

The Western Sydney Domestic Visitor Profile factsheet provides a snapshot and visitation trends for the year ended (YE) December 2022.

The figures in this profile are based on:

- Domestic overnight visitors who stayed overnight in Western Sydney.
- Domestic day trip visitors who travelled to Western Sydney on a round trip of at least 50 kilometres from home, for a duration of at least four hours, but which did not include a night away from home.

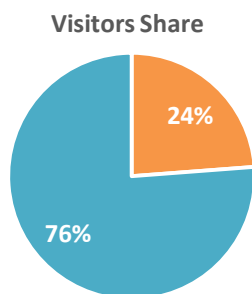
In the YE December 2022, there were 13.3 million total domestic visitors who visited Western Sydney, which represented 41% of the total domestic visitors to Sydney.

TOTAL DOMESTIC VISITORS

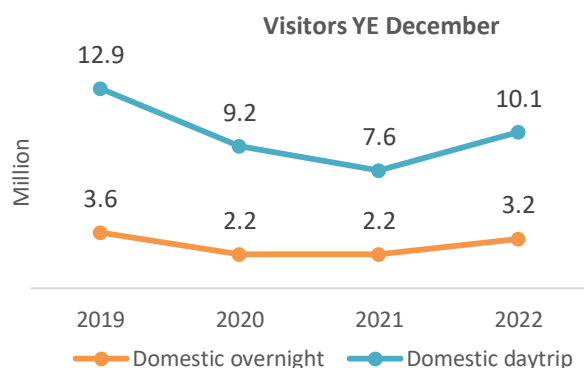


13.3 million Visitors¹
up 36% YOY

¹ The number of visitors by visitor type may not add up to the total due to rounding



■ Domestic Overnight ■ Domestic Daytrip



DOMESTIC OVERNIGHT VISITORS



3.2 million Visitors
up 44.5% YOY
30% share of Sydney

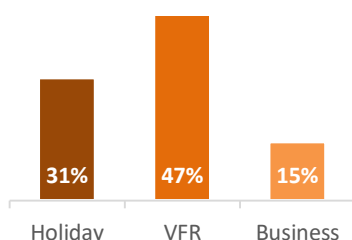


2.5 nights Average Length of Stay,
down 0.7night than last year



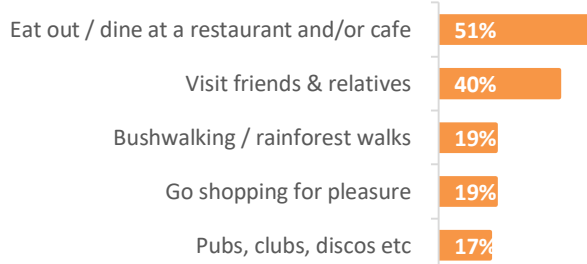
Average spend per night \$202
per visitor \$509

Purpose of visit to NSW²



² Visitors may visit for more than one purpose
VFR: Visiting Friends and Relatives

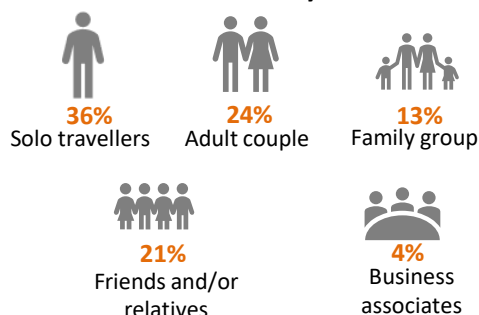
Top 5 Activities in NSW



Top Source Markets



Travel Party



Note:

- Percentages may not add up to 100% due to rounding; n/p indicates data are not publishable; YOY indicates year-on-year change.
- Western Sydney includes the following LGAs: Blacktown, Blue Mountains, Camden, Campbelltown, Canterbury-Bankstown, Cumberland, Fairfield, Georges River, Hawkesbury, Liverpool, Penrith, Parramatta, The Hills Shire and Wollondilly Shire.

Top transportation to NSW



78%

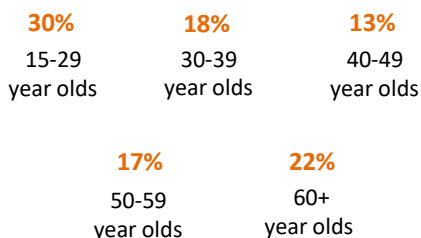
Private vehicle



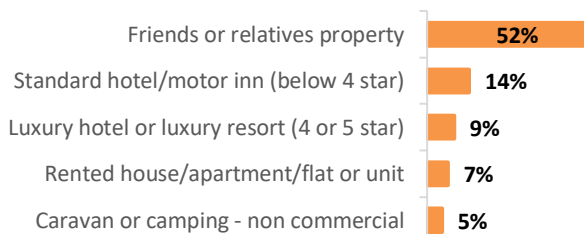
12%

Aircraft

Age

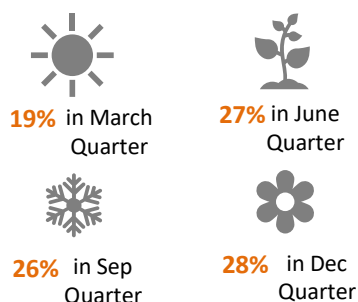


Top Type of Accommodation in NSW³



³ Rank is based on visitor numbers

Seasonality



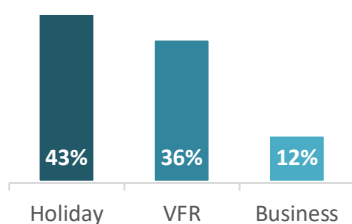
DOMESTIC DAYTRIP VISITORS



10.1 million Visitors
up 33% YOY
45% share of Sydney

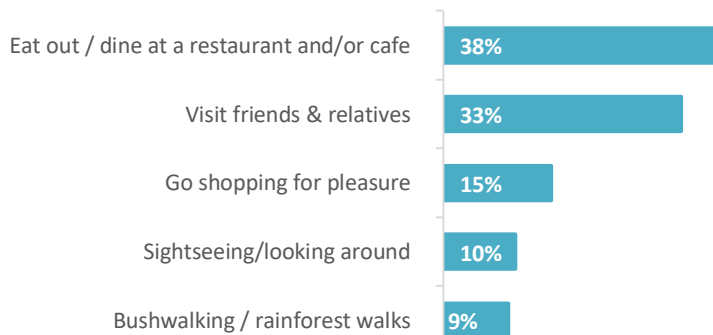
Average spend
per trip \$112

Purpose of visit to NSW²



² Visitors may visit for more than one purpose
VFR: Visiting Friends and Relatives

Top 5 Activities in NSW



Top transportation in NSW



89%

Private vehicle



6%

Railway

Age

