

# Sydney Visitor Profile

Year ended June 2021

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



Icons sourced from www.easil.ly

## TOTAL DOMESTIC & INTERNATIONAL



Visitors  
26.6m  
-26.5% YoY

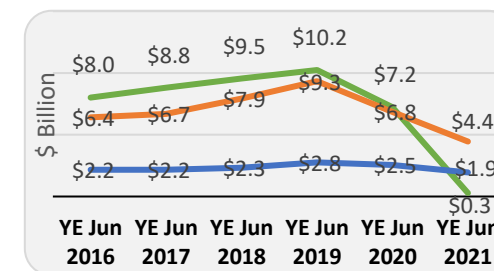
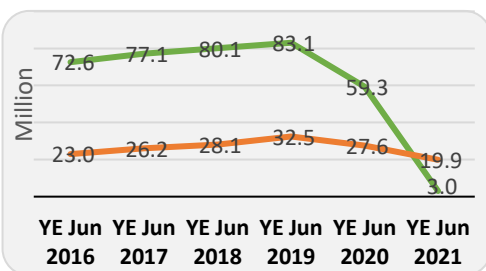
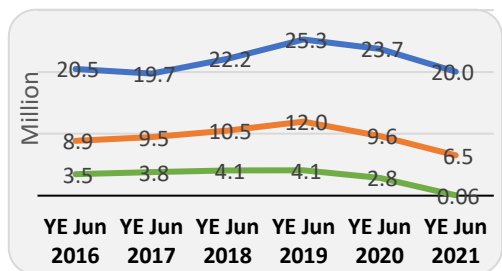
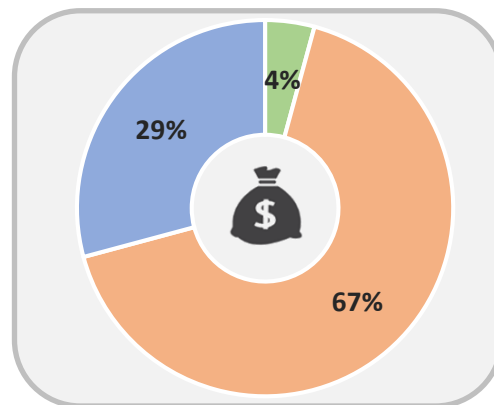
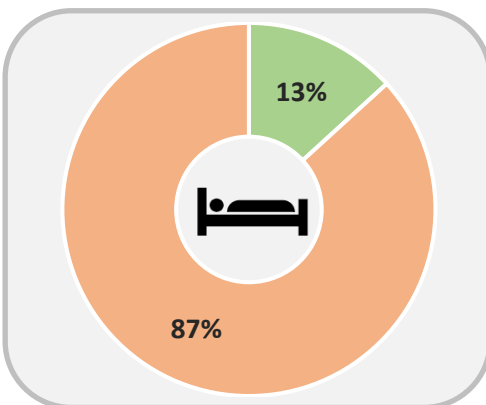
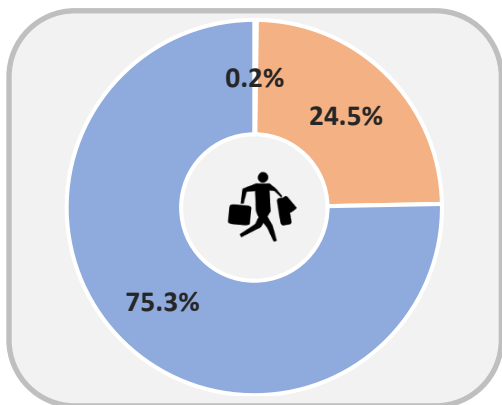


Nights  
22.9m  
-73.6% YoY



Expenditure  
\$6.7bn  
-59.8% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

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



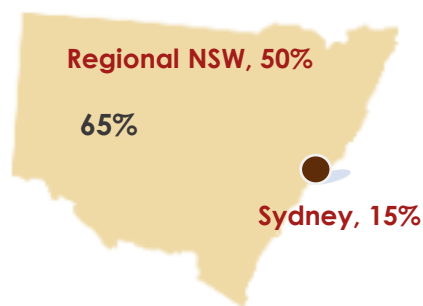
Average spend  
\$223 per night  
\$683 per visitor



Average length  
of stay:  
3.1 nights

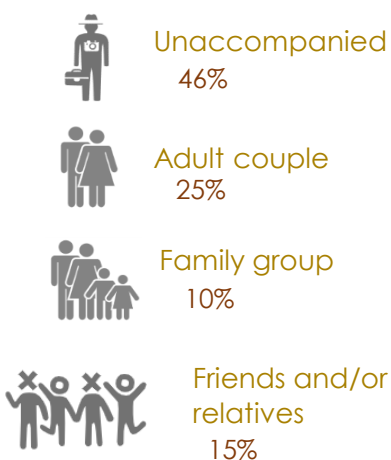
### Origin

65% of the visitors came from within New South Wales



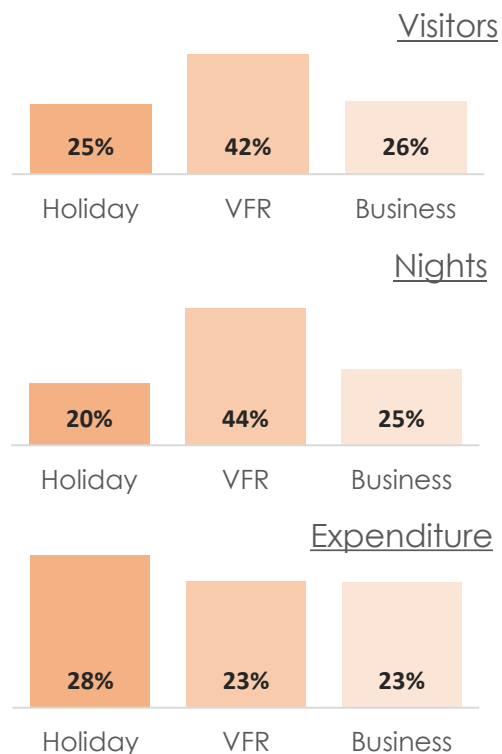
### Travel party

46% of the visitors were travelling alone



### Purpose of visit

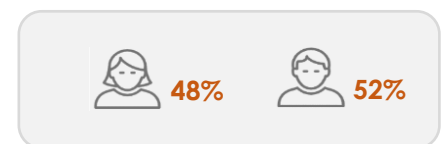
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



### Transport

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

### Gender



# Sydney Visitor Profile

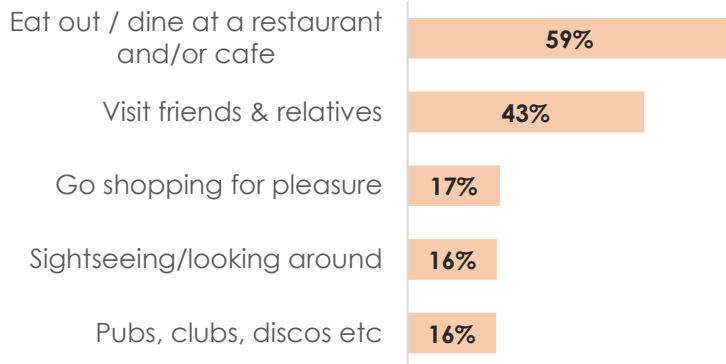
Year ended June 2021

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



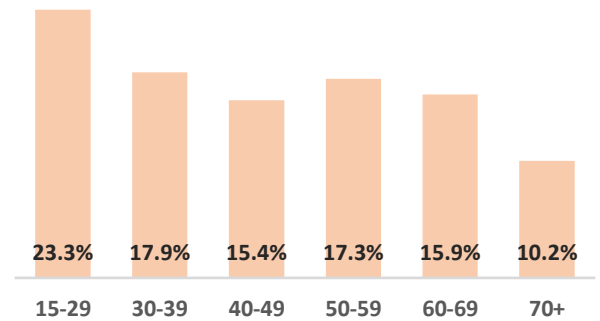
Icons sourced from www.easil.ly

## Top 5 activities

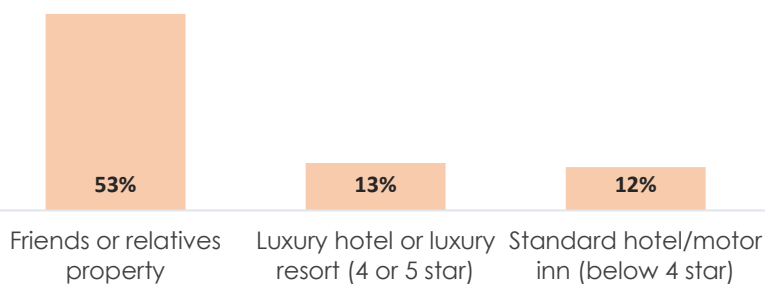


## Age

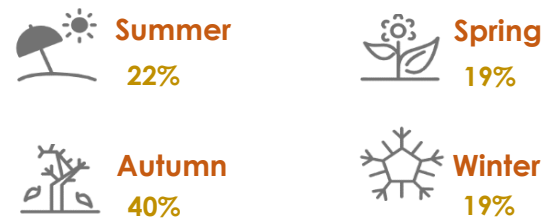
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

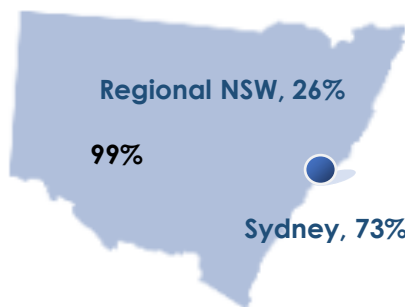
Visitors: 20.0m (-15.6% YoY)  
Expenditure: \$1.9bn (-23.5% YoY)



Average spend \$97 per visitor

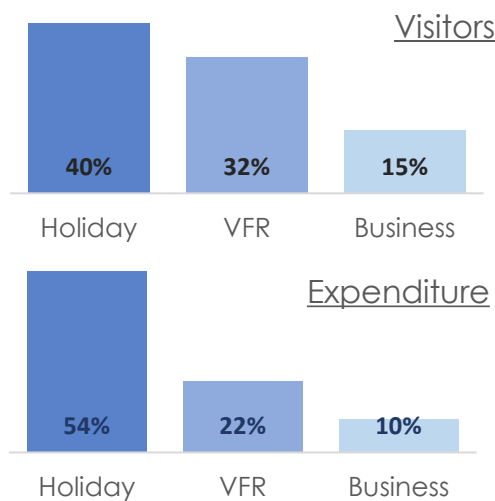
## Origin

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



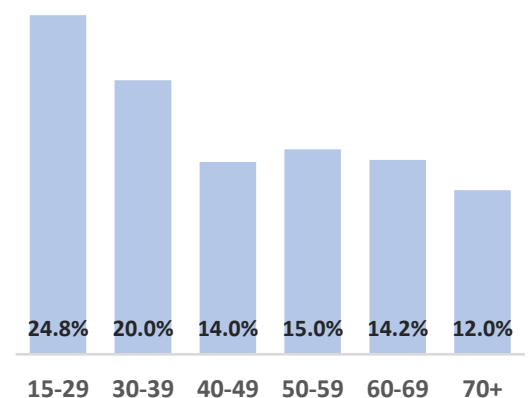
## Purpose of visit

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

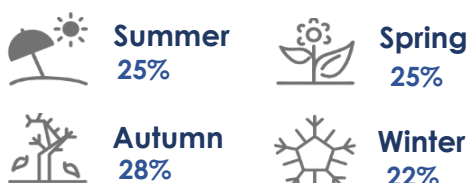


## Age

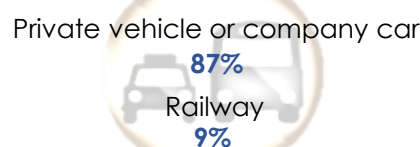
'15-29 years' was the largest age group of the visitors to the region



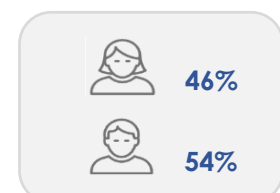
## Travel season\*



## Transport



## Gender



\*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 break down of International data is not possible due to small sample size for the year ended June 2021.**