

Sydney Visitor Profile

Year ended September 2021

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

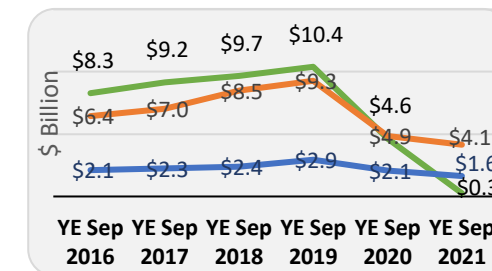
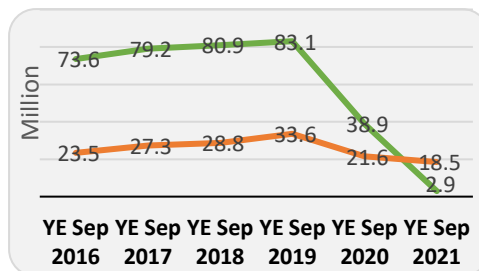
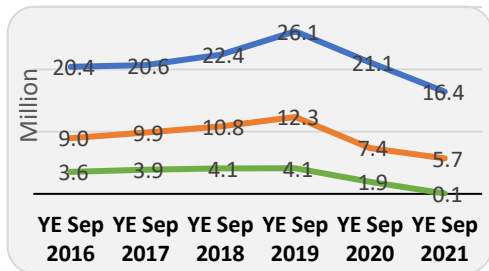
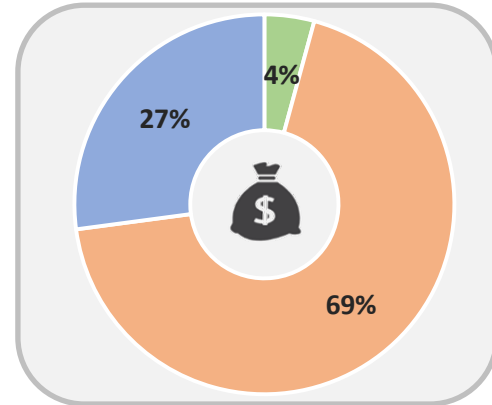
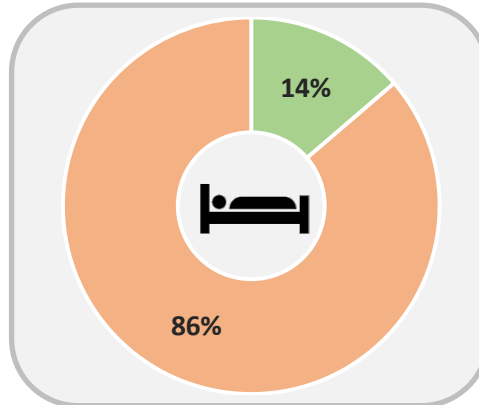
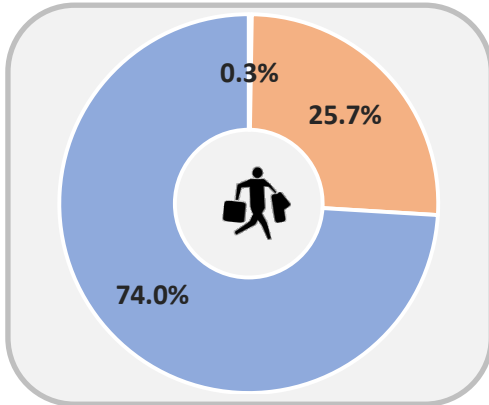


Icons sourced from www.easilly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

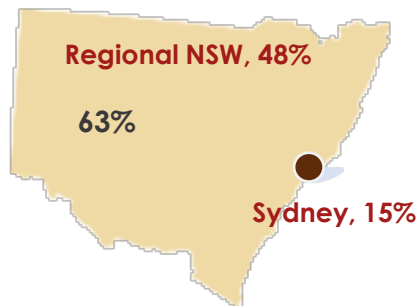
Visitors: 5.7m (-22.6% YoY)
Nights: 18.5m (-14.4% YoY)
Expenditure: \$4.1bn (-14.6% YoY)

Average spend
\$225 per night
\$728 per visitor

Average length of stay:
3.2 nights

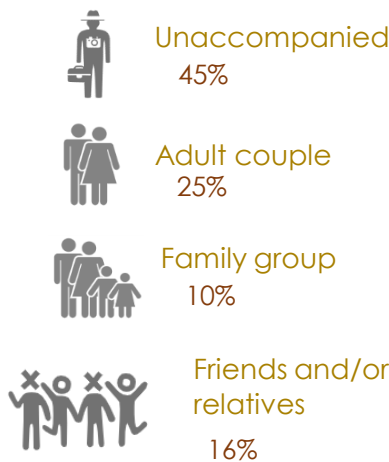
Origin

63% of the visitors came from within New South Wales



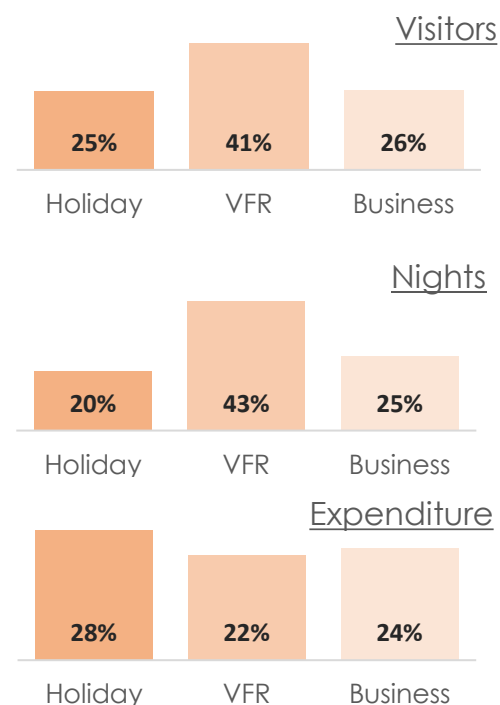
Travel party

45% 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.

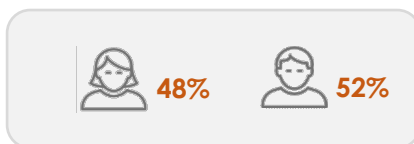


Transport

Private vehicle or company car, 66%
Aircraft, 25%



Gender



Sydney Visitor Profile

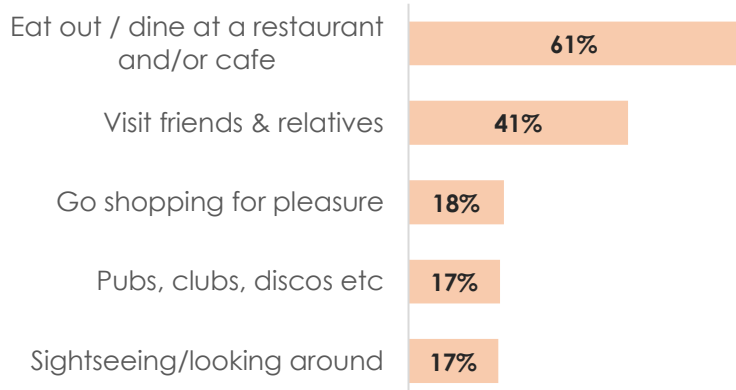
Year ended September 2021

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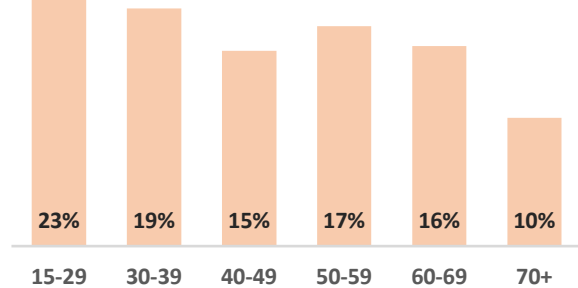
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Top 5 activities

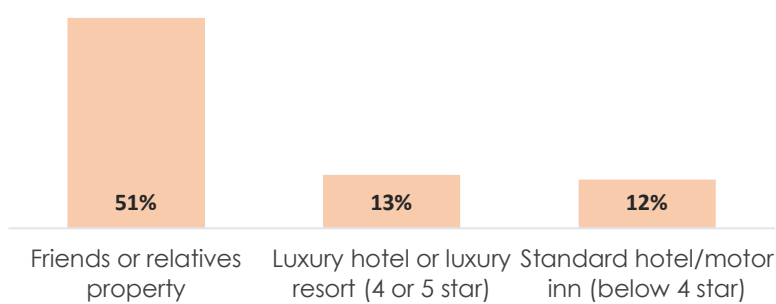


Age

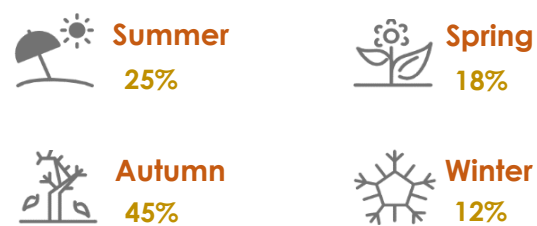
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

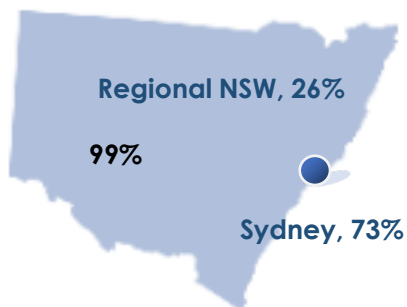
Visitors: 16.4m (-22.2% YoY)
Expenditure: \$1.6bn (-20.6% YoY)



Average spend \$100 per visitor

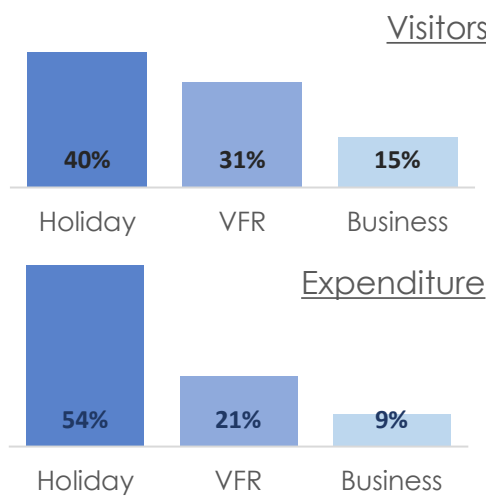
Origin

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



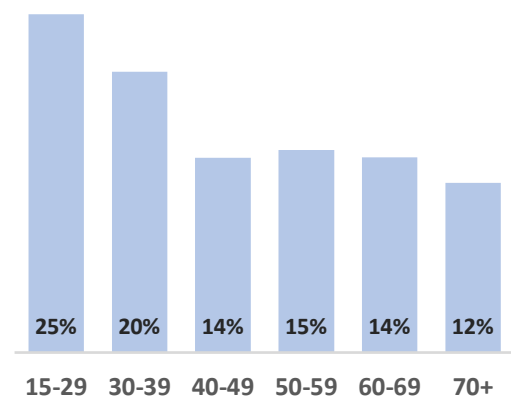
Purpose of visit

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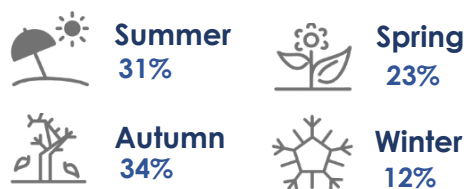


Age

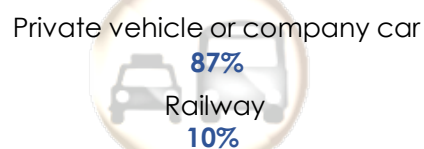
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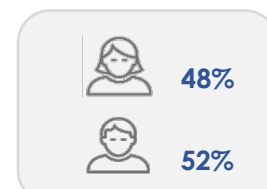
Travel season*



Transport



Gender



*by month returned from the trip

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Year ended September 2021

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International travel

Visitors: 0.1m (-97.0% YoY)
Nights: 2.9m (-92.5% YoY)
Expenditure: \$0.3bn (-94.5% YoY)



Average spend
\$87 per night
\$4456 per visitor



Average length of
stay:
51.1 nights

Further break down of International data is not possible due to small sample size for the year ended September 2021.