Domestic overnight travel

Visitors: 6.5m (-32.2% YoY)
Nights: 19.9m (-27.9% YoY)
Expenditure: $4.4bn (-35.0% YoY)

Average spend:
$223 per night
$683 per visitor

Average length of stay: 3.1 nights

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.

Visitors

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Visitors</th>
<th>Nights</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>25%</td>
<td>20%</td>
<td>28%</td>
</tr>
<tr>
<td>VFR</td>
<td>42%</td>
<td>44%</td>
<td>23%</td>
</tr>
<tr>
<td>Business</td>
<td>26%</td>
<td>25%</td>
<td>23%</td>
</tr>
</tbody>
</table>

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

Transport

- Private vehicle or company car, 68%
- Aircraft, 23%

Gender

- Male: 48%
- Female: 52%

Sydney Visitor Profile
Year ended June 2021
Source: National and International Visitor Surveys, Tourism Research Australia.

TOTAL DOMESTIC & INTERNATIONAL

- International travel
- Domestic overnight travel
- Domestic daytrip travel

Domestic overnight travel

- Visitors
- Nights
- Expenditure

Note: Icons sourced from www.easil.ly
**Top 5 activities**

- Eat out / dine at a restaurant and/or cafe: 59%
- Visit friends & relatives: 43%
- Go shopping for pleasure: 17%
- Sightseeing/looking around: 16%
- Pubs, clubs, discos etc: 16%

**Age**

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

- 15-29: 23.3%
- 30-39: 17.9%
- 40-49: 15.4%
- 50-59: 17.3%
- 60-69: 15.9%
- 70+: 10.2%

**Top 3 accommodation types (nights)**

- Friends or relatives property: 53%
- Luxury hotel or luxury resort (4 or 5 star): 13%
- Standard hotel/motor inn (below 4 star): 12%

**Travel season***

- Summer: 22%
- Autumn: 40%
- Winter: 19%
- Spring: 19%

*by month returned from the trip

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**Domestic daytrip travel**

Visitors: 20.0m (-15.6% YoY)
Expenditure: $1.9bn (-23.5% YoY)

Average spend $97 per visitor

**Origin**

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

- Regional NSW, 26%
- Sydney, 73%

**Purpose of visit**

- Holiday: 54%
- VFR: 22%
- Business: 10%

**Age**

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

**Transport**

- Private vehicle or company car: 87%
- Railway: 9%

**Gender**

- Female: 46%
- Male: 54%

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.

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*by month returned from the trip
International travel

Visitors: 0.06m (-98.0% YoY)
Nights: 3.0m (-94.9% YoY)
Expenditure: $0.3bn (-96.1% YoY)

Average spend
- $93 per night
- $4,934 per visitor

Average length of stay:
- 52.9 nights

Further breakdown of International data is not possible due to small sample size for the year ended June 2021.