

Darling Harbour Visitor Profile

Year ended December 2019



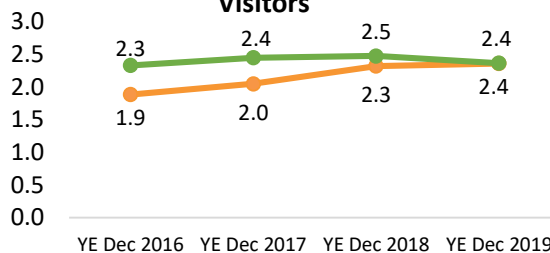
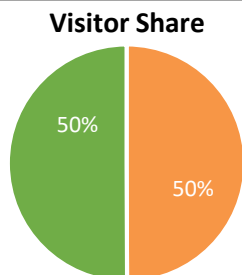
The Darling Harbour Visitor Profile factsheet provides a snapshot for the year ended (YE) December 2019, as well as visitation trend. It will serve as a benchmark for assessing the impact of Australia's summer bushfires 2019-20 and COVID-19 pandemic on this area.

In the YE December 2019, there were 4.7 million international and domestic overnight visitors to NSW who visited Darling Harbour, which represented 11% of the total overnight visitors to NSW. The number of overnight visitors was down 1.5% on YE December 2018.

TOTAL OVERNIGHT VISITORS



4.7 Mil Visitors¹
down -1.5% 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

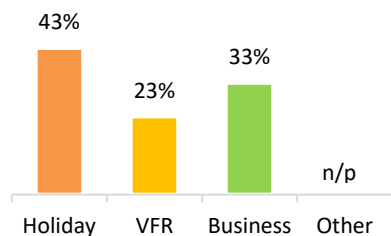


2.4 Mil Visitors
up 1.7% YOY



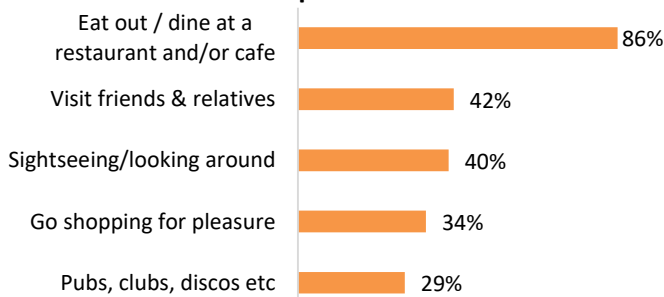
3.7 Average Length of Stay
up 14.8% YOY

Purpose of visit ²



² Visitors may visit for more than one purpose.

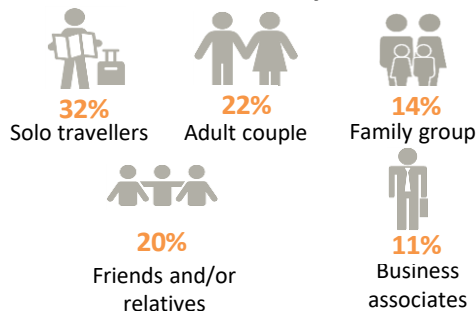
Top 5 Activities



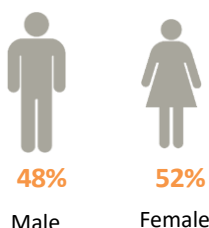
Top Source Markets



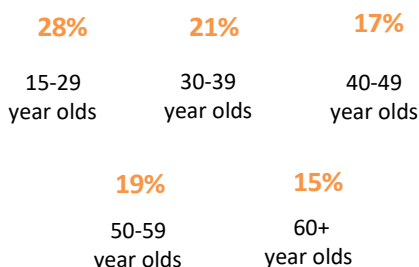
Travel Party



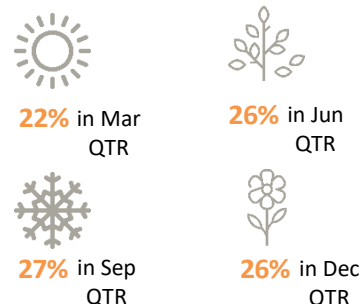
Gender



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

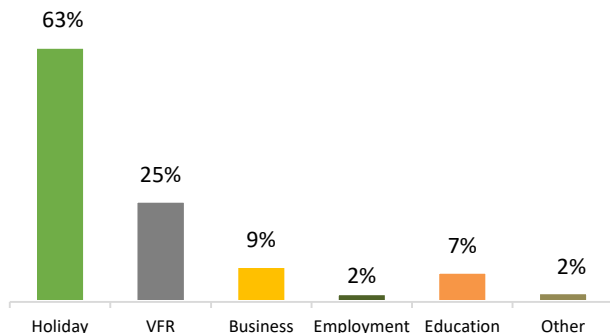


2.4 Mil Visitors
down 4.5% YOY



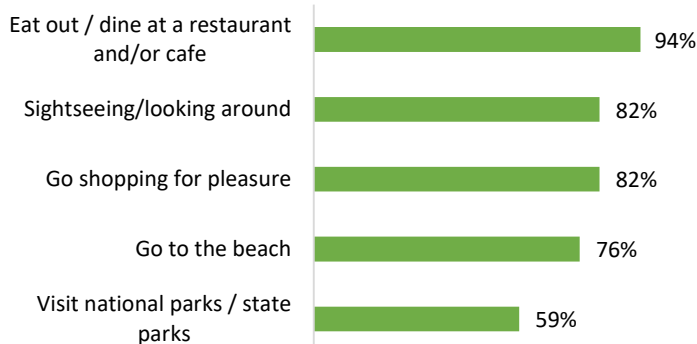
28.1 Average Length of Stay
up 4.7% YOY

Purpose of visit ¹



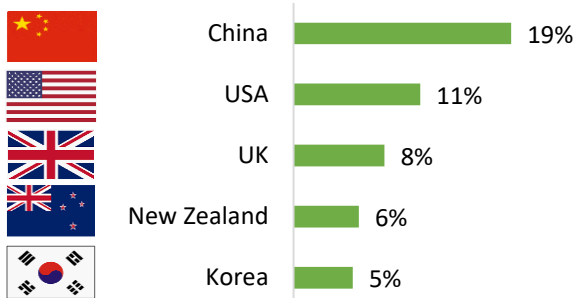
¹ Visitors may visit for more than one purpose.

Top 5 Activities ²

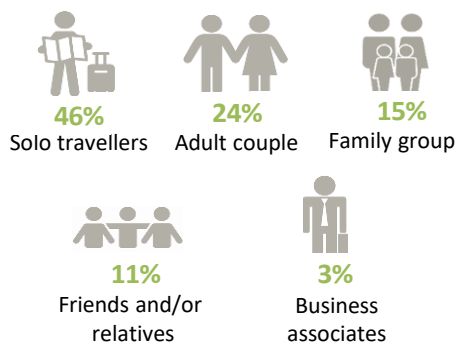


² Activities engaged by visitors in Australia, not necessarily in NSW.

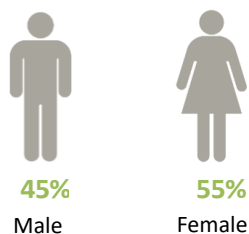
Top 5 Source Markets



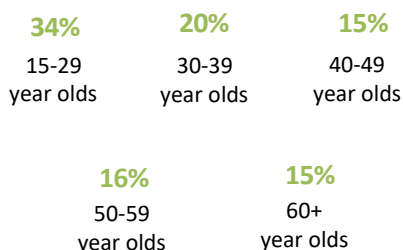
Travel Party



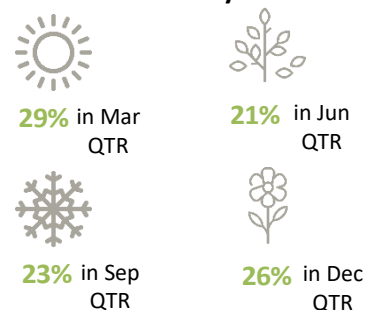
Gender



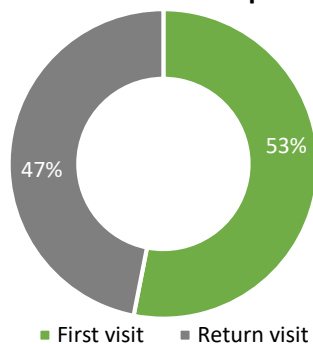
Age



Seasonality

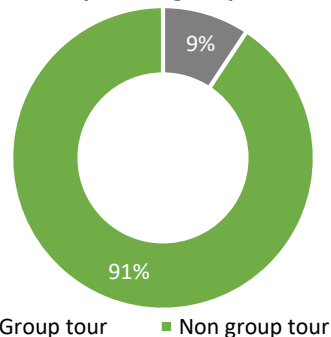


First or Return Trip ³



³ First or Return visitor to Australia

Group/Non-group Tour ⁴



⁴ Group tour or Non-group to Australia