

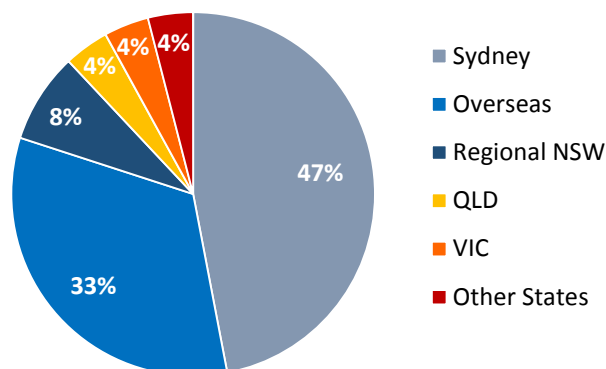
## Sydney Living Museums Visitor Place of Origin 2015-16

### Place of origin for total Sydney Living Museums visitation

#### General admissions

Across all Sydney Living Museums properties, almost half of total general admissions visitors were Sydney residents, while international visitors represented one-third of total general admissions. The remaining one in five visitors comprised interstate (12%) and intrastate audiences (8%).

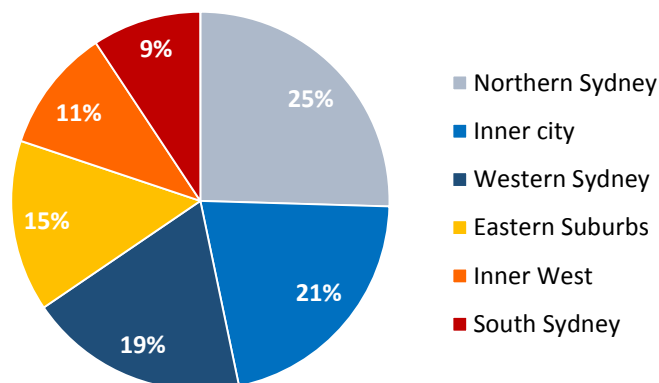
Place of residence	%
Sydney	47%
Overseas	33%
Regional NSW	8%
QLD	4%
VIC	4%
Other States	4%
<b>Total</b>	<b>100%</b>



#### Sydney resident admissions

Across all Sydney Living Museums properties, one in four local visitors were Northern Sydney residents, while around two in five were residents from either the Inner City or Western Sydney. Residents from South Sydney and the inner West each represented around one in ten visitors.

Place of residence	%
Northern Sydney	25%
Inner city	21%
Western Sydney	19%
Eastern Suburbs	15%
South Sydney	11%
Inner West	9%
<b>Total</b>	<b>100%</b>



#### International visitor admissions

Among international visitors to Sydney Living Museums properties, almost half were visitors from the United Kingdom or United States. A further one in five were visiting from Asia, with China and Japan identified as the top two Asian countries of origin, with a similar proportion visiting from Europe. New Zealand residents represented 5% of total international visitors to Sydney Living Museums during 2015-16.

Country of residence	%
UNITED KINGDOM	26%
UNITED STATES	20%
OTHER ASIA	8%
OTHER EUROPE	8%
CHINA	7%
JAPAN	6%
NEW ZEALAND	5%
FRANCE	5%
GERMANY	4%
CANADA	3%
SOUTH AMERICA	2%
ITALY	2%
IRELAND	2%
SPAIN	1%
OTHER COUNTRY	1%

## Place of origin by property

### *General admissions*

The place of origin of visitors to individual properties varied significantly. Not surprisingly, international and interstate visitors represented a higher share of total admissions across the four city properties during 2015-16 – particularly Hyde Park Barracks Museum where international visitors represented almost three in five total general admissions. Similarly around half of total general admissions at Susannah Place Museum were among overseas visitors, with interstate visitors accounting for a further one in five admissions.

Conversely, local residents were more prevalent at the house museums, particularly Rouse Hill House & Farm and Vacluse House where local visitors accounted for more than eight in ten general admissions. Similarly, intrastate visitation was highest at Meroogal (primarily comprising the 35% of visitors who travelled from Sydney) and Elizabeth Farm.

Place of residence	Sydney	Intrastate	Interstate	Overseas	Total
Elizabeth Bay House	66%	7%	10%	17%	100%
Elizabeth Farm	77%	12%	8%	3%	100%
Hyde Park Barracks Museum	23%	5%	14%	58%	100%
Justice & Police Museum	39%	11%	15%	35%	100%
Meroogal	35%	60%	2%	3%	100%
Museum of Sydney	39%	8%	15%	38%	100%
Rose Seidler House	78%	6%	10%	6%	100%
Rouse Hill House & Farm	87%	6%	6%	1%	100%
Susannah Place Museum	24%	5%	19%	52%	100%
Vacluse House	81%	6%	7%	6%	100%

Note: As Meroogal is located in Nowra, “intrastate” visitors largely comprise local audiences