

## Tourism & Bondi

- Tourism is a vital industry to Australia generating \$92 billion in spending & contributing \$33 billion in GDP.
- Nature-based tourism, including going to the beach, is the most rapidly expanding sector in the world.
- Bondi Beach is one of the most iconic, popular attractions for domestic and international tourists.

## Tourism online

- The internet is the most common and rapidly expanding source of travel planning information.
- Tourism strategy should focus on marketing at the destination level and include digital mediums.

## Tourists

- Ranked in the top iconic landmarks of Sydney and just 7km or so from the city centre, domestic and international tourists can't resist the lure of the gorgeous Bondi Beach community.
- Waverley Council estimates Bondi is host to approximately 5 million visitors each year.
- Over half of all international visitors to Sydney visit Bondi (7th position out of 26 attractions listed, behind Darling Harbour, Circular Quay, Opera House, The Rocks, Harbour Bridge and Manly).
- Nature-based travel, where 'going to the beach' is the most popular option in NSW, is the fastest growing tourism sector in the world (Source: World Tourism Organisation).

## Visitors

- It is estimated as many as 40,000 people flock to Bondi Beach on a hot weekend day, with the proportion of these consisting of day trippers from all regions of Sydney.
- In terms of NSW daytrip activities (50km or 4hrs+ from home), *eat out at restaurants* was the most popular activity with *shopping for pleasure* and *general sightseeing* also rating well.
- The most popular age for domestic daytrippers in NSW was the 35-44yr age bracket with *private vehicle* the most common form of transport (used by 91% of domestic day visitors).

## Council

*"Waverley's economic strength lies in being a service provider. The service industry sector relies on customer and visitor satisfaction to generate repeat visitation and loyalty. Waverley currently does not support alternative economic generators such as industrial / manufacturing or primary production in its area. It is therefore vitally important that Waverley Council continues to support its service providers by providing a professional and healthy economic climate in which they can conduct their business".*  
(Waverley Council, 2010).

## Tourism Stats

### General

Sydney is the dominant gateway for international tourists to Australia.

- In 2010, over half of all visitors to Australia visited NSW (52.2%), followed by Qld (37.6%), Vic (30.3%).
- NSW is responsible for almost one third, or \$28.3 billion, of total Australian tourism consumption.
- In NSW, tourism contributes nearly \$14 billion each year towards NSW's Gross State Product - more than agriculture, mining or communications services, either individually or combined.
- In the Sydney region in 2009/10, \$11.7 billion was spent by 26.9 million visitors (46% international).
- In Sydney, there are more than 125,000 tourism businesses, employing over 160,000 residents.

### Nature-based

- Nature-based travel is the fastest growing tourism sector in the world (*Source: World Tourism Organisation*).
- In 2001, research into nature tourism and the needs of Australian and international visitors found the top driver was 'The lure of the beach' when asked what they wanted in a holiday.
- Nature based travellers represented 76.6% of visitors (87.7% nights) by international visitors to NSW.
- 'Go to the beach' (85.2%) was the most popular nature based activity undertaken by international visitors who had been to NSW, likewise for overnight domestic visitors to NSW (68.2%).

### Tourism online

- In 2010, the internet was the most common source of information for a trip to Australia (46%) used by international visitors who visited NSW, followed by 'travel agent' (20.5%).
- A study of the most commonly used sources of information for a visit to Sydney by international visitors also deemed the internet as most important (used by 86.3%).
- The top areas of information sought by visitors to Sydney in the above-mentioned study were: accommodation (73%), activities/attractions (72%), weather (57%), transport/schedules (51%).
- The TICNSW believes "an updated (Tourism) Strategy should focus on the strategic marketing of NSW at the destination level, with an emphasis on the role of digital marketing"

### Bondi tourism

- NSW is home to some of the most iconic landmarks that are synonymous with Australia including the Sydney Opera House, the Harbour Bridge and Bondi Beach. Tourism & Transport Forum, Budget Submission 2010-11
- Over half of all international visitors to Sydney visit Bondi (7th position out of 26 attractions listed, behind Darling Harbour, Circular Quay, Opera House, The Rocks, Harbour Bridge and Manly).

[www.atbondi.com](http://www.atbondi.com) is a dedicated online interactive destination guide for Bondi Beach.