
Responses to Questions on Notice from the Joint Select Committee on Sydney's Night Time Economy

1. Over the past ten years, how many tourists have visited Sydney each year

See Table 1: Visitors to Sydney year ended March 2009 to March 2019.

Has there been a noticeable change in tourist numbers, and the profile of these tourists, since the introduction of the suite of legislation regulating liquor and licensed venues in 2014?

Visitor numbers

The visitor numbers in Table 1 show a 3.4 per cent decline in total visitors to the Sydney region in year ended March 2015 vs year ended March 2014, and 0.3 per cent decline in overnight visitors in the same time period. From March 2016 onwards there has been a steady growth in visitor numbers.

Profile

Domestic overnight visitors comprise 29.0 per cent of total visitors to the Sydney region in the year ended March 2019 vs 27.6 per cent in year ended March 2014.

In terms of purpose of visit for visiting Sydney in the year ended March 2019:

- Business 34%
- Visiting Friends and Relatives 33%
- Holiday 26%.

In year ended March 2014:

- Visiting Friends and Relatives 38%
- Holiday 28%
- Business 27%.

Visitor origin has not changed since the year ended March 2014 with regional NSW remaining the top source market, followed by Victoria.

Visitor age profile has not changed since the year ended March 2014 with 15 to 29 as the top age group, followed by 40 to 49 and 50 to 59.

Travel party type has not changed since the year ended March 2014 with solo travellers as the top travel party, followed by adult couples.

2. Specifically in relation to the Kings Cross area, has there been a change in the number of tourists visiting this area?

Table 2 shows that from March 2014 to 2017 overnight visitors to the Kings Cross area declined. From the year ended March 2018 onwards visitors to Kings Cross have been increasing and now exceed March 2014 levels.

International visitors comprise 51 per cent of overnight visitors to Kings Cross in year ended March 2019, the same as in year ended March 2014. International share of visitors though reached 62 per cent in year ended March 2017 and 61 per cent in year ended March 2018.

On average, the annual number of international and domestic overnight visitors to Kings Cross over the last four years was 1.2 million. International visitors accounted for 58 per cent of total overnight visitors to Kings Cross over the last four years.

The total number of overnight visitors to Kings Cross increased by 6 per cent since the year ended March 2016.

Note: Day trip visitors for Kings Cross does not form part of the International and National Visitor Surveys undertaken by Tourism Research Australia.

3. Why do tourists visit Kings Cross and what's the profile of the average Kings Cross tourist?

The International Visitor Survey records activities undertaken while a visitor was in Australia. However, these activities may not have been undertaken in Kings Cross specifically.

Tables 3.1 and 3.2 outline the top source markets, purpose of visit, activities, travel party type and age group of visitors.

4. In financial and employment terms, how much does tourism contribute to Sydney's economy, and its night time economy in particular?

In the year ended March 2019, total day trip and overnight visitors to Sydney spent a total of \$21.9 billion, an increase of 14.3 per cent on the previous year.

In the year ended March 2019, total overnight visitors to Sydney spent a total of \$19.2 billion, an increase of 13.6 per cent on the previous year.

Sydney's tourism industry supports a total of 125,700 jobs, of which 80,700 are direct jobs accounting for 47.2 per cent of all direct tourism jobs in NSW.¹

Sydney accounts for 66 per cent of the tourism businesses² and 23 per cent of accommodation establishments³ in NSW.

5. What is the average spend, length of stay and activities undertaken by tourists visiting Sydney – both international and domestic tourists?

See Table 5

6. How is Destination NSW working to improve Sydney's tourist infrastructure to attract more tourists and increase their spending during their visit?

Destination NSW's focus is on driving tourism and acquiring and developing major sporting and cultural events for Sydney and regional NSW. Destination NSW is also the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate events and exhibitions for Sydney and regional NSW.

Attracting, developing and securing a diverse portfolio of events is a key component of the NSW Government's strategy to strengthen the State's economy, by driving tourism, trade and investment to Sydney and regional NSW. All events that attract NSW Government investment will help reach the goal of tripling overnight visitor expenditure in NSW by 2030.

As part of the Visitor Economy Industry Action Plan 2030 the NSW Government will develop and release a statewide tourism infrastructure strategy. The Strategy will guide investment in state-owned tourism and nature-based, scientific, education, cultural, inclusive recreation and entertainment facilities.

1 NSW Regional Tourism Satellite Account 2016-2017

2 Tourism Research Australia Tourism Businesses - June 2017

3 STR Tourist Accommodation snapshot, March Qtr. 2019.

7. What publicity and branding campaigns does Destination NSW undertake to promote Sydney, especially its night time activities?

Destination NSW uses multiple platforms to promote Sydney and NSW. Promotion of night-time activities is a key component of this work.

Tourism campaigns

'Love Every Second' is the master Sydney campaign platform for Destination NSW, delivering two seasonal campaigns each year focused on key Summer or Winter destinations, experiences and attractions to drive strong intention to visit and brand equity for Sydney.

Events led campaigns

The 'It's ON!' campaign platform is a key component of Destination NSW's event marketing activities that promotes the Sydney and NSW Events Calendar. Many event partners and key stakeholders have integrated the 'It's ON!' mark within their marketing programs which significantly extends the marketing reach, impact and effectiveness of event promotion.

Industry partners use the 'It's ON!' branding to sell travel packages or focus on ticket sales or registrations to assist in driving incremental visitation to events in Greater Sydney and across all areas of regional NSW.

Websites

Destination NSW has built its flagship consumer websites: sydney.com, visitnsw.com and vivid Sydney.com to be the most visited State Tourism Organisation websites in Australia.

Destination NSW consumer websites generate a significant contribution to the NSW and Sydney visitor economy by providing free access for event organisers, and tourism business owners for promotion to an audience of over 21 million visitors. The 'Get Connected' membership program connects consumers to over 20,000 tourism products, deals and experiences via the Australian Tourism Data Warehouse (ATDW), which delivers in excess of 6 million leads each year to the NSW tourism and events industry. As at 30 June 2018, Destination NSW maintained its number one position as the top performing State Tourism Organisation website in Australia, with an average annual 39.4 per cent share of the total Government tourism industry website traffic market.⁴

Destination NSW consumer websites also ranked in the top 10 largest destination and accommodation websites in Australia (against global operators such as Trip Advisor, Airbnb, booking.com and hotels.com) achieving 21 million website visits and 6 million leads to NSW tourism operators and event owners.

Social Media

Destination NSW's consumer owned and earned social media channels were used extensively to promote Sydney, regional NSW and Vivid Sydney to global target audiences, reaching a combined fan and follower community of 15.8 million people in 2017/18.

⁴ Source: Experian Hitwise

8. How do Sydney's night time social, cultural and entertainment activities compare with other major cities around the world?

As Australia's international gateway, Sydney offers visitors a diverse range of world class night time activities for visitors including theatre and musical productions, its food and wine scene and other entertainment opportunities.

A key focus for Destination NSW is attracting and securing high-value major events to build a sustainable events calendar for NSW and maximise yield and dispersal from the visitor economy.

Sydney has an impressive record in securing Australian and world premieres of musical and theatre productions. Since 2011, a total of 29 productions have been secured including the Australian premiere of Hamilton which is currently the most hotly contested musical in the world.

On average, the direct economic impact from internationally renowned musicals is around \$20 million over a six month run. In 2014, Sydney secured Baz Luhrmann's Strictly Ballroom. Producers in London and New York had been competing for the rights to this production for almost 20 years and for Sydney to secure the world premiere, ahead of the West End and Broadway was a major coup which reinforces the city's capability in hosting world class events.

A vibrant food and wine and dining scene showcasing a cosmopolitan array of cuisine and experiences also enhances Sydney's reputation as a global city. According to Gourmet Traveller Magazine⁵, NSW is home to 41 of Australia's top 100 restaurants for 2019, with 35 of that top 100 located in the Sydney metropolitan region. The quality of Sydney's food and wine and dining scene is evidenced by the number of visitors eating in the city's restaurants and cafés, see Tables 5.1 and 5.2.

Sydney Harbour offers visitors many on-water and land-based experiences at night from harbour cruises to sightseeing and dining options.

Sydney is also home to world renowned festivals such as Vivid Sydney and the Sydney Festival both of which are major drawcards for visitors offering diverse programs of night time activities in multiple precincts across the city.

Vivid Sydney, which is owned, managed and produced for the NSW Government by Destination NSW has grown over the past 11 years to become the largest festival of light, music and ideas in the Southern Hemisphere. In 2018, Vivid Sydney attracted 2.25 million attendees who delivered \$173 million to the NSW economy.

Vivid Sydney generates interest around the world from visitors, artists and thought leaders. The festival has an accumulated global reach of over 4 billion through Vivid Sydney website visits (1.8 million), Vivid Sydney social hashtag reach (683.5 million) and earned impressions (3.5 billion).

Sydney's year-round calendar of sporting events also compares strongly with the rest of the world. From regular fixtures for Sydney based teams to major sporting events, metropolitan Sydney hosts events that appeal to a wide range of people. Many visitors travel to Sydney specifically to attend these events, injecting money into our economy and supporting local businesses.

Night-time activities in Sydney are supported by the Night-Time Events Directory.

⁵ Source: <https://www.gourmettraveller.com.au/dining-out/restaurant-reviews/top-100-restaurants-australia-2019-16634> Accessed 31 July 2019

9. Has Destination NSW received feedback from or surveyed tourists to Sydney to assess their views of the lockout laws?

Destination NSW has not received feedback from, or surveyed visitors regarding this matter.

10. Can you provide information about Destination NSW's work with the Sydney Night Time Economy Taskforce? What lessons were learned about creating a streamlined and coordinated government approach to promoting Sydney's night time economy?

Destination NSW has been a member of the Sydney Night Time Economy Taskforce. A key outcome of Destination NSW's participation in the Taskforce was the development of a Night-Time Events Directory. Launched in January 2019, the Night-Time Events Directory supports artists, musicians, businesses, venues and local communities by increasing community awareness of night-time related events and activities.

Registration for the Night-Time Events Directory and approved listings are free and information about the Directory can be viewed at: <https://www.visitnsw.com/nighteventsdirectory>

All information relating to listings is available at: <https://www.sydney.com/things-to-do/night-time-events>

Lessons Learned

The development of the Night-Time Events Directory has demonstrated the need for a resource of this type. There are 1,902 events listed on the night time events page and, as at 29 July 2019 there have been 26,089 page views of the events features.

Statistical Tables

Table 1: Visitors to Sydney year ended March 2010 to March 2019⁶

Year ended	March 2009	March 2010	March 2011	March 2012	March 2013	March 2014	March 2015	March 2016	March 2017	March 2018	March 2019
Total visitors ('000s)	24,932.8	27,111.0	28,488.6	29,071.6	30,039.2	31,010.8	29,952.3	32,295.2	32,638.2	35,449.7	39,300.8
Year on Year % change		8.7%	5.1%	2.0%	3.3%	3.2%	-3.4%	7.8%	1.1%	8.6%	10.9%
Overnight visitors ('000s)	9,923.3	9,659.8	10,225.8	10,328.7	10,277.5	11,493.3	11,453.1	12,096.7	13,102.8	14,214.0	15,482.9
Year on Year % change		-2.7%	5.9%	1.0%	-0.5%	11.8%	-0.3%	5.6%	8.3%	8.5%	8.9%

Table 2: Visitors to King Cross year ended March 2014 to March 2019⁷

Year ended	March 2014	March 2015	March 2016	March 2017	March 2018	March 2019
Overnight visitors ('000s)	1,255.9	1,209.1	1,195.9	1,115.6	1,148.9	1,272.2
Year on Year % change	14.4%	-3.7%	-1.1%	-6.7%	3.0%	10.7%

⁶ Tourism Research Australia: International and National Visitor Surveys – Year Ended March 2019

⁷ Tourism Research Australia: International and National Visitor Surveys – Year Ended March 2019

Table 3.1: Domestic visitors to Kings Cross Year ended March 2019⁸

In the year ended March 2019 the most popular activities and profile for visitors to Kings Cross were:

Domestic overnight visitors to Kings Cross – Year ended March 2019									
Top Source Markets		Purpose of Visit		Top Activities		Travel Party		Age Groups	
Victoria	28%	Visiting Friends and Relatives	34%	Eating out at restaurants and cafes	91%	Sole travellers	40%	15 to 29	39%
Regional NSW	27%	Holiday	33%	Visit Friends and Relatives	55%	Adult couples	23%	60 plus	16%
Other markets – not publishable		Business	30%	Shopping	37%	Other travel party groups – not publishable		Other age groups – not publishable	
				Sightseeing	37%				
				Pubs, clubs, discos	34%				

⁸ Destination NSW: Kings Cross Visitor Profile - Year Ended March 2019

Table 3.2: International visitors to Kings Cross Year ended March 2019⁹

In the year ended March 2019 the most popular activities and profile for visitors to Kings Cross were:

International visitors to Kings Cross – Year ended March 2019									
Top Source Markets		Purpose of Visit		Top Activities		Travel Party		Age Groups	
USA	12%	Holiday	74%	Eating out at restaurants and cafes	96%	Sole travellers	55%	15 to 29	45%
United Kingdom	12%	Visiting Friends and Relatives	20%	Sightseeing	87%	Adult couples	20%	30 to 39	20%
China	9%	Education	7%	Shopping	84%	Friends or relatives travelling together	13%	50 to 59	13%
Germany	6%	Business	5%	Going to the beach	84%	Family groups	10%	60 plus	12%
Japan	5%	Employment	3%	Visiting national parks / state parks	70%	Business associates	2%	40 to 49	10%

⁹ Destination NSW: Kings Cross Visitor Profile - Year Ended March 2019

Table 5.1: Average spend, length of stay and activities undertaken by domestic tourists visiting Sydney¹⁰

Domestic overnight visitors to Sydney Year ended March 2019							
	Average spend	Average length of stay	Eat at restaurants and cafes	Visiting friends and relatives	Sightseeing	Shopping	Pubs, clubs, discos etc
Domestic overnight visitors ('000s)	\$293 per night	2.7 nights	71%	47%	22%	21%	20%

Table 5.2: Average spend, length of stay and activities undertaken by international tourists visiting Sydney¹¹

International visitors to Sydney Year ended March 2019							
	Average spend	Average length of stay	Eat at restaurants and cafes	Sightseeing	Going to beach	Shopping	Visiting national parks / state parks
International visitors ('000s)	\$123 per night	20.3 nights	91%	74%	67%	76%	51%

¹⁰ Tourism Research Australia: International and National Visitor Surveys – Year Ended March 2019

¹¹ Tourism Research Australia: International and National Visitor Surveys – Year Ended March 2019