

Travel to Sydney Tourism Region

Year ended March 2021



Source: National Visitor Survey, TRA.

OVERVIEW

Domestic - overnight & daytrip	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	26,477	27,305	28,073	26,832	28,939	28,932	31,397	35,267	39,907	23,312	-41.6%
Nights ('000)	22,448	20,637	22,909	22,595	23,091	25,974	27,349	30,984	34,189	15,103	-55.8%
Expenditure (\$ million)*	\$7,702	\$7,498	\$8,298	\$7,848	\$8,607	\$8,555	\$9,750	\$11,770	\$12,075	\$4,441	-63.2%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	7,735	7,543	8,556	8,333	8,740	9,397	10,161	11,419	12,237	4,910	-59.9%
Nights (000)	22,448	20,637	22,909	22,595	23,091	25,974	27,349	30,984	34,189	15,103	-55.8%
Average Length of Stay	2.9	2.7	2.7	2.7	2.6	2.8	2.7	2.7	2.8	3.1	10.1%
Expenditure (\$ million)*	\$5,650	\$5,268	\$6,144	\$5,932	\$6,384	\$6,513	\$7,486	\$9,063	\$9,036	\$2,757	-69.5%
Spend per visitor per night (\$)	\$252	\$255	\$268	\$263	\$276	\$251	\$274	\$293	\$264	\$183	-30.9%
Intrastate visitors (000)	3,941	3,868	4,382	4,290	4,280	4,894	4,843	5,416	6,131	3,517	-42.6%
Interstate visitors (000)	3,794	3,675	4,173	4,043	4,460	4,503	5,318	6,004	6,107	1,394	-77.2%
Intrastate nights (000)	9,420	9,138	10,396	9,650	9,770	10,876	10,498	12,799	13,305	7,877	-40.8%
Interstate nights (000)	13,028	11,499	12,512	12,945	13,320	15,098	16,851	18,184	20,884	7,225	-65.4%
Intrastate expenditure (\$million)	\$2,570	\$2,541	\$2,897	\$2,840	\$2,681	\$3,039	\$3,367	\$4,033	\$3,986	\$1,633	-59.0%
Interstate expenditure (\$ million)	\$3,081	\$2,727	\$3,247	\$3,091	\$3,703	\$3,473	\$4,119	\$5,030	\$5,051	\$1,124	-77.7%

Purpose of Visit

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)											
Holiday	2,129	2,220	2,430	2,164	2,301	2,411	2,565	2,966	2,993	956	-68.0%
Visiting Friends & Relatives	2,826	2,913	3,283	3,092	3,280	3,506	3,533	3,776	4,278	2,234	-47.8%
Business	2,340	2,019	2,291	2,451	2,677	2,767	3,440	3,891	4,154	1,263	-69.6%
Other	498	462	600	677	569	776	702	857	901	522	-42.0%
Total	7,735	7,543	8,556	8,333	8,740	9,397	10,161	11,419	12,237	4,910	-59.9%

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Nights (000)											
Holiday	5,869	5,758	6,158	5,482	5,810	6,292	6,642	7,419	7,378	2,249	-69.5%
Visiting Friends & Relatives	9,961	8,718	9,617	9,249	9,207	9,962	10,664	11,983	12,413	6,676	-46.2%
Business	4,938	4,224	5,278	5,717	6,032	7,011	8,041	9,426	11,120	3,967	-64.3%
Other	1,681	1,936	1,856	2,147	2,042	2,709	2,001	2,155	3,278	2,211	-32.6%
Total	22,448	20,637	22,909	22,595	23,091	25,974	27,349	30,984	34,189	15,103	-55.8%

Origin

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)											
Regional NSW	3,350	3,189	3,626	3,386	3,553	4,102	3,869	4,469	4,987	2,625	-47.4%
Sydney	591	679	757	904	727	792	974	946	1,144	891	-22.1%
Total Intrastate	3,941	3,868	4,382	4,290	4,280	4,894	4,843	5,416	6,131	3,517	-42.6%
Victoria	1,526	1,487	1,510	1,542	1,612	1,714	2,170	2,539	2,461	528	-78.5%
Queensland	1,052	996	1,227	1,151	1,317	1,412	1,563	1,661	1,823	362	-80.2%
ACT	468	547	590	512	604	547	683	784	761	303	-60.1%
Other Interstate	747	645	846	837	927	830	902	1,020	1,061	201	-81.1%
Total Interstate	3,794	3,675	4,173	4,043	4,460	4,503	5,318	6,004	6,107	1,394	-77.2%
Grand Total	7,735	7,543	8,556	8,333	8,740	9,397	10,161	11,419	12,237	4,910	-59.9%

Age

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)											
15-29	1,598	1,760	1,944	2,142	1,902	2,075	2,258	2,662	2,663	1,206	-54.7%
30-39	1,492	1,239	1,465	1,291	1,462	1,634	1,844	1,902	2,172	829	-61.9%
40-49	1,618	1,532	1,675	1,741	1,723	1,783	2,081	2,121	2,357	678	-71.3%
50-59	1,436	1,399	1,611	1,449	1,744	1,719	1,816	2,035	2,249	887	-60.5%
60-69	1,071	1,051	1,302	1,172	1,222	1,325	1,371	1,625	1,694	797	-52.9%
70+	520	562	559	537	688	861	790	1,074	1,102	514	-53.4%
Total	7,735	7,543	8,556	8,333	8,740	9,397	10,161	11,419	12,237	4,910	-59.9%

Travel Party

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)											
Travelling alone	2,692	2,655	3,190	3,289	3,574	4,025	4,443	5,185	5,706	2,476	-56.6%
Adult couple	2,015	1,820	2,035	1,909	1,937	2,185	2,121	2,342	2,564	1,168	-54.4%
Family group - parents and children	1,382	1,276	1,324	1,116	1,153	1,202	1,194	1,348	1,285	416	-67.6%
Friends or relatives travelling together with(out) children	1,031	1,190	1,376	1,341	1,375	1,355	1,568	1,636	1,635	707	-56.8%
Business associates travelling together with(out) spouse	534	494	513	557	612	541	739	788	953	118	-87.6%
Other	80	108	117	121	88	n/p	n/p	120	95	n/p	-
Total	7,735	7,543	8,556	8,333	8,740	9,397	10,161	11,419	12,237	4,910	-59.9%

Travel to Sydney Tourism Region

Year ended March 2021



Source: National Visitor Survey, TRA.

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	4,862	4,626	5,707	5,340	5,997	6,271	7,076	8,155	8,226	2,526	-69.3%
Visit friends & relatives	4,040	3,793	4,412	4,364	4,291	4,636	4,805	5,380	5,644	2,332	-58.7%
Sightseeing/looking around	1,723	1,529	1,811	1,755	1,729	1,846	2,177	2,493	2,575	766	-70.3%
Go shopping for pleasure	2,254	2,201	2,408	1,950	2,042	2,083	2,107	2,375	2,361	746	-68.4%
Pubs, clubs, discos etc	1,335	1,453	1,493	1,728	1,818	2,025	1,980	2,320	2,383	624	-73.8%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Friends or relatives property	11,355	10,369	11,490	10,841	10,691	12,123	12,647	14,535	15,276	8,504	-44.3%
Luxury hotel or luxury resort (4 or 5 star)	3,525	3,156	3,482	3,346	4,133	3,895	4,943	5,114	5,359	1,715	-68.0%
Standard hotel/motor inn (below 4 star)	3,839	3,288	3,935	4,336	4,038	3,639	3,838	5,070	4,693	1,322	-71.8%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	3,949	3,864	4,245	4,174	4,172	4,708	4,873	5,481	5,992	3,706	-38.2%
Aircraft	3,104	2,996	3,473	3,310	3,598	3,711	4,319	4,868	4,914	728	-85.2%
Railway	511	515	618	650	777	805	780	900	1,028	391	-62.0%

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	18,743	19,762	19,517	18,499	20,199	19,535	21,236	23,848	27,670	18,401	-33.5%
Expenditure (\$ million)*	\$2,052	\$2,230	\$2,154	\$1,916	\$2,223	\$2,042	\$2,264	\$2,707	\$3,039	\$1,685	-44.6%
Spend per visitor (\$)	\$109	\$113	\$110	\$104	\$110	\$105	\$107	\$114	\$110	\$92	-16.6%

Main Purpose of Trip

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	7,751	9,125	8,792	7,939	9,291	8,299	9,571	10,196	11,593	6,884	-40.6%
Visiting Friends & Relatives	6,333	6,149	6,040	5,794	6,002	6,175	6,669	7,493	8,378	6,281	-25.0%
Business	2,086	2,191	2,304	2,288	2,397	2,485	2,452	3,158	4,416	2,905	-34.2%
Other	2,573	2,297	2,382	2,478	2,508	2,576	2,543	3,000	3,283	2,331	-29.0%
Total	18,743	19,762	19,517	18,499	20,199	19,535	21,236	23,848	27,670	18,401	-33.5%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Sydney	11,337	12,245	11,528	11,416	12,492	11,822	12,910	15,080	18,355	13,561	-26.1%
Regional NSW	6,810	7,053	7,372	6,316	6,995	6,929	7,618	7,914	8,594	4,715	-45.1%
Total Intrastate	18,146	19,298	18,901	17,732	19,487	18,752	20,528	22,994	26,949	18,276	-32.2%
Total Interstate	597	464	617	767	712	784	707	854	721	n/p	-
Total	18,743	19,762	19,517	18,499	20,199	19,535	21,236	23,848	27,670	18,401	-33.5%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	4,766	4,875	4,840	4,717	4,936	5,062	4,923	6,065	6,576	4,908	-25.4%
30-39	3,251	3,423	3,360	3,056	3,354	3,185	3,342	3,394	4,710	3,409	-27.6%
40-49	3,217	3,107	3,199	2,873	3,162	2,980	3,538	3,661	4,405	2,391	-45.7%
50-59	3,071	3,057	3,111	3,099	3,235	3,126	3,400	3,456	4,147	2,855	-31.2%
60-69	2,825	3,290	3,074	2,906	3,426	2,855	3,395	4,094	4,708	2,757	-41.4%
70+	1,612	2,009	1,933	1,849	2,085	2,327	2,637	3,178	3,125	2,080	-33.4%
Total	18,743	19,762	19,517	18,499	20,199	19,535	21,236	23,848	27,670	18,401	-33.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	8,225	8,354	8,456	8,339	9,751	9,766	10,675	12,575	14,286	6,880	-51.8%
Visit friends & relatives	7,552	7,137	7,453	6,918	7,377	7,227	7,853	8,860	9,384	6,306	-32.8%
Go shopping for pleasure	3,715	3,987	3,997	3,227	3,191	3,256	3,403	3,840	4,576	2,230	-51.3%
Sightseeing/looking around	2,456	2,601	2,788	2,334	2,757	2,463	3,099	3,538	4,327	2,167	-49.9%
Go to the beach	1,047	1,212	1,754	1,667	1,890	1,444	2,125	1,865	2,229	1,709	-23.4%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	14,872	15,675	15,667	14,588	15,780	15,362	16,518	18,634	21,531	16,294	-24.3%
Railway	2,530	2,664	2,569	2,596	2,875	2,965	3,255	3,568	4,500	1,527	-66.1%
Bus/Coach	537	621	502	499	818	555	729	777	639	n/p	-

n/p = not publishable

Sydney Tourism Region (bordering towns): Palm Beach, Wisemans Ferry, Richmond, Penrith, Picton, Campbelltown and Waterfall.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.