

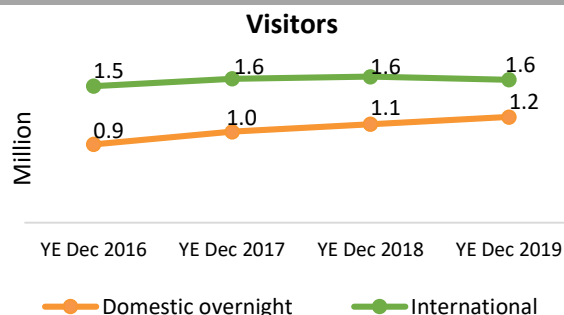
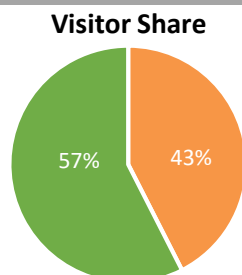
The Chinatown Visitor Profile factsheet provides a snapshot for the year ended (YE) December 2019, as well as visitation trend. It will serve as a benchmark for assessing the impact of Australia's summer bushfire 2019-20 and COVID-19 pandemic on this area.

In the YE December 2019, there were 2.7 million international and domestic overnight visitors to NSW who visited Chinatown, which represented 6% of the total overnight visitors to NSW. This was up 1.8% on YE December 2018.

TOTAL OVERNIGHT VISITORS



2.7 Mil Visitors¹
up 1.8% YOY



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

Domestic overnight International

Domestic overnight International

DOMESTIC OVERNIGHT VISITORS

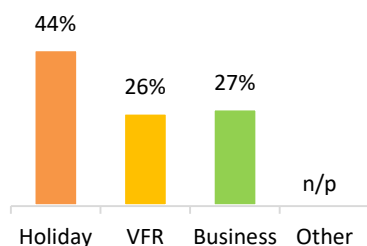


1.2 Mil Visitors
up 7.4% YOY



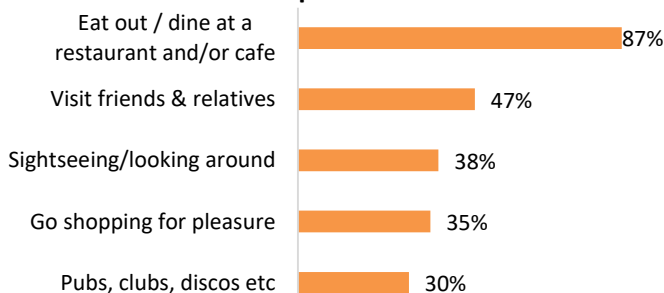
3.9 Average Length of Stay
up 3.4% YOY

Purpose of visit²



² Visitors may visit for more than one purpose.

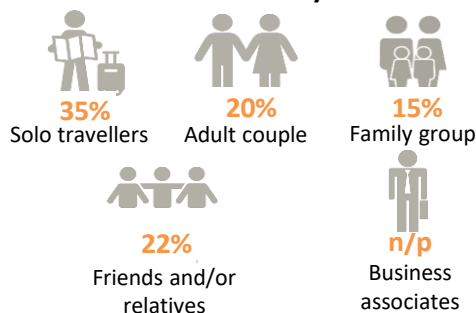
Top 5 Activities



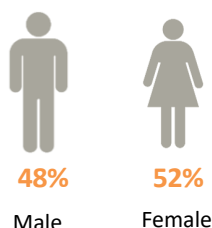
Top Source Markets



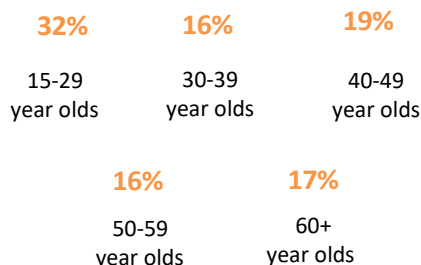
Travel Party



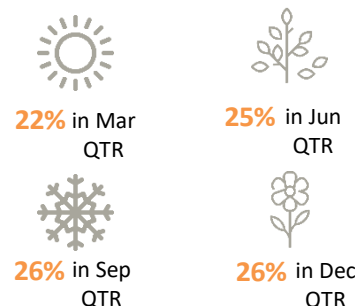
Gender



Age



Seasonality



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.

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

INTERNATIONAL VISITORS

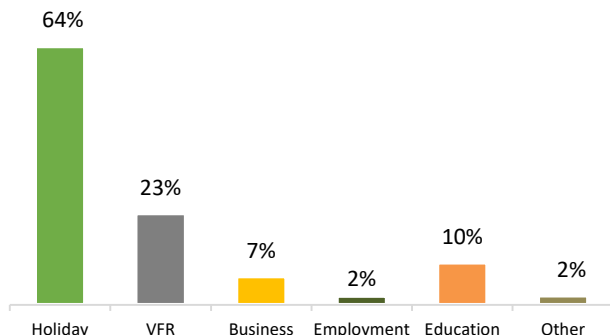


1.6 Mil Visitors
down 2% YOY



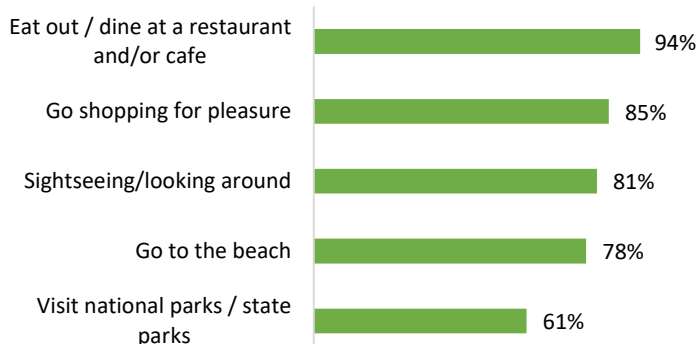
32.8 Average Length of Stay
up 3.2% YOY

Purpose of visit ¹



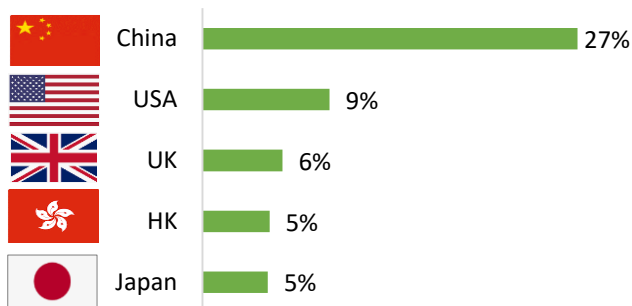
¹ Visitors may visit for more than one purpose.

Top 5 Activities ²

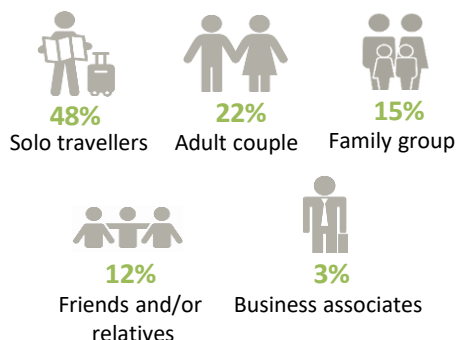


² Activities engaged by visitors in Australia, not necessarily in NSW.

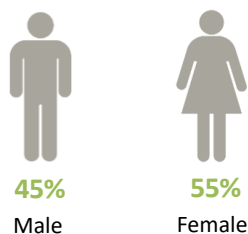
Top 5 Source Markets



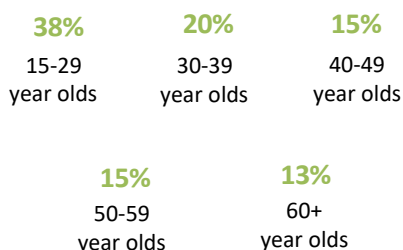
Travel Party



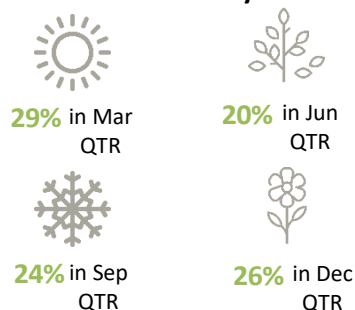
Gender



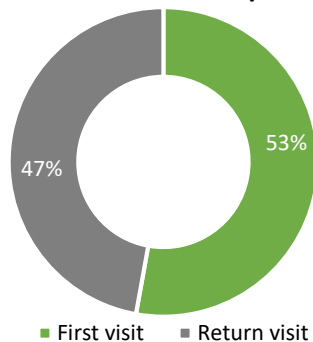
Age



Seasonality

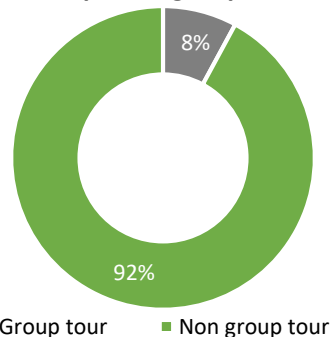


First or Return Trip ³



³ First or Return visitor to Australia

Group/Non-group Tour ⁴



⁴ Group tour or Non-group to Australia