

# Travel to Sydney Surrounds North Destination Network

Year ended September 2022

Source: National and International Visitor Surveys, TRA.



## OVERVIEW

n/p = not publishable

GRAND TOTAL - overnight & daytrip	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	13,333	13,309	13,552	14,430	15,253	16,331	19,041	14,293	12,420	14,640	17.9%
Nights (000)	14,278	14,173	15,448	15,314	16,634	17,490	20,107	14,326	13,102	16,109	22.9%
Expenditure (\$M)	\$2,850	\$2,882	\$3,077	\$3,131	\$3,431	\$3,645	\$4,075	\$3,022	\$3,292	\$4,347	32.0%

### Overnight - Int'l & domestic

Visitors (000)	4,233	4,137	4,413	4,650	5,031	5,507	6,466	4,691	4,465	5,546	24.2%
Nights (000)	14,278	14,173	15,448	15,314	16,634	17,490	20,107	14,326	13,102	16,109	22.9%
Expenditure (\$M)	\$2,007	\$1,962	\$2,170	\$2,155	\$2,436	\$2,508	\$2,894	\$2,193	\$2,342	\$3,215	37.3%

### Domestic - overnight & daytrip

Visitors (000)	13,162	13,129	13,350	14,231	15,008	16,079	18,775	14,181	12,415	14,588	17.5%
Nights (000)	11,513	10,952	11,744	12,080	12,496	13,858	16,485	12,804	13,015	15,103	16.0%
Expenditure (\$M)	\$2,682	\$2,687	\$2,844	\$2,918	\$3,145	\$3,402	\$3,795	\$2,915	\$3,284	\$4,291	30.7%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	4,063	3,957	4,211	4,451	4,787	5,255	6,200	4,579	4,460	5,493	23.2%
Nights (000)	11,513	10,952	11,744	12,080	12,496	13,858	16,485	12,804	13,015	15,103	16.0%
Average Length of Stay (nights)	2.8	2.8	2.8	2.7	2.6	2.6	2.7	2.8	2.9	2.7	-5.8%
Expenditure (\$M)	\$1,839	\$1,766	\$1,937	\$1,942	\$2,150	\$2,266	\$2,615	\$2,087	\$2,333	\$3,160	35.4%
Spend per visitor per night (\$)	\$160	\$161	\$165	\$161	\$172	\$164	\$159	\$163	\$179	\$209	16.7%

Interstate visitors (000)	560	635	665	629	720	798	926	541	477	731	53.2%
Intrastate visitors (000)	3,503	3,322	3,547	3,822	4,067	4,457	5,274	4,038	3,983	4,763	19.6%
Interstate nights (000)	2,133	2,327	2,740	2,439	2,854	2,931	3,941	2,240	2,195	3,023	37.7%
Intrastate nights (000)	9,380	8,625	9,004	9,641	9,641	10,927	12,544	10,565	10,820	12,080	11.6%
Interstate expenditure (\$M)	\$310	\$312	\$388	\$297	\$377	\$411	\$570	\$314	\$246	\$442	80.2%
Intrastate expenditure (\$M)	\$1,529	\$1,455	\$1,549	\$1,645	\$1,772	\$1,855	\$2,045	\$1,772	\$2,088	\$2,718	30.2%

### Main Purpose of Visit

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Holiday	1,844	1,663	1,857	1,853	2,049	2,202	2,464	1,868	2,106	2,346	11.4%
Visiting Friends & Relatives	1,582	1,703	1,668	1,811	1,854	2,119	2,569	1,894	1,525	2,291	50.3%
Business	464	432	515	620	639	741	886	567	542	641	18.2%
Other	195	193	191	190	289	231	308	281	313	257	-18.1%
Total	4,063	3,957	4,211	4,451	4,787	5,255	6,200	4,579	4,460	5,493	23.2%

### Origin

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Sydney	1,889	1,886	2,042	2,246	2,425	2,599	3,170	2,458	2,534	2,906	14.7%
Regional NSW	1,614	1,436	1,504	1,576	1,641	1,858	2,104	1,580	1,449	1,857	28.1%
Queensland	213	276	292	275	311	368	392	252	201	306	52.0%
Victoria	170	171	209	155	228	204	303	171	154	223	44.6%
ACT	79	90	74	105	71	123	101	68	77	119	54.9%
Other Interstate	99	97	90	93	110	103	129	n/p	n/p	83	-
Total	4,063	3,957	4,211	4,451	4,787	5,255	6,200	4,579	4,460	5,493	23.2%

### Age

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
15-29	804	837	1,020	1,080	1,081	1,321	1,471	1,111	1,015	1,406	38.5%
30-39	696	665	659	741	857	909	1,120	846	659	1,016	54.3%
40-49	813	771	670	699	861	851	868	698	869	942	8.4%
50-59	748	676	781	861	830	892	1,066	759	783	841	7.3%
60-69	689	614	702	702	695	781	1,069	746	717	838	16.8%
70+	313	394	380	367	462	501	607	419	417	451	8.2%
Total	4,063	3,957	4,211	4,451	4,787	5,255	6,200	4,579	4,460	5,493	23.2%

### Travel Party

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Travelling alone	1,045	991	1,050	1,212	1,213	1,429	1,926	1,413	1,182	1,667	41.1%
Adult couple	1,227	1,045	1,272	1,280	1,495	1,520	1,726	1,250	1,194	1,439	20.6%
Family group - parents and children	834	815	789	807	833	845	935	786	776	1,008	29.9%
Friends or relatives travelling together	784	956	885	944	995	1,189	1,326	948	1,121	1,254	11.9%
Other travel party	173	150	215	208	250	271	286	182	187	124	-33.5%
Total	4,063	3,957	4,211	4,451	4,787	5,255	6,200	4,579	4,460	5,493	23.2%

### Top 5 Activities (sorted by the latest year)

	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	2,288	2,376	2,518	2,616	2,939	3,325	3,835	2,532	2,562	3,012	17.6%
Visit friends & relatives	1,977	2,096	2,028	2,108	2,270	2,504	3,119	2,119	1,530	2,088	36.5%
Go to the beach	1,295	1,191	1,317	1,356	1,409	1,625	2,133	1,661	1,545	1,909	23.5%
Pubs, clubs, discos etc	829	913	925	907	1,061	1,114	1,356	983	894	1,163	30.0%
Sightseeing/looking around	999	978	980	968	1,022	1,314	1,491	1,004	800	995	24.4%



# Travel to Sydney Surrounds North Destination Network

Year ended September 2022

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Friends or relatives property	1,731	1,788	1,866	1,941	2,022	2,329	2,807	2,079	1,699	2,217	30.5%
Standard hotel/motor inn (below 4 star)	683	640	700	711	817	806	870	613	666	831	24.8%
Rented house/apartment/flat or unit (not serviced da	362	337	376	404	407	422	595	435	498	568	13.9%

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Visitors (000)	170	180	202	200	244	252	266	112	5	52	958.8%
Nights (000)	2,765	3,221	3,705	3,234	4,138	3,633	3,621	1,522	87	1,006	1056.0%
Average Length of Stay (nights)	16.2	17.9	18.3	16.2	17.0	14.4	13.6	13.6	17.6	19.2	9.2%
Expenditure (\$M)	\$168	\$196	\$233	\$214	\$286	\$242	\$279	\$107	\$8	\$55	571.8%
Spend per visitor per night (\$)	\$61	\$61	\$63	\$66	\$69	\$67	\$77	\$70	\$95	\$55	-41.9%

### Purpose of Visit

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	90	97	101	103	124	142	155	60	n/p	18	-
Visiting Friends & Relatives	62	62	74	73	94	89	85	44	4	28	626.3%
Business	12	15	16	11	17	14	14	n/p	n/p	3	-
Education	5	6	7	10	8	8	7	3	-	2	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	3	-
Total	170	180	202	200	244	252	266	112	5	52	958.8%

### Top 3 Int'l source markets to Sydney Surrounds North DN (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
United Kingdom	31	29	38	37	40	39	43	27	-	8	-
New Zealand	24	26	27	28	30	31	28	10	5	8	66.9%
United States of America	20	23	19	22	28	26	29	9	-	5	-

### Age

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
15-29	62	64	69	73	77	78	83	28	n/p	10	-
30-39	26	24	33	33	39	41	40	16	n/p	13	-
40-49	21	25	25	22	30	27	33	15	n/p	6	-
50-59	28	30	28	26	44	44	50	15	n/p	9	-
60-69	25	26	35	34	37	44	41	21	n/p	8	-
70+	8	12	12	12	17	20	18	17	n/p	7	-
Total	170	180	202	200	244	252	266	112	5	52	958.8%

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Visitors (000)	9,099	9,172	9,139	9,780	10,222	10,824	12,575	9,602	7,956	9,095	14.3%
Expenditure (\$M)	\$843	\$920	\$908	\$976	\$995	\$1,136	\$1,181	\$829	\$950	\$1,131	19.1%
Spend per visitor (\$)	\$93	\$100	\$99	\$100	\$97	\$105	\$94	\$86	\$119	\$124	4.2%

### Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Holiday	3,782	4,229	4,217	4,475	4,669	5,108	5,483	3,796	3,549	3,859	8.7%
Visiting Friends & Relatives	3,293	3,148	2,961	3,035	3,293	3,624	4,208	3,313	2,433	2,891	18.8%
Business	1,038	757	878	910	964	949	1,652	1,370	1,026	1,082	5.5%
Other	987	1,038	1,083	1,361	1,296	1,142	1,233	1,123	947	1,262	33.3%
Total	9,099	9,172	9,139	9,780	10,222	10,824	12,575	9,602	7,956	9,095	14.3%

### Origin

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
Sydney	4,177	3,854	3,922	4,033	4,302	4,860	5,405	4,081	2,908	3,772	29.7%
Regional NSW	4,917	5,286	5,181	5,707	5,890	5,933	7,127	5,493	5,031	5,313	5.6%
Total Intrastate	9,094	9,140	9,104	9,740	10,192	10,793	12,533	9,574	7,940	9,085	14.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	9,099	9,172	9,139	9,780	10,222	10,824	12,575	9,602	7,956	9,095	14.3%

### Age

	Visitors (000)										% change 2022 vs. 2021
	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	
15-29	1,542	1,659	1,871	2,092	1,724	2,426	2,433	1,952	1,684	2,025	20.2%
30-39	1,295	1,578	1,544	1,365	1,727	1,671	2,199	1,559	1,235	1,618	31.0%
40-49	1,796	1,764	1,608	1,655	1,714	1,633	1,750	1,319	1,303	1,074	-17.5%
50-59	1,612	1,692	1,752	1,796	1,925	1,835	2,014	1,626	1,516	1,662	9.6%
60-69	1,731	1,594	1,555	1,764	1,736	1,793	2,609	1,999	1,204	1,577	31.0%
70+	1,124	886	809	1,108	1,396	1,465	1,570	1,146	1,013	1,139	12.4%
Total	9,099	9,172	9,139	9,780	10,222	10,824	12,575	9,602	7,956	9,095	14.3%