

Sydney Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

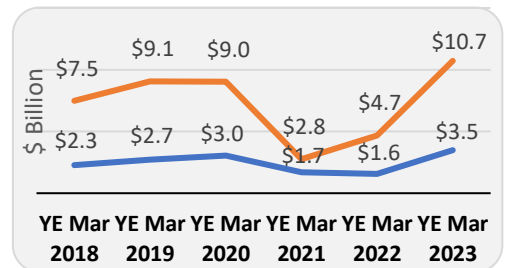
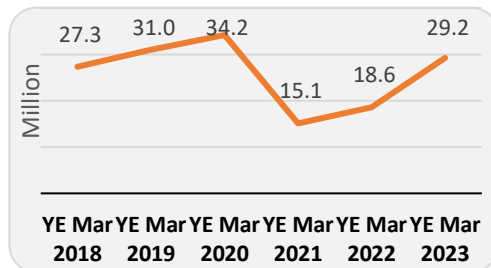
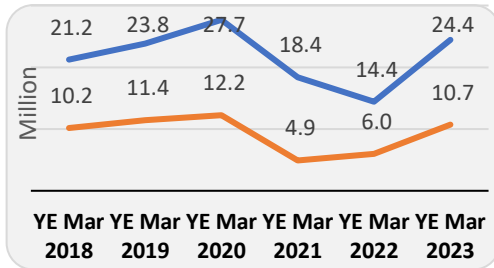
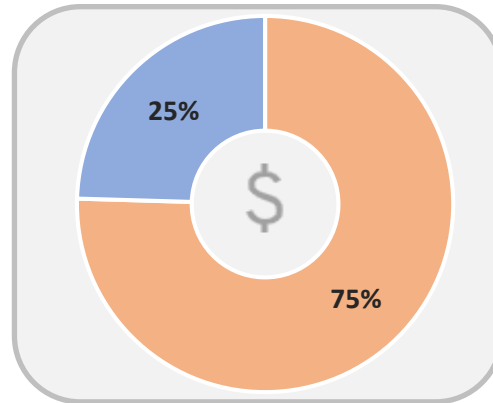
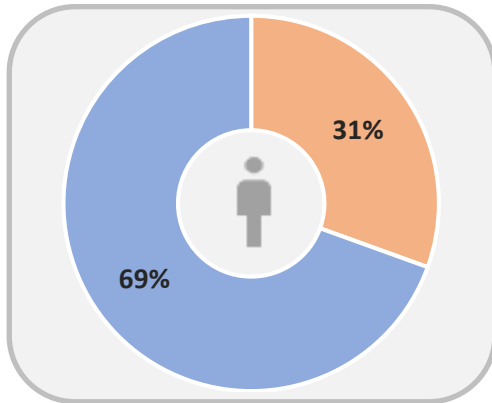
TOTAL DOMESTIC

Visitors
35.1m
+72.1% YoY

Nights
29.2m
+57.0% YoY

Expenditure
\$14.2b
+127.6% YoY

Domestic Overnight Domestic Daytrip



Domestic overnight travel

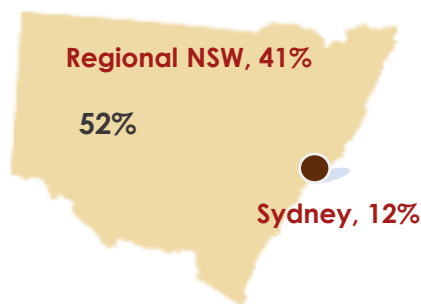
Visitors: 10.7m (+78.7% YoY)
Nights: 29.2m (+57.0% YoY)
Expenditure: \$10.7bn (+129.2% YoY)

Average spend
\$366 per night
\$999 per visitor

Average length of stay:
2.7 nights

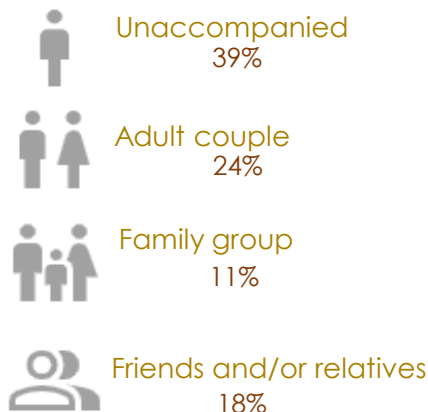
Origin

52% of the visitors came from within New South Wales

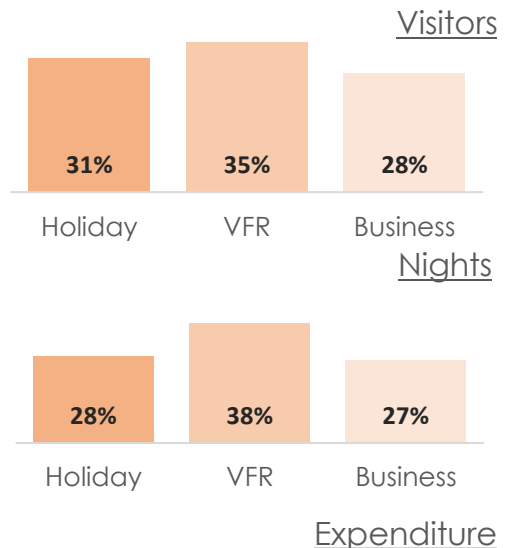


Travel party

39% of the visitors were travelling alone



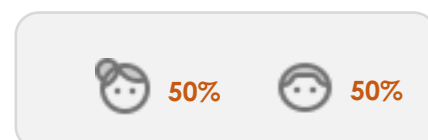
Purpose of visit



Transport

Private vehicle or company car, 53%
Aircraft, 36%

Gender



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

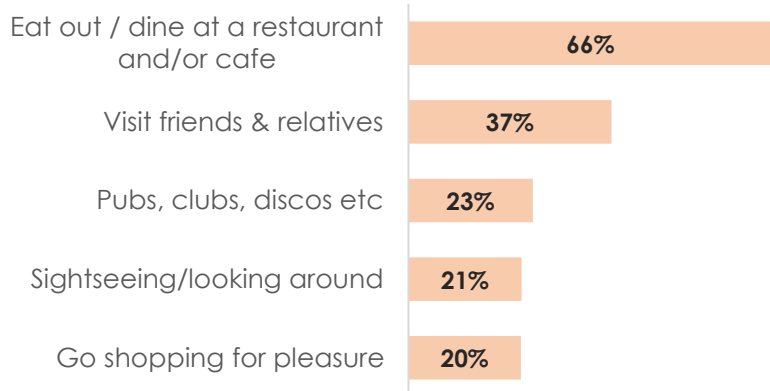
Sydney Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.

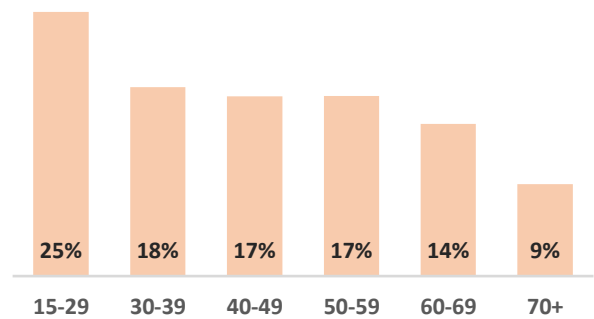


Top 5 activities

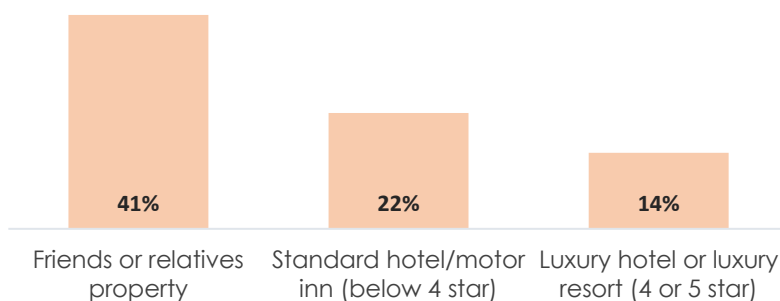


Age

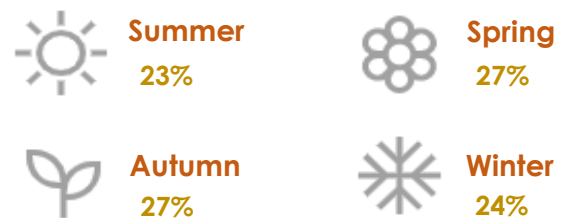
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

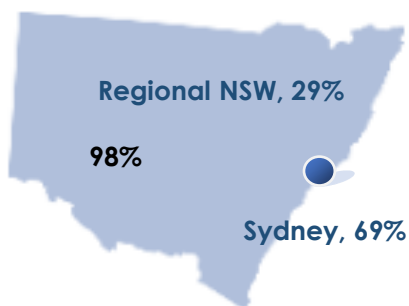
Domestic daytrip travel

Visitors: 24.4m (+69.3% YoY)
Expenditure: \$3.5bn (+122.9% YoY)

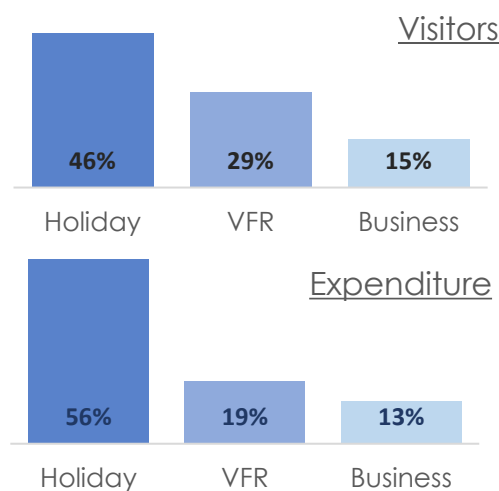
\$ Average spend \$143 per visitor

Origin

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



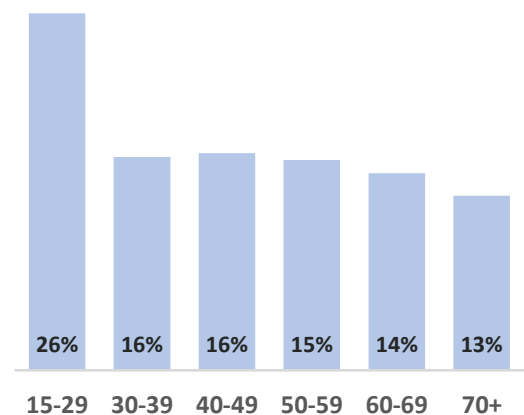
Purpose of visit



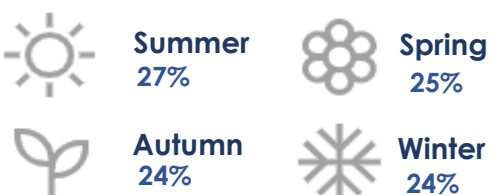
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

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

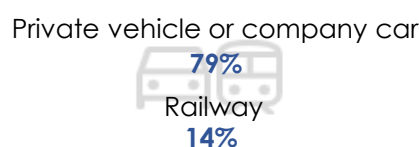


Travel season*



*by month returned from the trip

Transport



Gender

