

# SYDNEY HOLIDAY MARKET SNAPSHOT

## FIRST EVER ANALYSIS OF THE SYDNEY REGION'S OVERNIGHT HOLIDAY MARKET

Examines the size, significance and profile of domestic overnight trips made by Sydney residents for holiday and leisure purposes.

### SIGNIFICANCE TO THE BYRON SHIRE

YEAR ENDING MARCH 2018 - SYDNEY HOLIDAY VISITORS TO BYRON SHIRE

**468,000**  
VISITOR  
NIGHTS



26.6% of all HOLIDAY domestic visitor nights (3 year average 480,000)

HOLIDAY VISITOR NIGHTS RANKING



**133,000**  
OVERNIGHT  
VISITORS



25.5% of all domestic overnight HOLIDAY visitors (3 year average 122,000)

HOLIDAY OVERNIGHT VISITOR RANKING



**ESTIMATED SPEND**  
IN THE BYRON SHIRE

**\$105**  
MILLION\*

### WHAT IS THE TOTAL SYDNEY MARKET SIZE & VALUE

FOR ALL DESTINATIONS VISITED BY THE SYDNEY HOLIDAY MARKET YEAR ENDING MARCH 2018

**7.2**  
MILLION



OVERNIGHT HOLIDAY TRIPS

**27.1**  
MILLION



VISITOR NIGHTS

**\$7.6**  
BILLION



TOTAL SPEND

**\$790**



AVERAGE SPEND PER TRIP

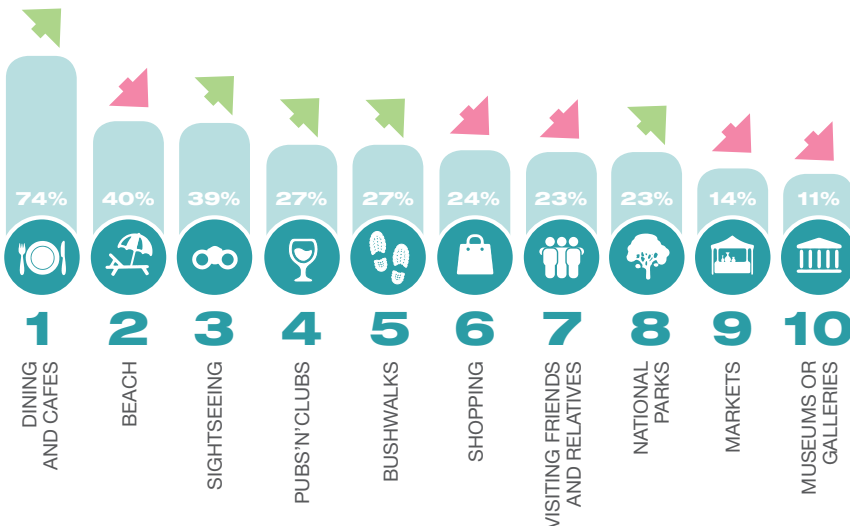
**\$212**



AVERAGE SPEND PER NIGHT

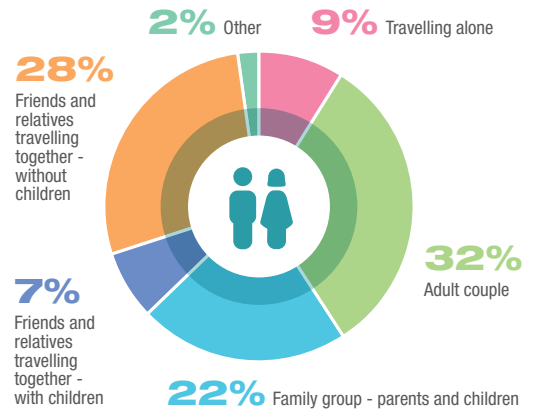
### TOP 10 TRIP ACTIVITIES

FOR ALL DESTINATIONS VISITED BY THE SYDNEY HOLIDAY MARKET YEAR ENDING MARCH 2018



### TRAVEL PARTY TYPES

FOR ALL DESTINATIONS VISITED BY THE SYDNEY HOLIDAY MARKET YEAR ENDING MARCH 2018



**ADULT COUPLES**  
MOST SIGNIFICANT TRAVEL PARTY TYPE

\*Estimated based on average expenditure of Sydney holidayers.

Visitor volume and percentages - Tourism Research Australia (TRA); National Visitor Survey (NVS); Unpublished data extracted from NVS dataset under license. Caution: All estimates are subject to sample survey error.

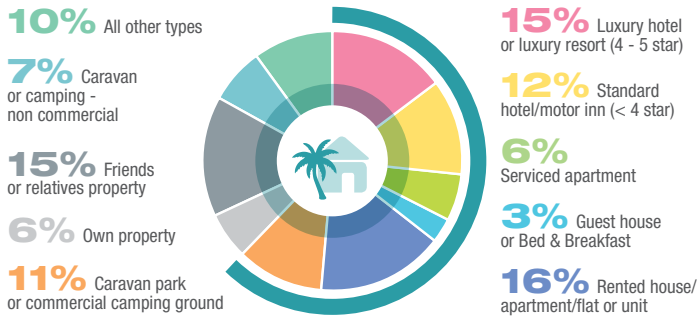
# SYDNEY HOLIDAY MARKET SNAPSHOT

## TRAVELLER PROFILE



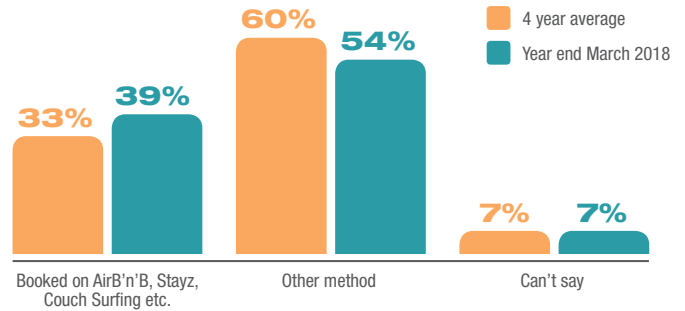
FOR ALL DESTINATIONS VISITED BY THE SYDNEY HOLIDAY MARKET YEAR ENDING MARCH 2018

### ACCOMODATION TYPES



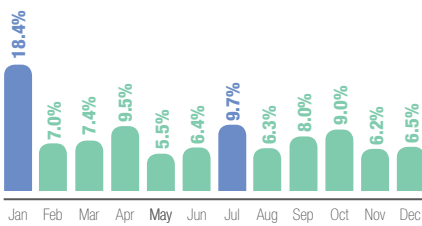
**62%** OF ALL VISITOR NIGHTS ARE SPENT IN COMMERCIAL ACCOMMODATION.

### ACCOMODATION BOOKING METHOD



ALMOST **4 OUT OF 10 NIGHTS** BOOKED BY THE SYDNEY HOLIDAY MARKET WAS DONE VIA AIRBNB/STAYZ/COUCH SURFING ETC.

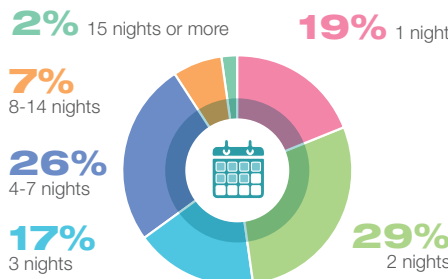
### SEASONALITY



**JANUARY** IS THE MAIN HOLIDAY MONTH ACCOUNTING FOR OVER

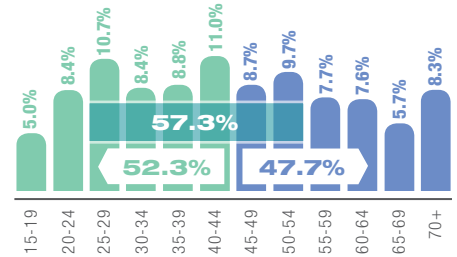
**18%** OF ALL NIGHTS FOLLOWED BY **JULY** WITH **10%**

### LENGTH OF TRIP



**SHORTER TRIPS DOMINATE.** ALMOST HALF OF THE HOLIDAY TRIPS TAKEN BY THE MARKET ARE FOR ONE OR TWO NIGHTS

### AGE PROFILE



**57.3%**

OF ALL VISITORS ARE BETWEEN 25 AND 54 YEARS OLD

## OTHER MARKET PROFILE CHARACTERISTICS:

#### GENDER

**51%** ARE MALE.

**49%** ARE FEMALE.



#### TRIP STOPOVERS

**88%**

ARE SINGLE OVERNIGHT DESTINATION TRIPS



#### EMPLOYMENT STATUS

**53%**

ARE WORKING FULL TIME.

**19%**

ARE WORKING PART TIME.

**16%**

ARE RETIRED.

#### HOUSEHOLD INCOME

**27%** > \$200K

**21%** \$150-200K

**21%** \$100-150K

**31%** < \$150K

ALMOST **1/3** OF ALL TRAVELLERS EARN LESS THAN 150K

#### LIFECYCLE

**19%** young/midlife single

**17%** Young/midlife couple, no kids

**35%** Parent with kids at home

**7%** Older single

**23%** Older married

