



Regional Tourism Profiles 2008/09

New South Wales

Sydney region

In 2008/09:

- \$11.5 billion was spent by visitors in the region – 48% was by international visitors
- A total of 25.4 million visitors went to the region – 62% were domestic day visitors
- 71.2 million nights were spent in the region – 72% were by international visitors

In June 2007, there were more than 125,000 tourism-related businesses in the region:

- 52% were non-employing businesses
- 42% were micro or small businesses



Sydney region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	1 598	15 767	-	-	101	-
Domestic overnight	4 387	7 039	19 676	3	623	223
International	5 524	2 590	51 489	20	2 133	107



Visitors to Sydney region

Domestic overnight		International								
Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay	
'000	'000	%	%	Nights	'000	'000	%	%	Nights	
Top 3 SLAs visited*										
Sydney (C) - Inner	3 569	9 014	51	46	2.5	1 836	21 493	72	42	11.7
Parramatta (C) - Inner	186	292	3	1	1.6	70	1 395	3	3	20.1
Sutherland Shire (A) - East	167	443	2	2	2.6	67	2 425	3	5	36.2
Purpose of visit										
Holiday	2 088	6 054	30	31	2.9	1 416	16 055	55	31	11.3
Visiting friends/relatives	2 623	8 144	37	41	3.1	560	9 249	22	18	16.5
Business	1 937	4 265	28	22	2.2	390	2 977	15	6	7.6
Other	432	1 213	6	6	2.8	143	18 855	6	37	131.7
						145	4 353	6	8	29.9
Top 3 accommodation										
Property of friends or relatives	3 110	10 134	44	52	3.3	179	22 089	7	43	123.4
Hotel, motel, serviced apartment	3 244	6 912	46	35	2.1	668	12 608	26	24	18.9
Rented house, apartment, flat or unit	202	790	3	4	3.9	1 368	7 010	54	14	5.1
Transport										
Air	2 795	8 449	40	43	3.0	717	6 339	28	12	8.8
Drive	3 654	9 230	52	47	2.5	806	21 971	32	43	27.3
Other	722	1 974	10	10	2.7	1 375	23 179	54	45	16.9
Experiences										
Culture and heritage	1 174	-	17	-	-	1 632	-	64	-	-
Nature based	859	-	12	-	-	1 797	-	70	-	-
Indigenous	np	-	np	-	-	444	-	17	-	-
Food and wine	4 226	-	60	-	-	2 242	-	88	-	-
Top 3 information sources										
Internet	3 059	8 755	43	44	2.9	1 082	20 876	42	41	19.3
Previous visit	1 009	2 890	14	15	2.9	729	16 010	29	31	22.0
Friends or relatives	763	2 412	11	12	3.2	654	9 442	26	18	14.4
Top 3 visitor origins										
NSW	3 533	8 482	50	43	2.4	348	5 461	14	11	15.7
Vic	1 338	4 198	19	21	3.1	311	2 734	12	5	8.8
Old	1 067	3 138	15	16	2.9	271	2 890	11	6	10.7
Lifecycle groups										
Young/midlife single	1 297	4 037	18	21	3.1	954	33 464	37	65	35.1
Young/midlife couple, no kids	909	2 053	13	10	2.3	351	5 481	14	11	15.6
Parent	2 599	6 338	37	32	2.4	621	5 829	24	11	9.4
Older working	1 077	2 822	15	14	2.6	624	6 579	24	13	10.5
Older non-working	1 137	4 382	16	22	3.9					
Total domestic overnight	7 039	19 676	100	100	2.8	2 555	51 489	100	100	20.2
Total all visitors (including day visitors)	25 396	71 165	100	100	2.8					

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
489	130	353	450	96	80	1 598

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	772	57	7 005	110
Visiting friends/relatives	338	25	5 310	64
Business	131	10	1 920	68
Other	119	9	1 532	78

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
886	1 099	806	257	330	566	195	130	32	4 387

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	1 388	43	2 088	6 054	665	229	3
Visiting friends and relatives	834	26	2 623	8 144	318	102	3
Business	812	25	1 937	4 265	419	190	2
Other	168	5	432	1 213	388	138	2

Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	1 207	38	3 533	8 482	341	142	2
Interstate	1 995	62	3 506	11 194	569	178	3
Total expenditure	3 202	100	7 039	19 676	455	163	3

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
5 524	2 383	32	43

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)				
Tourism Characteristic Industries	6 225	3 621	1 578	111	11 535	15 312	26 847	
Tourism Connected Industries	29 664	12 864	5 682	483	48 693	49 836	98 529	
Total Tourism Characteristic and Connected Industries	35 889	16 485	7 260	594	60 228	65 148	125 376	

Accommodation supply (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	340	19 669	73.1	1 563
Caravan parks	24	162	70.6	23

Key

np Not published due to reliability concerns.

*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 – Glossary* at www.ret.gov.au/tra. Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

b 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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