OVERVIEW^{1,2}

This snapshot provides a profile of **international and domestic overnight visitors** who visited the Sydney Fish Market in the year ended September 2015.

Note: 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.

Table 1 International and Domestic Overnight Visitors to Sydney Fish Market

	December quarter 2014	March quarter 2015	June quarter 2015	September quarter 2015	YE September 2015	Share of total	Average per quarter
International	152,700	201,400	148,600	172,600	675,300	75%	168,800
Domestic Overnight	61,900	61,700	43,400	52,700	219,700		_

¹ Source: International Visitor Survey, YE Sept 15, Tourism Research Australia.

² Source: National Visitor Survey, YE Sept 15, Tourism Research Australia.

INTERNATIONAL SOURCE MARKET

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%).

Table 2 International Visitors Top 10 Source Markets

Country Rank	Share of total International visitors to Sydney Fish Market	Country Rank	Share of total International visitors to Sydney Fish Market
1. China	41%	6. Taiwan	4%
2. Hong Kong	8%	7. UK	4%
3. Singapore	6%	8. Korea	4%
4. USA	5%	9. Japan	3%
5. Malaysia	4%	10. New Zealand	3%

DOMESTIC OVERNIGHT SOURCE MARKET

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%).

Table 3 Domestic Origin

	Share of total Domestic overnight visitors to Sydney Fish Market	Share of total Domestic overnight visitors to Sydney Fish Market
Sydney	5	

FIRST VISIT TO SYDNEY FISH MARKET

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%).

Chart 3 First Visit

GROUP TOURS

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

PACKAGE TOURS

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

AGE

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.

Table 4