

The Manly Visitor Profile factsheet provides a snapshot for the year ended (YE) December 2020, as well as visitation trend.

The figures in this profile are based on:

- International and domestic overnight visitors to Manly who stayed overnight in Manly and elsewhere in NSW.
- Domestic day trip visitors to Manly who travelled to Manly 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.

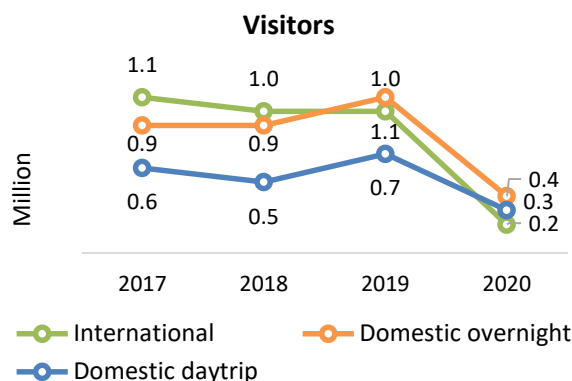
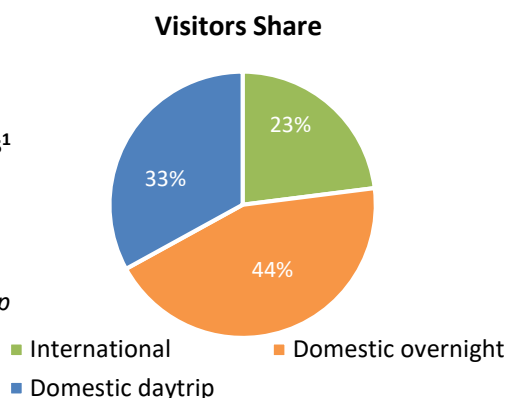
In the YE December 2020, there were nearly 1 million visitors or international, domestic overnight and daytrip travellers who visited Manly, which represented 4% of the total visitors to Sydney.

## TOTAL VISITORS



**935,600 Visitors<sup>1</sup>**  
down 67% YOY

<sup>1</sup> Number of visitors by visitor type may not add up to total due to rounding



## DOMESTIC OVERNIGHT VISITORS



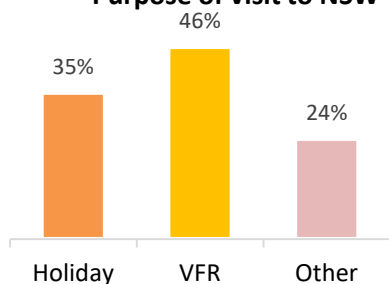
**412,200 Visitors**  
down 63% YOY  
7% share of Sydney



**5.9 nights Average Length of Stay**  
in NSW, up 1 night than last year

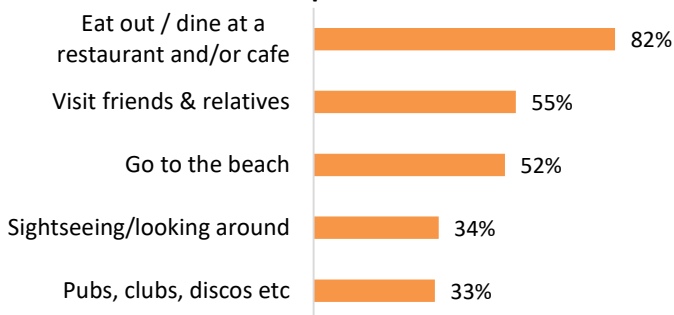
Of the domestic overnight visitors to NSW who went to Manly, 98,600 stayed overnight in Manly (24%).

### Purpose of visit to NSW <sup>2</sup>



<sup>2</sup> Visitors may visit for more than one purpose.  
VFR: Visiting Friends and Relatives

### Top 5 activities in NSW

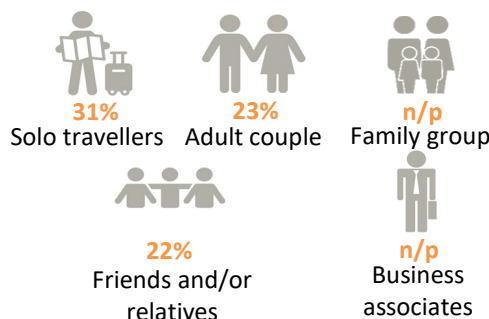


### Source Markets



Interstate, 44%  
Regional NSW, 47%  
Sydney, n/p

### Travel Party



**Top transportation to NSW**



64%

Self drive vehicle



26%

Aircraft

**Age**

27%	n/p	21%
15-29 year olds	30-39 year olds	40-49 year olds
18%	20%	
50-59 year olds	60+ year olds	

**Top type of accommodation in NSW**

Friends or relatives  
property



Hotel/resort/motel or  
motor Inn



**Seasonality**



52% in March  
Quarter



n/p in June  
Quarter



n/p in Sep  
Quarter



24% in Dec  
Quarter

**DOMESTIC DAYTRIP VISITORS**



**305,600 Visitors**  
**down 55% YOY**  
**2% share of Sydney**

*Profile of day trip visitors are 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**



**217,800 Visitors**  
**down 79% YOY**  
**28% share of Sydney**



**41 nights Average Length of Stay#**  
**in NSW, up 5 nights than last year**

*Of the international visitors to NSW who went to Manly, nearly 12,900 stayed overnight in Manly (6%).*

*Profile of international visitors are not provided due to the border closures since March 2020.  
# includes ALOS for international holiday, VFR, business, education and employment visitors to NSW*

Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable due to low sample size; Y-O-Y indicates year-on-year change.

Note: Manly includes the following SA2: Manly - Fairlight.

Source: International and National Visitor Surveys YE December 2020, Tourism Research Australia.

Infographic Icon Source: www.thenounproject.com