

The Chinatown Domestic Visitor Profile factsheet provides a snapshot for the year ended (YE) December 2022, as well as the visitation trends.

The figures in this profile are based on:

- Domestic overnight visitors to Chinatown who stayed overnight in Chinatown and elsewhere in NSW.

In the YE December 2022, there were 1.1 million domestic overnight visitors who visited Chinatown, which represented 10% of the domestic overnight visitors to Sydney.

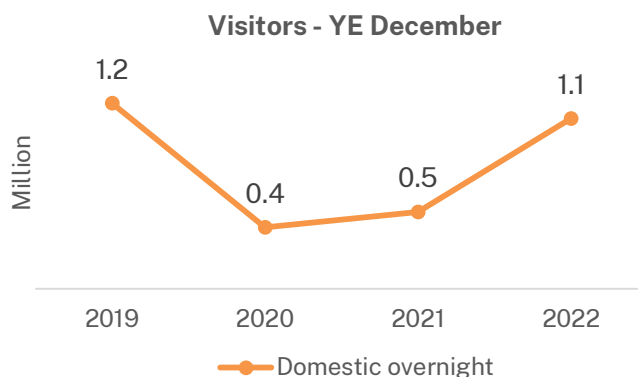
DOMESTIC OVERNIGHT VISITORS



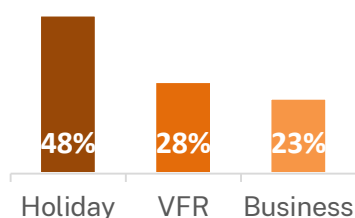
1.1 million Visitors
up **96% YOY**
10.3% share of Sydney



3.7 nights Average
Length of Stay in NSW,
down 1 night on last
year

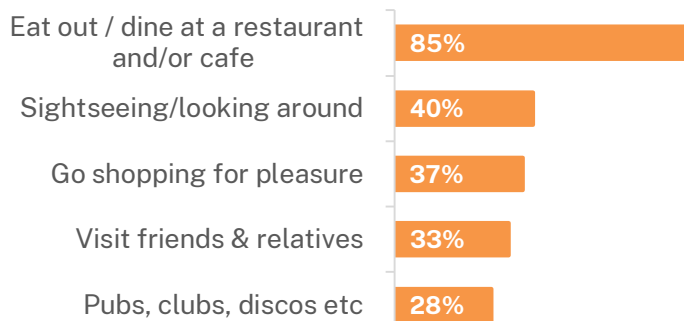


Purpose of visit to NSW¹



¹ Visitors may visit for more than one purpose
VFR: Visiting Friends and Relatives

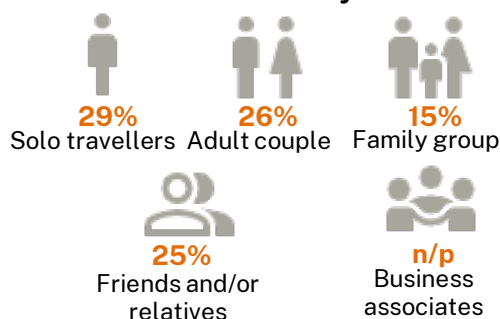
Top 5 Activities in NSW



Top Source Markets



Travel Party



Top transportation to NSW



45%

Aircraft



40%

Private vehicle
or Company
car



14%

Railway

Age

33%
15-29
year olds

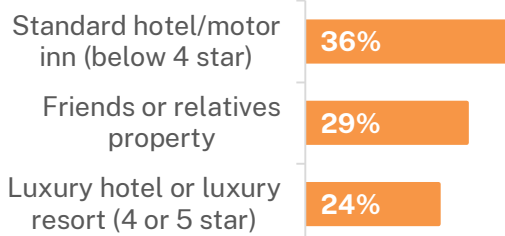
18%
30-39
year olds

19%
40-49
year olds

16%
50-59
year olds

14%
60+
year olds

Top Type of Accommodation in NSW²



² Rank is based on visitor numbers

Seasonality



13% in March
Quarter



27% in June
Quarter



28% in Sep
Quarter



31% in Dec
Quarter