

# Sydney Visitor Profile

Year ended December 2020

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



Icons sourced from www.easil.ly

## TOTAL DOMESTIC & INTERNATIONAL



Visitors  
25.8m  
-42.5% YoY

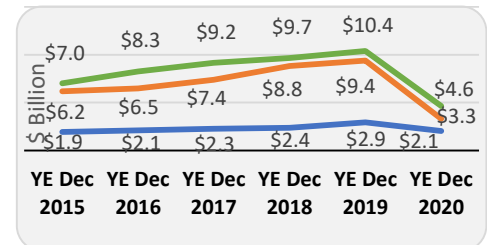
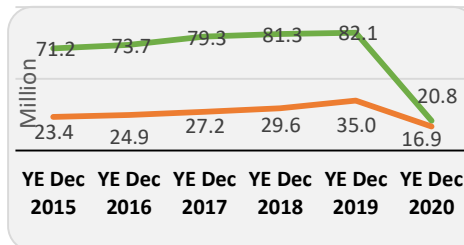
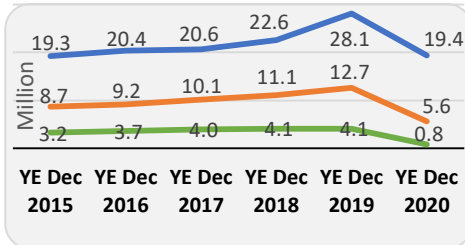
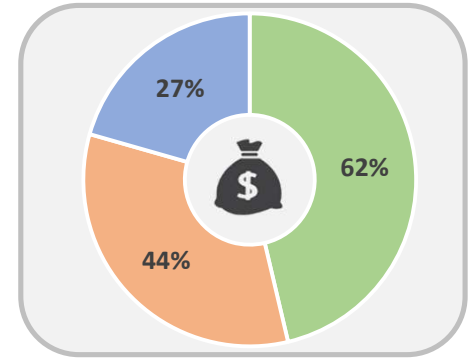
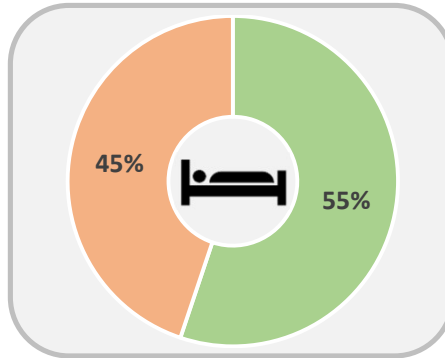
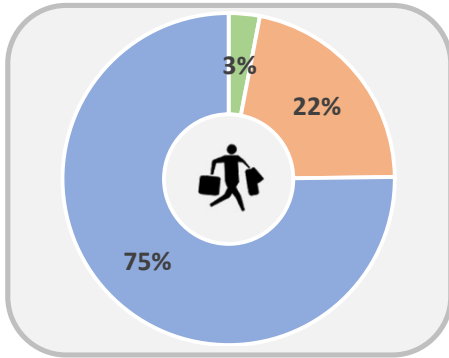


Nights  
37.7m  
-67.8% YoY



Expenditure  
\$7.5bn  
-66.9% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 5.6m (-55.6% YoY)  
Nights: 16.9m (-51.7% YoY)  
Expenditure: \$3.3bn (-64.6% YoY)



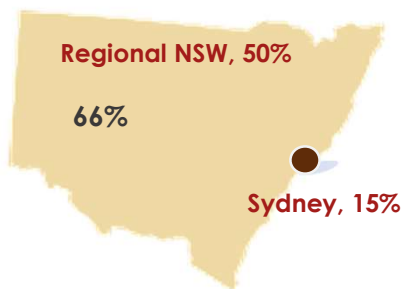
Average spend  
\$197 per night  
\$591 per visitor



Average length of stay:  
3.0 nights

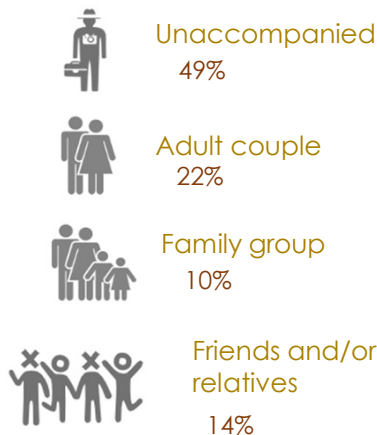
### Origin

66% of the visitors came from within New South Wales



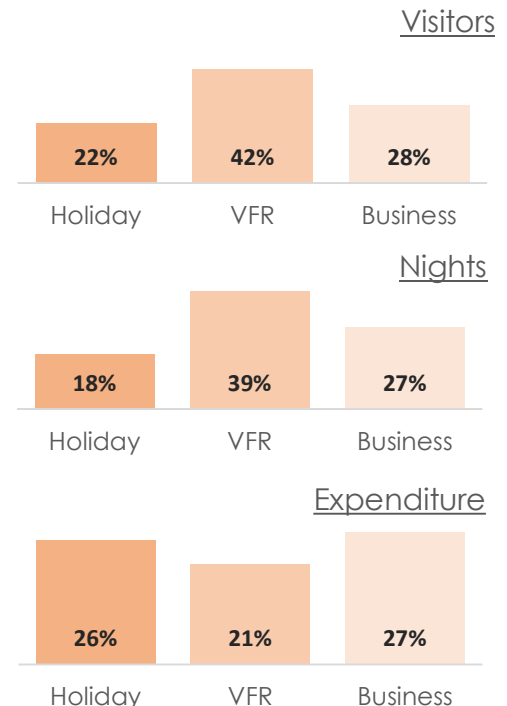
### Travel party

49% of the visitors were travelling alone



### Purpose of visit

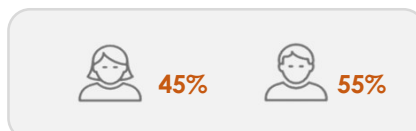
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



### Transport

Private vehicle or company car, 69%  
Aircraft, 21%

### Gender



# Sydney Visitor Profile

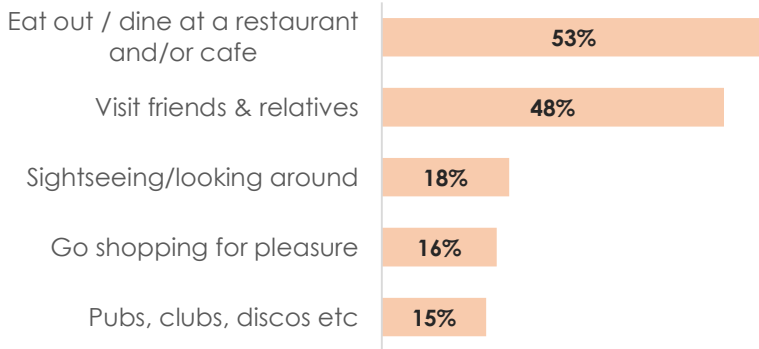
Year ended December 2020

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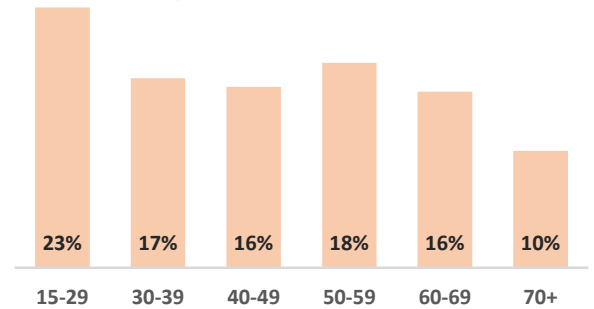
Icons sourced from www.easil.ly

## Top 5 activities

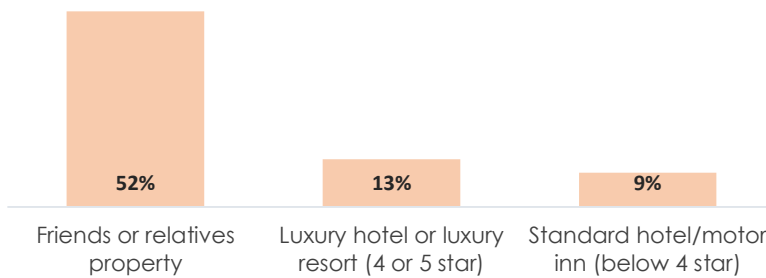


## Age

'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

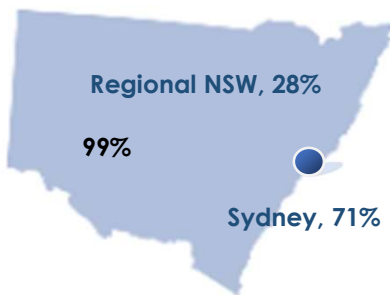
Visitors: 19.4m (-31.0% YoY)  
Expenditure: \$2.1bn (-29.9% YoY)



Average spend \$106 per visitor

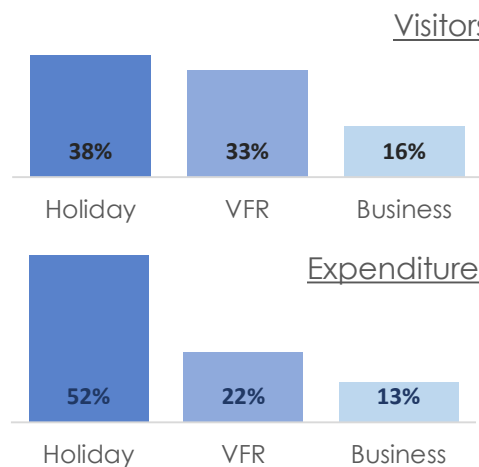
## Origin

99% of the visitors to the region came from New South Wales



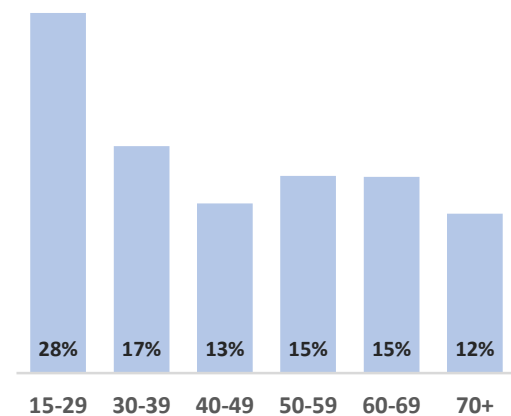
## Purpose of visit

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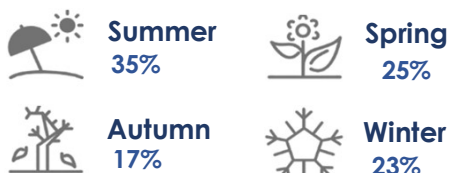


## Age

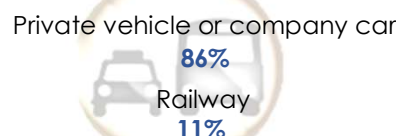
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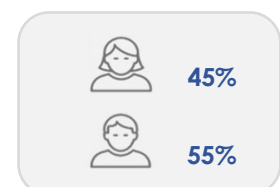
## Travel season\*



## Transport



## Gender



\*by month returned from the trip

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

**INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE**