

# Regional Tourism Profiles 2009/2010

## New South Wales

### Sydney region



In 2009/10:

- \$11.7 billion was spent by visitors in the region – 46% was by international visitors
- A total of 26.9 million visitors went to the region – 65% were domestic day visitors
- 72.5 million nights were spent in the region – 73% were by international visitors

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

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

### Sydney region summary 2009/10

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	1,872	17,421	-	-	107	-
Domestic overnight	4,431	6,788	19,266	3	653	230
International	5,389	2,649	53,246	20	2,035	101



**Australian Government**  
**Department of Resources,  
 Energy and Tourism**  
**Tourism Research Australia**



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# Regional expenditure

## Domestic day

### Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total \$
\$ million						
536	156	358	514	184	124	1,872

### Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	915	56	7,955	115
Visiting friends and relatives	378	23	5,318	71
Business	135	8	1,948	69
Other	200	12	2,199	91

## Domestic overnight

### Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other Packages	Total \$	
\$ million									
972	1,018	746	277	279	579	219	170	67	4,431

### Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	1,449	45	2,135	5,964	679	243	3
Visiting friends and relatives	770	24	2,268	7,353	340	105	3
Business	819	25	1,946	4,298	421	191	2
Other	210	6	495	1,650	423	127	2

### Expenditure by origin (intrastate/interstate)

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	1,256	39	3,507	8,331	358	151	2
Interstate	1,992	61	3,281	10,935	607	182	3
Total destination expenditure	3,248	100	6,788	19,266	478	169	3

## International

### Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
5,389	2,396	32	44

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

## Tourism businesses 2006/07

	Employing businesses					Non- employing businesses  (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large	Total employing		
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(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<sup>a</sup>

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	331	18,064	77	1,600
Caravan parks <sup>b</sup>	23	156	72	24

### Key

np Not published due to reliability concerns.

The number of businesses by tourism region by tourism characteristic and connected industries is estimated by the ABS using postcodes to Statistical Local Area (SLA) and SLA to Tourism Regions concordances.

<sup>a</sup> 'Establishments' and 'Employees' are measured at the June quarter 2010.

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

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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.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2010

National Visitor Survey and International Visitor Survey data.

### Data sources

Tourism Research Australia, 2009, *Tourism businesses in Australia, June 2004 - June 2007*.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2009 - June quarter 2010* (ABS Cat. No. 8635.5.55.001).

Tourism Research Australia  
Department of Resources, Energy and Tourism  
GPO Box 1564  
Canberra ACT 2601  
ABN: 46 252 861 927

Contact us at [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

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