

# Travel to Sydney Surrounds North Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



## OVERVIEW

n/p = not publishable

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Domestic - overnight &amp; daytrip</b>											
Visitors (000)	12,493	13,625	13,983	14,539	15,207	17,657	18,485	12,703	11,900	16,777	41.0%
Nights (000)	11,141	11,581	11,415	12,195	13,272	15,632	15,432	12,873	12,829	15,991	24.6%
Expenditure (\$M)	\$2,756	\$2,737	\$2,978	\$2,885	\$3,320	\$3,558	\$3,787	\$3,078	\$3,237	\$5,292	63.5%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	4,074	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	38.8%
Nights (000)	11,141	11,581	11,415	12,195	13,272	15,632	15,432	12,873	12,829	15,991	24.6%
Average Length of Stay (nights)	2.7	2.8	2.7	2.7	2.6	2.7	2.7	2.7	3.0	2.7	-10.2%
Expenditure (\$M)	\$1,914	\$1,801	\$1,987	\$1,919	\$2,311	\$2,375	\$2,632	\$2,215	\$2,398	\$3,857	60.9%
Spend per visitor per night (\$)	\$172	\$155	\$174	\$157	\$174	\$152	\$171	\$172	\$187	\$241	29.0%
Interstate visitors (000)	572	636	663	659	793	818	910	377	532	882	65.8%
Intrastate visitors (000)	3,502	3,473	3,617	3,862	4,325	4,903	4,876	4,323	3,764	5,082	35.0%
Interstate nights (000)	2,066	2,592	2,341	2,800	2,939	3,498	3,643	1,678	2,377	3,447	45.0%
Intrastate nights (000)	9,075	8,989	9,074	9,395	10,333	12,133	11,789	11,195	10,452	12,543	20.0%
Interstate expenditure (\$M)	\$298	\$348	\$322	\$339	\$429	\$457	\$563	\$184	\$297	\$626	111.0%
Intrastate expenditure (\$M)	\$1,617	\$1,453	\$1,665	\$1,580	\$1,881	\$1,917	\$2,069	\$2,032	\$2,101	\$3,231	53.8%

### Main Purpose of Visit

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Holiday	1,739	1,862	1,847	1,869	2,143	2,405	2,216	2,145	1,938	2,643	36.4%
Visiting Friends & Relatives	1,689	1,648	1,736	1,835	2,025	2,305	2,429	1,744	1,588	2,403	51.4%
Business	462	468	530	597	731	773	860	514	554	710	28.0%
Other	210	159	187	250	259	276	313	327	243	243	-0.2%
Total	4,074	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	38.8%

### Origin

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Sydney	1,850	2,028	2,099	2,352	2,457	2,928	2,858	2,816	2,326	2,999	28.9%
Regional NSW	1,652	1,445	1,517	1,510	1,868	1,975	2,018	1,507	1,438	2,083	44.9%
Queensland	244	273	276	303	367	339	402	164	231	377	63.3%
Victoria	175	165	177	202	207	258	316	100	159	257	61.8%
ACT	69	86	113	61	106	122	76	82	97	132	36.0%
Other Interstate	84	112	96	93	112	99	117	n/p	n/p	117	-
Total	4,074	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	38.8%

### Age

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
15-29	860	964	1,020	1,027	1,228	1,409	1,344	1,199	931	1,494	60.6%
30-39	723	639	722	789	892	1,049	1,015	739	804	1,033	28.5%
40-49	841	726	645	758	869	880	834	812	813	1,028	26.5%
50-59	708	706	823	852	880	964	967	799	686	958	39.6%
60-69	620	649	716	666	764	881	1,029	749	683	894	30.8%
70+	321	425	353	428	485	538	597	402	380	557	46.7%
Total	4,074	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	38.8%

### Travel Party

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Travelling alone	1,036	986	1,069	1,269	1,361	1,579	1,882	1,310	1,222	1,690	38.4%
Adult couple	1,111	1,235	1,251	1,344	1,580	1,539	1,603	1,290	1,117	1,789	60.1%
Family group - parents and children	829	846	820	732	824	950	900	770	805	1,062	31.9%
Friends or relatives travelling together	908	880	898	977	1,092	1,363	1,110	1,186	998	1,248	25.0%
Other travel party	189	161	242	198	263	290	291	144	154	176	14.1%
Total	4,074	4,109	4,279	4,521	5,118	5,721	5,786	4,701	4,296	5,965	38.8%

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

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Eat out / dine at a restaurant and/or cafe	2,426	2,450	2,509	2,692	3,274	3,577	3,573	2,465	2,383	3,337	40.1%
Visit friends & relatives	2,120	2,094	1,984	2,159	2,406	2,894	2,776	1,842	1,471	2,373	61.3%
Go to the beach	1,320	1,290	1,365	1,304	1,535	1,905	2,001	1,661	1,538	2,066	34.3%
Pubs, clubs, discos etc	889	843	976	927	1,125	1,241	1,396	818	836	1,454	73.9%
Sightseeing/looking around	971	992	963	1,015	1,155	1,420	1,323	936	758	1,216	60.3%

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

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Friends or relatives property	1,828	1,864	1,831	1,990	2,208	2,519	2,601	2,032	1,584	2,446	54.5%
Standard hotel/motor inn (below 4 star)	752	591	738	694	866	850	836	566	780	835	7.1%
Rented house/apartment/flat or unit	338	375	369	346	472	545	539	509	431	557	29.3%

# Travel to Sydney Surrounds North Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	8,419	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	42.2%
Expenditure (\$M)	\$842	\$936	\$991	\$966	\$1,009	\$1,183	\$1,155	\$863	\$839	\$1,435	71.1%
Spend per visitor (\$)	\$100	\$98	\$102	\$96	\$100	\$99	\$91	\$108	\$110	\$133	20.3%

### Main Purpose of Trip

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
	<b>Visitors (000)</b>										
Holiday	3,731	4,414	4,293	4,536	4,621	5,534	5,233	3,445	3,226	4,441	37.7%
Visiting Friends & Relatives	2,961	2,966	3,254	3,209	3,303	4,102	4,278	2,590	2,137	3,603	68.6%
Business	860	872	975	976	905	1,164	1,876	947	1,071	1,392	30.0%
Other	867	1,264	1,182	1,298	1,259	1,135	1,312	1,020	1,170	1,376	17.6%
Total	8,419	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	42.2%

### Origin

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
	<b>Visitors (000)</b>										
Sydney	3,694	4,132	3,932	4,131	4,595	5,351	5,161	3,136	3,053	4,512	47.8%
Regional NSW	4,693	5,354	5,735	5,863	5,476	6,553	7,471	4,862	4,530	6,258	38.1%
Total Intrastate	8,387	9,486	9,668	9,994	10,071	11,904	12,633	7,998	7,584	10,770	42.0%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	8,419	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	42.2%

### Age

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
	<b>Visitors (000)</b>										
15-29	1,168	2,091	2,082	1,776	2,174	2,400	2,472	1,652	1,627	2,359	44.9%
30-39	1,419	1,614	1,415	1,632	1,594	2,068	2,037	1,313	1,218	1,864	53.1%
40-49	1,640	1,870	1,566	1,721	1,661	1,616	1,889	1,169	1,112	1,420	27.7%
50-59	1,461	1,656	1,871	1,912	1,742	2,085	1,983	1,376	1,551	2,017	30.1%
60-69	1,650	1,468	1,799	1,771	1,595	2,196	2,731	1,470	1,143	1,690	47.9%
70+	1,081	819	972	1,206	1,323	1,570	1,587	1,023	953	1,462	53.4%
Total	8,419	9,516	9,703	10,018	10,089	11,936	12,699	8,003	7,604	10,812	42.2%