

Sydney Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



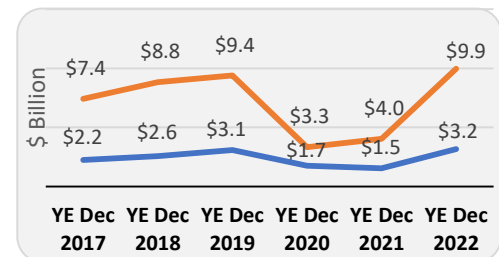
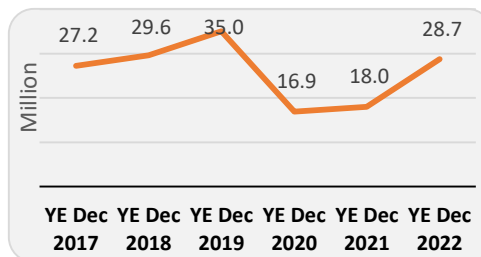
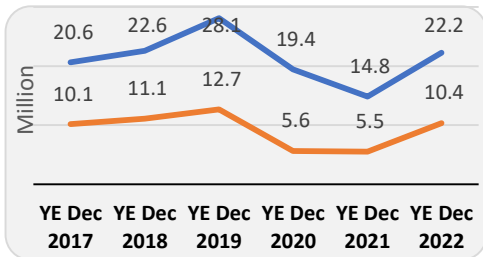
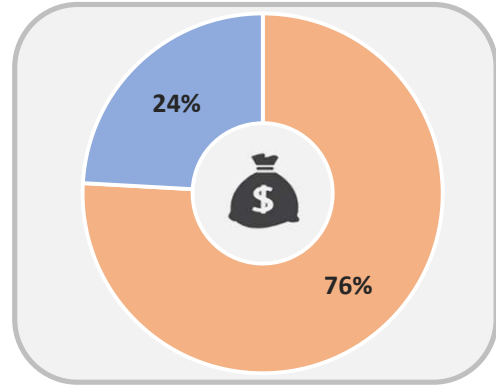
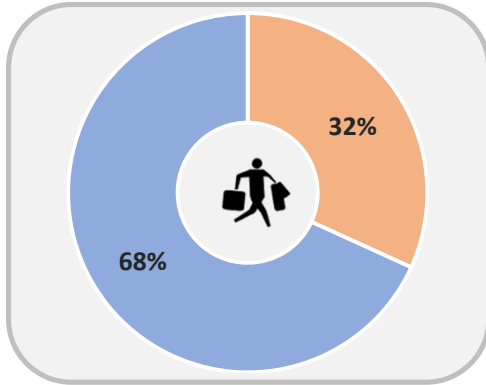
Icons sourced from www.easil.ly

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic overnight travel (orange) Domestic daytrip travel (blue)



Domestic overnight travel

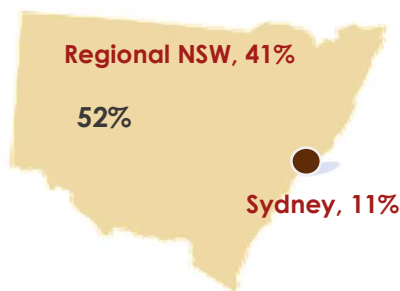
Visitors: 10.4m (+87.6% YoY)
Nights: 28.7m (+59.2% YoY)
Expenditure: \$9.9bn (+145.8% YoY)

Average spend
\$346 per night
\$959 per visitor

Average length of stay:
2.8 nights

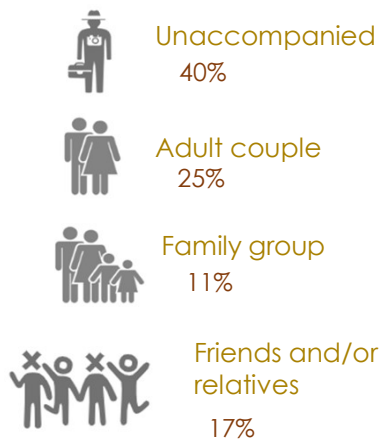
Origin

52% of the visitors came from within New South Wales



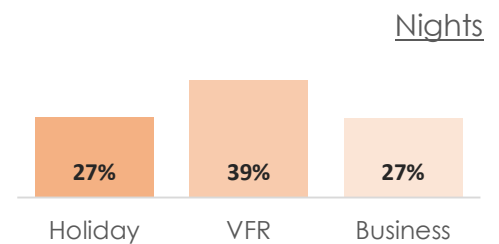
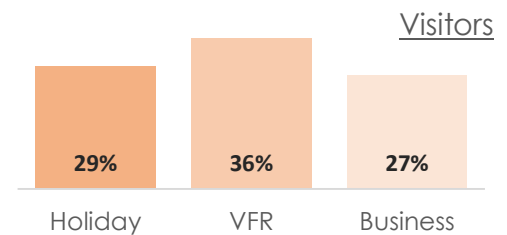
Travel party

40% of the visitors were travelling alone



Purpose of visit

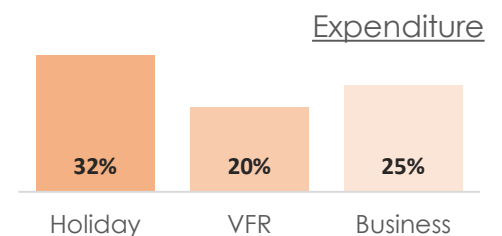
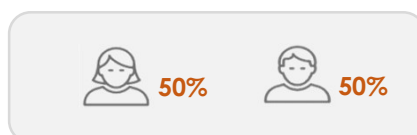
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 54%
Aircraft, 36%

Gender



Sydney Visitor Profile

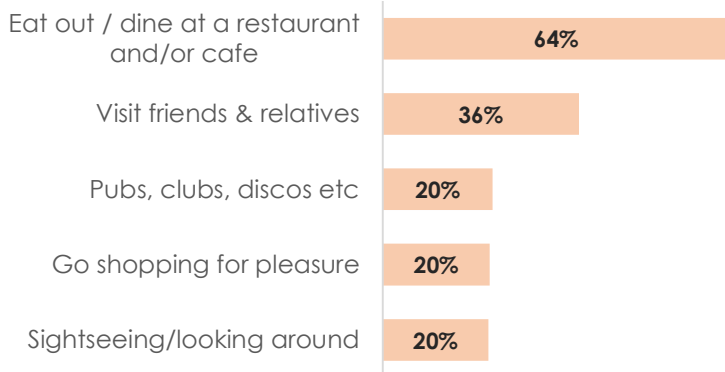
Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



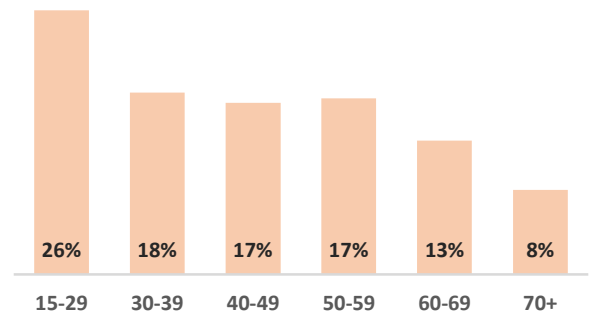
Icons sourced from www.easil.ly

Top 5 activities

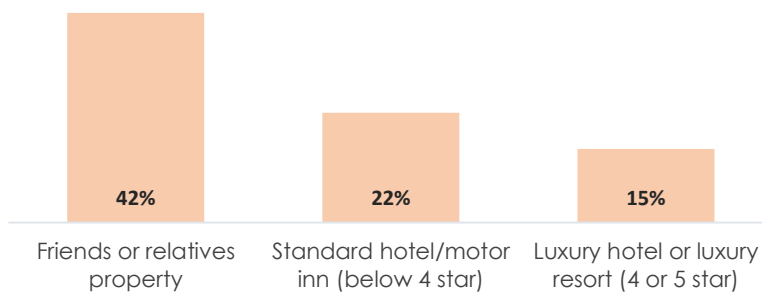


Age

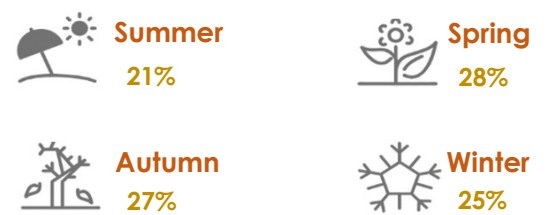
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

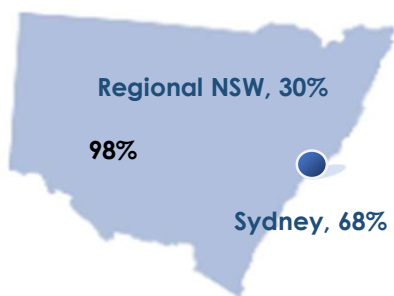
Visitors: 22.2m (+50.0% YoY)
Expenditure: \$3.2bn (+103.9% YoY)



Average spend \$142 per visitor

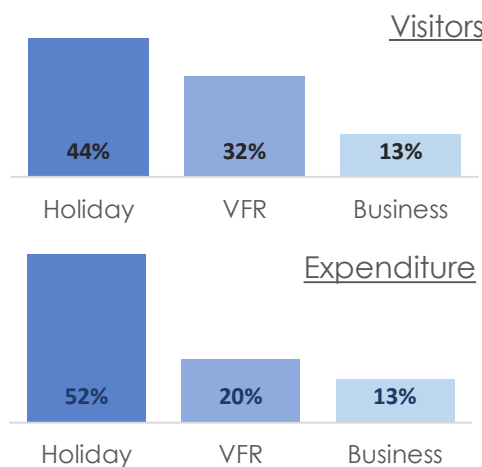
Origin

98% of the visitors to the region came from New South Wales



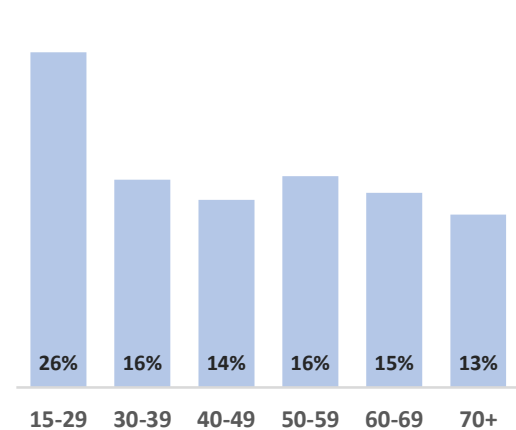
Purpose of visit

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

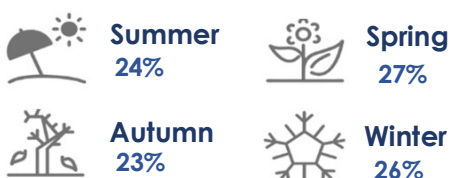


Age

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



Travel season*



*by month returned from the trip

Transport

Private vehicle or company car 79%
Railway 14%

Gender

