



Travel Party

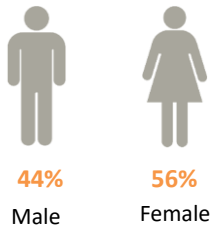


Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable; Y-O-Y indicates year-on-year change; QTR refers to Quarter; VFR indicates Visiting Friends and/or Relatives.

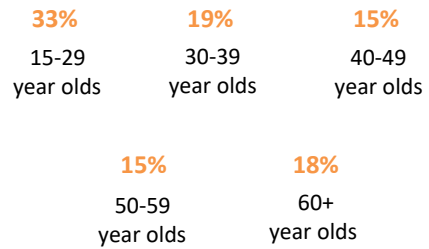
Note: Bondi includes the following SA2: Bondi - Tamarama - Bronte, Bondi Beach - North Bondi, Bondi Junction - Waverly.

Source: International and National Visitor Surveys YE December 2019, Tourism Research Australia. Infographic Icon Source: www.thenounproject.com

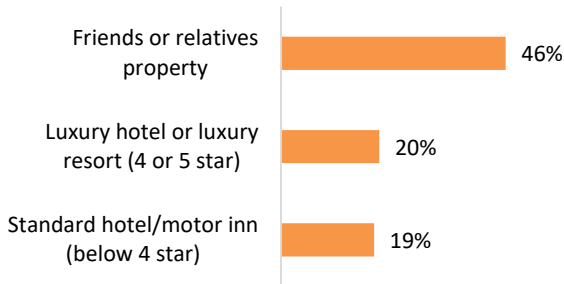
Gender



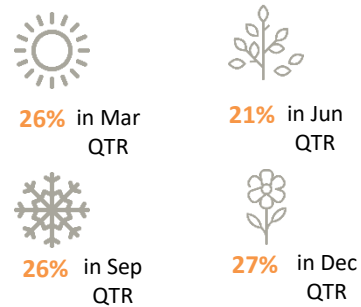
Age



Top type of accommodation



Seasonality



DOMESTIC DAYTRIP



0.5 Mil Visitors
up 55.4% YOY
1% share of NSW

Profile of day trip visitors is not provided as source data is not statistically reliable due to the small number of survey respondents for each of the profile categories.

INTERNATIONAL VISITORS



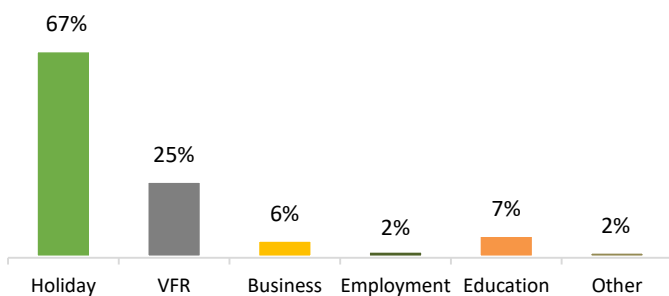
1.7 Mil Visitors
up 3.1% YOY
39% share of NSW



30.9 Average Length of Stay
up 0.4% YOY

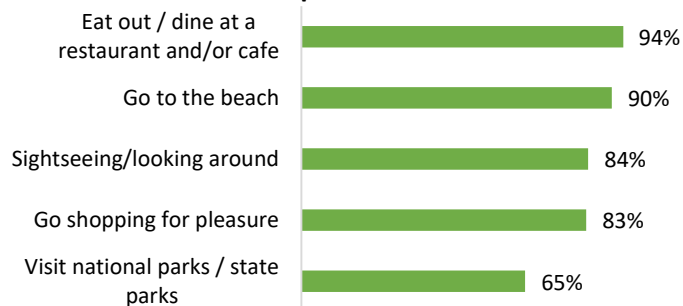
Of the 1.7 million international visitors to NSW who went to Bondi, nearly 102,000 stayed overnight in Bondi (6%).

Purpose of visit ¹



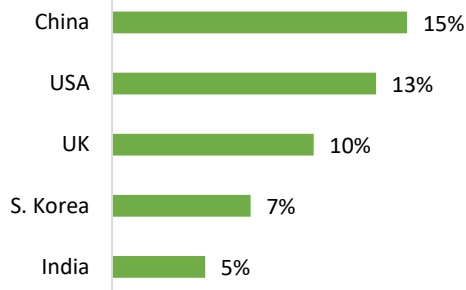
¹ Visitors may visit for more than one purpose.

Top 5 activities²

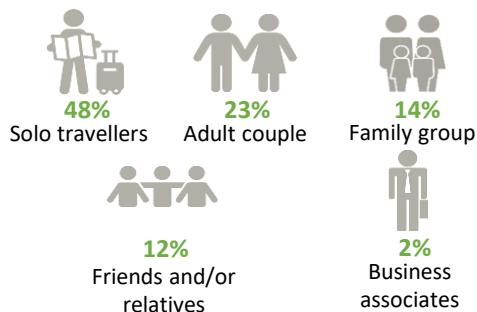


² Activities engaged by visitors in Australia, not necessarily in NSW.

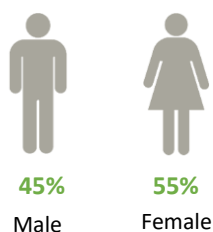
Top source markets



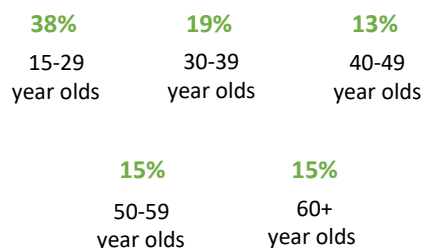
Travel Party



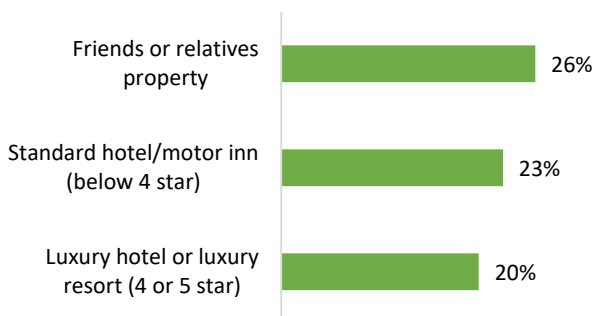
Gender



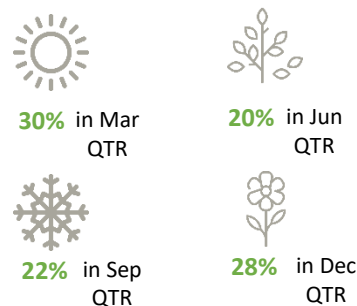
Age



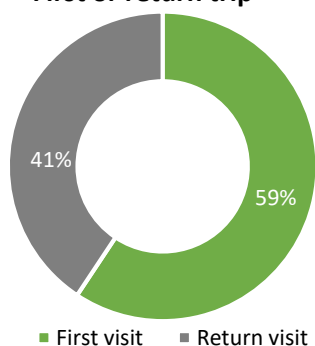
Top type of accommodation



Seasonality

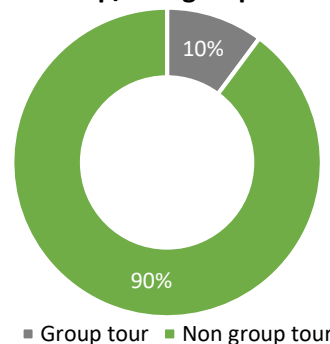


First or return trip ³



³ First or Return visitor to Australia

Group/non-group tour ⁴



⁴ group or non-group tour to Australia