

Sydney Visitor Profile

Year ended March 2021

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

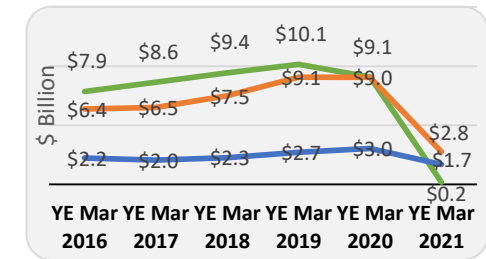
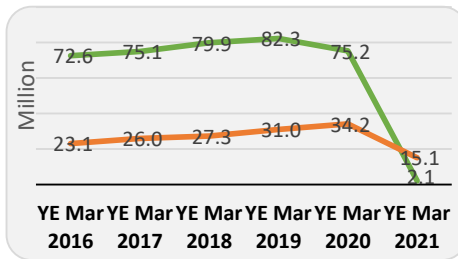
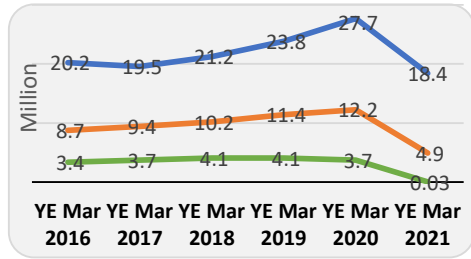
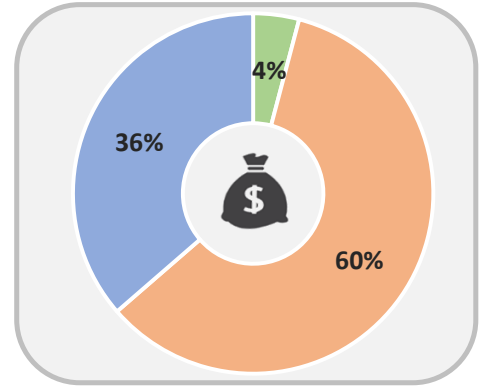
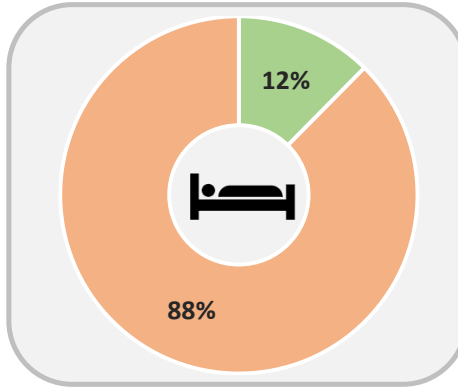
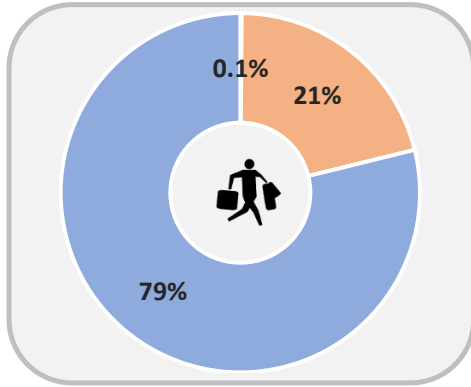


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

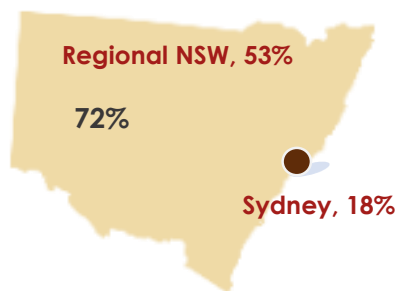
Visitors: 4.9m (-59.9% YoY)
Nights: 15.1m (-55.8% YoY)
Expenditure: \$2.8bn (-69.5% YoY)

Average spend
\$183 per night
\$561 per visitor

Average length
of stay:
3.1 nights

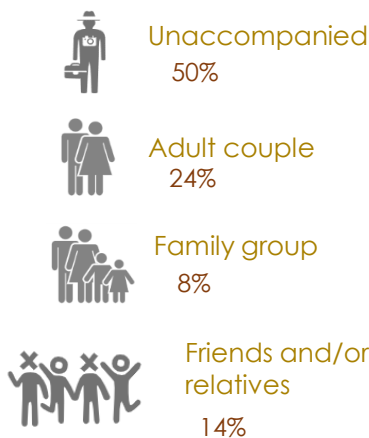
Origin

72% of the visitors came from within New South Wales



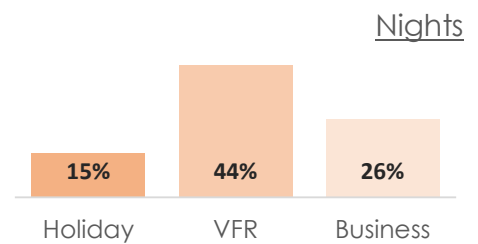
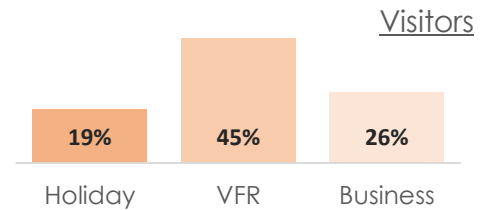
Travel party

50% of the visitors were travelling alone



Purpose of visit

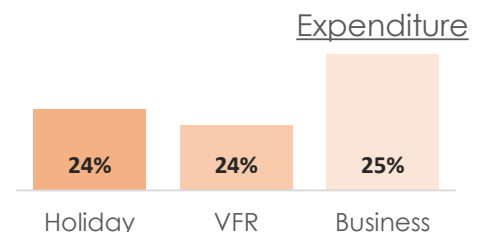
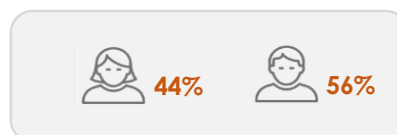
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 75%
Aircraft, 15%

Gender



Sydney Visitor Profile

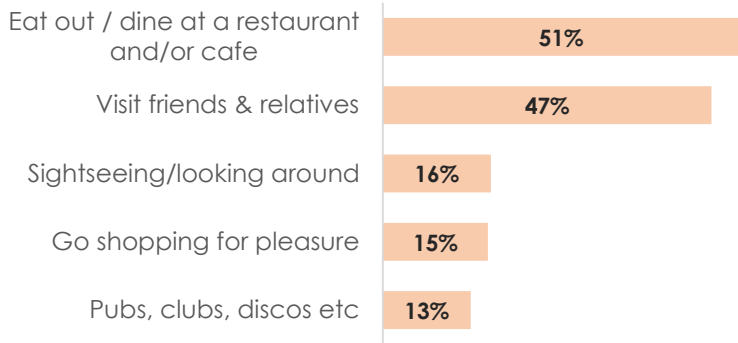
Year ended March 2021

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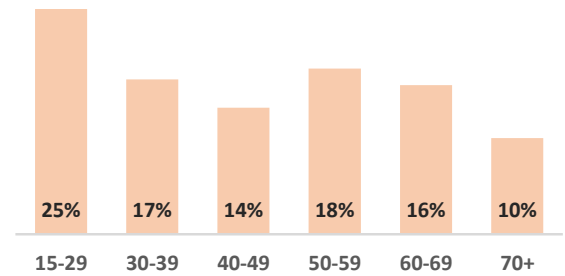
Icons sourced from www.easil.ly

Top 5 activities

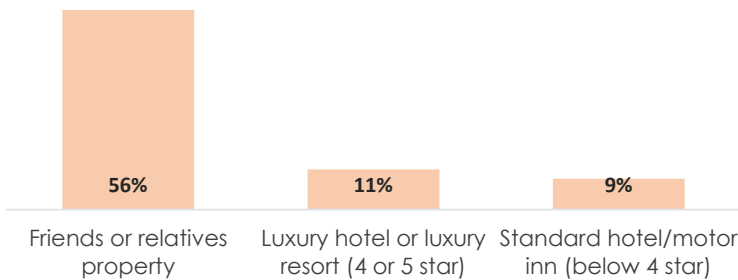


Age

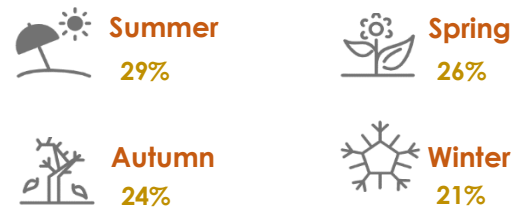
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

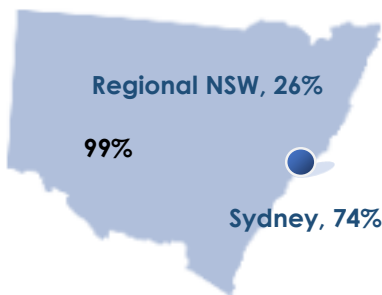
Visitors: 18.4m (-33.5% YoY)
Expenditure: \$1.7bn (-44.6% YoY)



Average spend \$92 per visitor

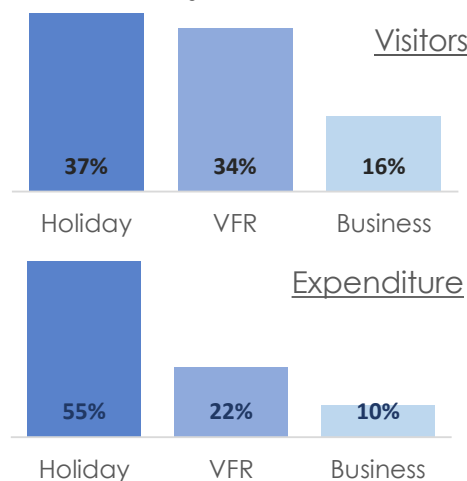
Origin

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



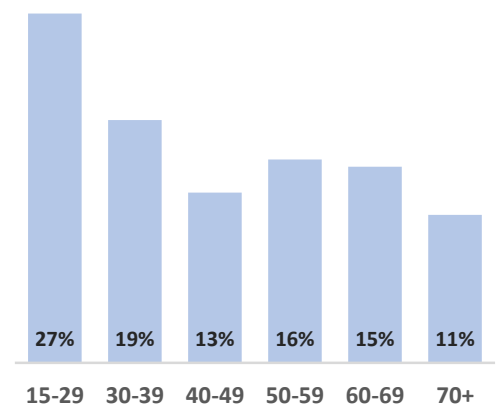
Purpose of visit

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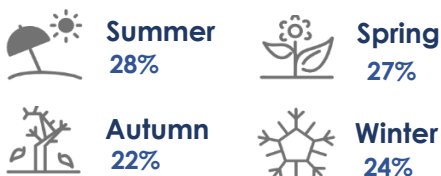


Age

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

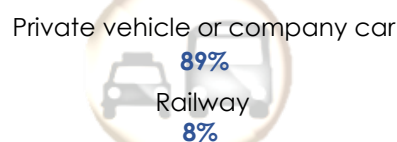


Travel season*

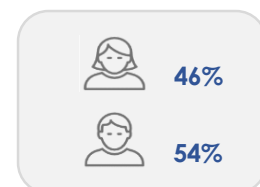


*by month returned from the trip

Transport



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE