

Overview

This visitor profile provides a snapshot of visitors to Manly for the year ended (YE) March 2019, as well as visitation trend information for Manly.

The figures in this profile are based on:

- International and domestic overnight visitors to Manly who stayed overnight in Manly and elsewhere in NSW;
- Domestic day trip visitors to Manly who have travelled to Manly on a round trip of at least 50 kilometres from home, for duration of at least four hours, but which doesn't include a night away from home.



In the YE March 2019 was more than 2.6 million visitors (up 2% on YE March 2018).

International Visitors

There were over 1.0 million international visitors to NSW who visited Manly in YE March 2019.

- They accounted for nearly a quarter of all international visitors to NSW (23%).
- The top five visitor markets to Manly were UK (15%), USA (15%), China (8%), New Zealand (6%) and Germany (5%).
- More than a half travelled alone (53%), while nearly one quarter travelled as part of an adult couple (23%).
- Almost one in five (18%) were backpackers.
- Nearly 4 in 10 were aged 15-29 years (38%), followed by the 30-39 years olds (18%).
- 53% were on their first visit to Australia.
- Their top activities while in Australia were 'ate out at restaurants and cafes' (96%), 'went to the beach' (90%), 'went sightseeing' (87%), 'went shopping for pleasure' (83%) and 'visited national/state parks' (66%).

Of the 1.0 million international visitors to NSW who went to Manly, more than 53,000 stayed overnight in Manly (5%). Their profile is slightly different from those who stayed overnight elsewhere in NSW for the following aspects:

- Most of them (60%) were on their return visit to Australia.
- Their top activity in the country included 'going to pubs, clubs and discos' (68%) as well as 'ate out at restaurants and cafes' (97%), 'went to the beach' (90%), 'went shopping for pleasure' (78%) and 'went sightseeing' (74%).

Domestic Overnight Visitors

There were over 956,000 domestic visitors to Manly in YE March 2019 who visited Manly as part of an overnight trip in NSW.

- They accounted for 3% of all domestic overnight visitors to the State.
- 45% of them visited NSW for the purpose of Holiday, followed by Visiting Friends and Relatives (37%).



- Two thirds (67%) of them were interstate visitors. The top interstate markets were Victoria (41%), Queensland (24%) and ACT (12%).
- Their top activities while in NSW were 'ate out at restaurants and cafes' (87%), 'went to the beach' (53%), 'visited friends and relatives' (51%), 'went sightseeing' (49%) and 'went shopping for pleasure' (39%).

Of the 956,000 domestic overnight visitors to NSW who visited Manly, more than 146,000 stayed overnight in Manly (15%). Their top activities included 'ate out at restaurants and cafes' (75%) and 'visited friends and relatives' (58%).

Domestic Day Trip Visitors

There were over 645,000 domestic visitors who went to Manly on a day trip in YE March 2019.

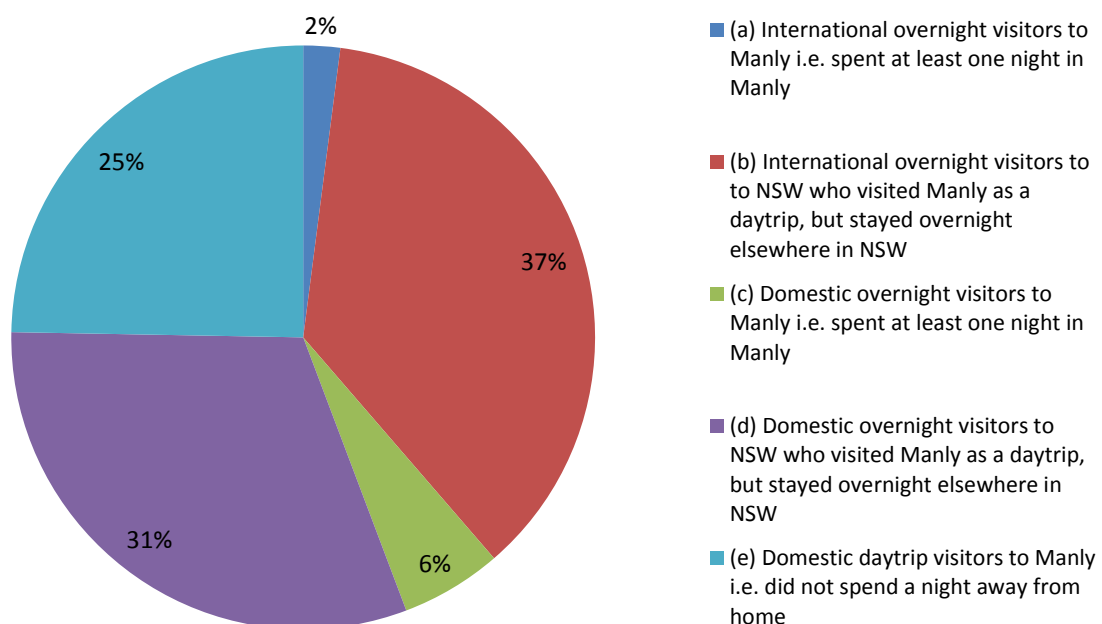
- 87% were residents from Sydney.
- Their top activity was 'ate out at restaurants and cafes' (66%).



Composition of the Total Visitor Market to Manly

In the YE March 2019 was more than 2.6 million visitors (up 2% on YE March 2018).

- Around 61% of these visitors were Australian residents, with most visiting Manly for a day trip as part of an overnight stay elsewhere in NSW (31%). Domestic day trip visitors were the next biggest domestic segment (25%), followed by those staying overnight in Manly (6%).
- The remaining 39% were international visitors, with almost all visiting Manly for a day trip as part of an overnight stay elsewhere in NSW (37%) and relatively few staying overnight in Manly (2%).
- In summary, most visit Manly as a day trip, with only 8% of total international and domestic visitors to Manly who stayed overnight in Manly.



Total Visitors to Manly

	YE March 2016	YE March 2017	YE March 2018	YE March 2019	4 Year Average
International and Domestic overnight and day trip visitors ('000)	2,216.2	2,269.7	2,572.0	2,611.9	2,417.4

International Visitors to Manly

	YE March 2016	YE March 2017	YE March 2018	YE March 2019	4 Year Average
(a) International <u>overnight</u> visitors to Manly i.e. spent at least one night in Manly ('000)	44.3	49.1	60.2	53.2	51.7
(b) International <u>overnight</u> visitors to NSW who visited Manly as a day trip, but stayed overnight elsewhere in NSW ('000)	936.8	995.5	1,008.2	956.5	974.2
Total international visitors ('000)	981.1	1,044.6	1,068.4	1,009.7	1,025.9

Domestic Visitors to Manly

	YE March 2016	YE March 2017	YE March 2018	YE March 2019	4 Year Average
(c) Domestic <u>overnight</u> visitors to Manly i.e. spent at least one night in Manly ('000)	123.6	205.4	129.2	146.2	151.1
(d) Domestic <u>overnight</u> visitors to NSW who visited Manly as a day trip, but stayed overnight elsewhere in NSW ('000)	627.6	657.5	789.5	810.5	721.3
(e) Domestic <u>day trip</u> visitors to Manly ('000)	483.9	362.2	584.9	645.5	519.1
Total domestic visitors ('000)	1,235.1	1,225.1	1,503.6	1,602.2	1,391.5

Visitor Trend (Year Ending March 2016 - 2019)

- On average, the total number of visitors to Manly over the past four years was 2.4 million per annum.
- The total number of visitors to Manly in YE March 2019 was above its 4-year average (8% higher).
- Over the last four years, the total number of total international and domestic visitors to Manly increased by 18%.

Source: International Visitors Survey and National Visitors Survey, Tourism Research Australia.

Note: Overnight and domestic day visitors to Manly relate to Manly-Fairlight SA2.

