

The Western Sydney 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.

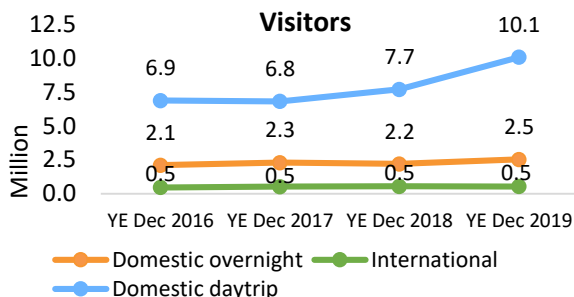
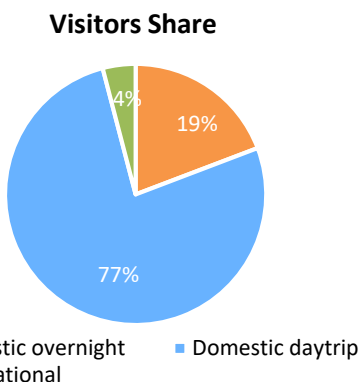
In the YE December 2019, there were 13.2 million international, domestic overnight and domestic daytrip visitors to NSW who visited Western Sydney, which represented 11% of the total visitors to NSW. The number of total visitors was up 25.7% on YE December 2018.

TOTAL VISITORS



13.2 Mil Visitors¹
up 25.7% YOY

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



DOMESTIC OVERNIGHT VISITORS



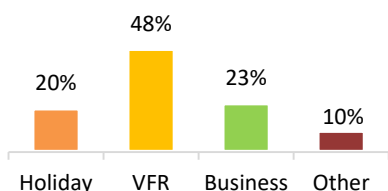
2.5 Mil Visitors
up 14.8% YOY



2.9 Average Length of Stay
up 9.6% YOY

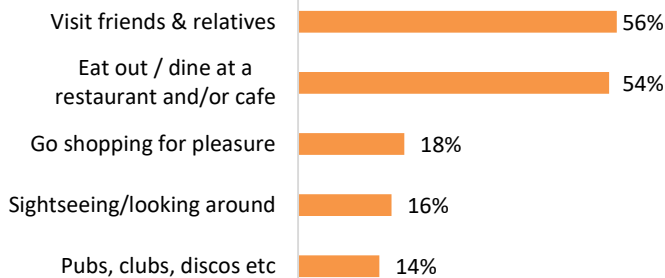
At an LGA level, the most popular areas among visitors were Parramatta (20%), Blacktown (12%) and Penrith (12%).

Purpose of visit²



² Visitors may visit for more than one purpose.

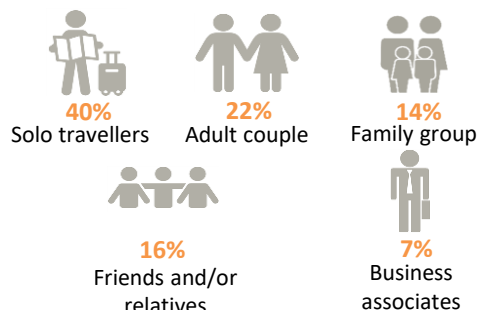
Top 5 activities



Top Source Markets



Travel Party

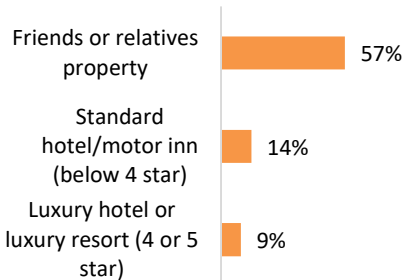


Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable; Y-O-Y indicates year-on-year change; QTR refers to Quarter; VFR indicates Visiting Friends and/or Relatives.

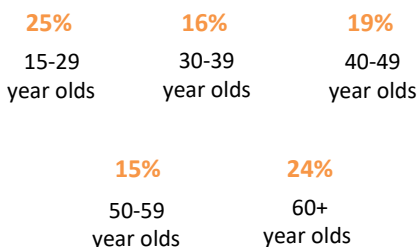
Note: Western Sydney includes the following LGAs: Hawkesbury, Penrith, Blacktown, the Hills Shire, Parramatta, Cumberland, Fairfield, Liverpool, Camden, Campbelltown, Wollondilly and Canterbury-Bankstown.

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

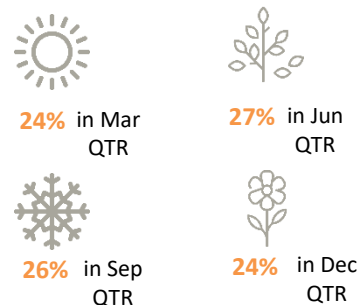
Top type of accommodation



Age



Seasonality



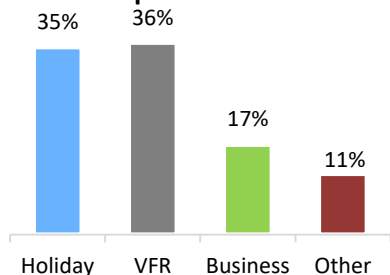
DOMESTIC DAYTRIP



10.1 Mil Visitors
up **30.8% YOY**

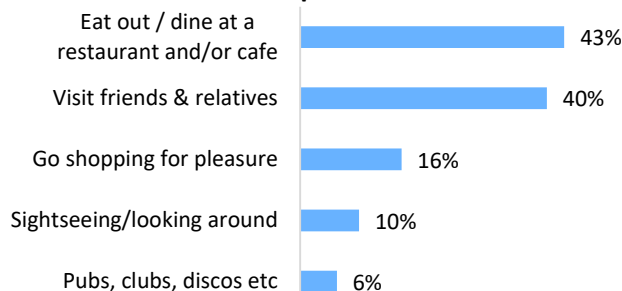
At an LGA level, the most popular areas among visitors were Penrith (13%), Blacktown (13%) and Campbelltown (11%).

Purpose of visit ¹



¹ Visitors may visit for more than one purpose.

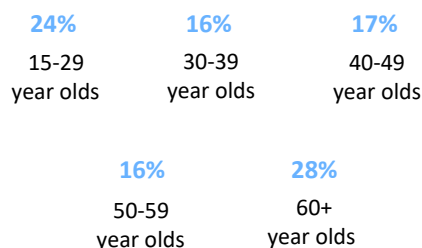
Top 5 activities



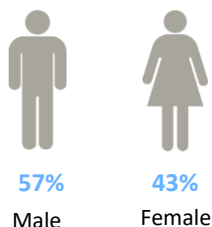
Top Source Markets



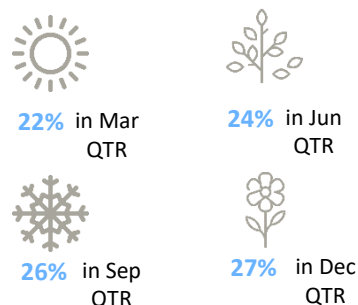
Age



Gender



Seasonality



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INTERNATIONAL VISITORS



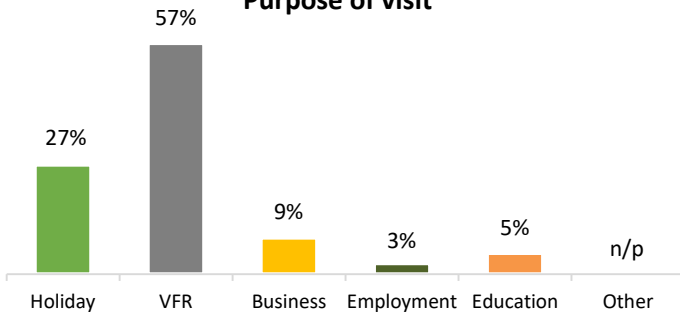
0.5 Mil Visitors
down 2.2% YOY



32.9 Average Length of Stay
up 3.4% YOY

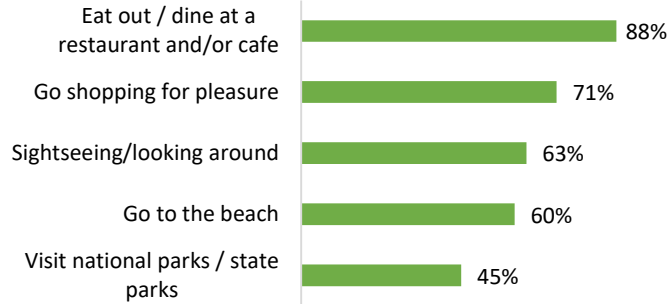
At an LGA level, the most popular areas among visitors were Parramatta (30%), Blacktown (14%) and Canterbury-Bankstown (14%).

Purpose of visit ¹



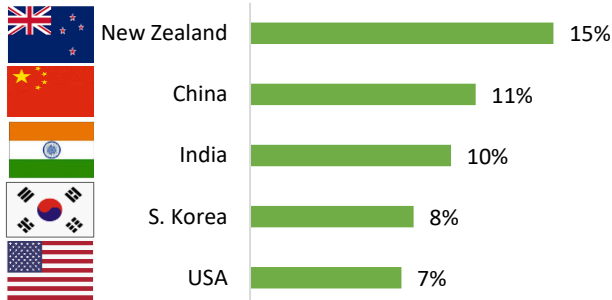
¹ Visitors may visit for more than one purpose.

Top 5 activities²

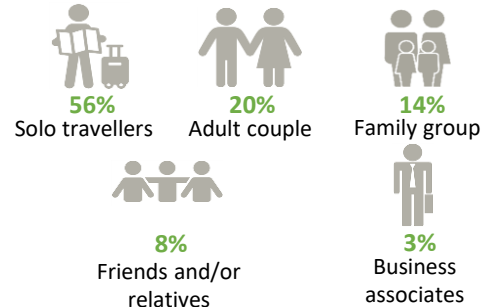


² Activities engaged by visitors in Australia, not necessarily in NSW.

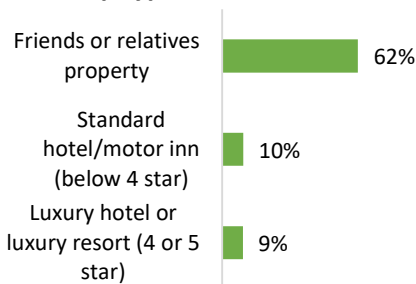
Top source markets



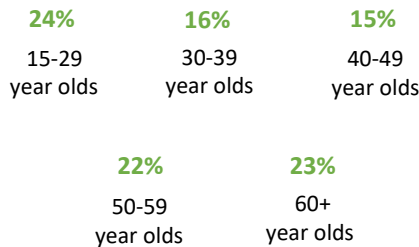
Travel Party



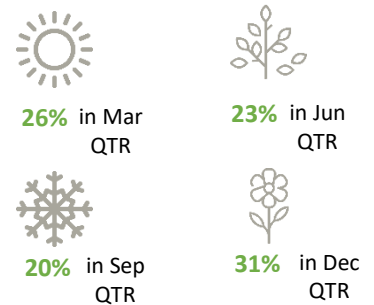
Top type of accommodation



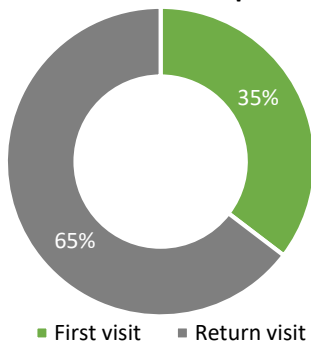
Age



Seasonality

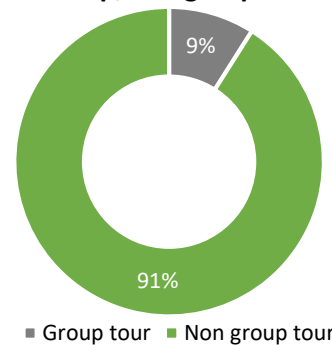


First or return trip ³



³ First or Return visitor to Australia

Group/non-group tour ⁴



⁴ group or non-group tour to Australia

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