

This snapshot provides a profile of Market in the year ended September 2015.

who visited the Sydney Fish

There are no survey data on Sydney Fish Market visitation by day trip visitors.

In the YE September 2015, the total number of international and domestic overnight visitors to Sydney Fish Market was 895,000. Of these, 75% were from overseas (675,300 visitors) and 25% were from the domestic overnight market (219,700 visitors).

Sydney Fish Market visitors accounted for over a fifth (21%) of all international visitors to the Sydney region and over 2% of domestic overnight visitors to the region.

	152,700	201,400	148,600	172,600	675,300	75%	168,800
	61,900	61,700	43,400	52,700	219,700		

<sup>1</sup> Source: International Visitor Survey, YE Sept 15, Tourism Research Australia.

<sup>2</sup> Source: National Visitor Survey, YE Sept 15, Tourism Research Australia.

Top 10 source markets accounted for 81% of all international visitors to Sydney Fish Market in the YE September 2015.

China (41%) was the largest international source market, followed by Hong Kong (8%) and Singapore (6%). Sydney Fish Market received the most Chinese visitors in the March quarter 2015 (35%).

	41%		4%
	8%		4%
	6%		4%
	5%		3%
	4%		3%

In the YE September 2015, over two-thirds (68%) of domestic overnight visitors to Sydney Fish Market were interstate visitors, while the remaining (32%) were intrastate visitors. Victoria (36%) was the largest source of domestic overnight visitors to Sydney Fish Market, followed by Regional NSW (28%).

Sydney Fish Market received the most interstate visitors in the September quarter 2015 (30%) and the most intrastate visitors in the March quarter 2015 (36%).

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Just over half (56%) of international visitors to Sydney Fish Market came to Australia for the first time.

Of the top 10 international markets visiting Sydney Fish Market, China (66%) had the highest percentage of first time visitors, followed by visitors from USA (65%) and Japan (56%).

Almost a quarter (24%) of international visitors to Sydney Fish Market arrived in Australia on a group tour, majority were from China (84%).

Nearly a third (28%) of international visitors to Sydney Fish Market arrived in Australia on a travel package, majority were from China (74%).

The youth market (15-29 years) accounted for 37% of all international visitors to Sydney Fish Market, while the '60 years and over' was the largest group (30%) of domestic overnight visitors to Sydney Fish Market.