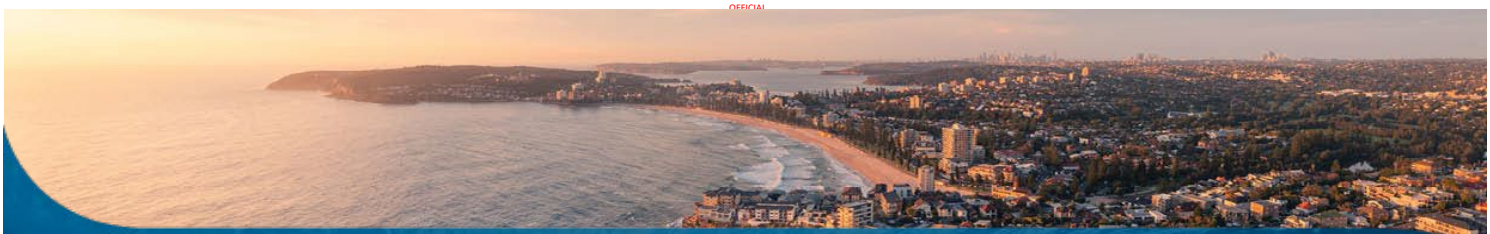
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Manly Visitor Profile

Year ended December 2024

Source: National & International Visitor Surveys, Tourism Research Australia

NSW GOVERNMENT | Destination NSW

The Manly Visitor Profile provides an annual snapshot of domestic overnight and international visitors to NSW who visited Manly as part of their trip to the state.

Manly received 2.1 million domestic overnight and international visitors in the year ending December 2024.

DOMESTIC OVERNIGHT VISITORS

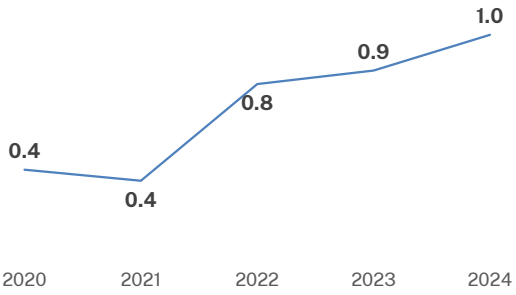
VISITORS ('000)

1,048.7

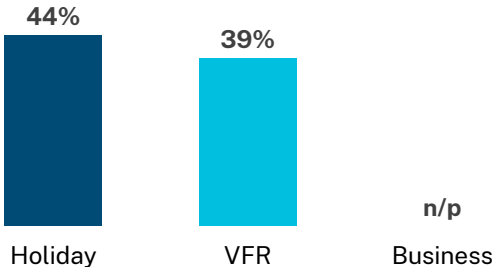
Up 19.2% YOY

9% of domestic overnight visitors to Sydney visited Manly during their trip in YE Dec 2024.

Visitors (M) to Manly - YE December



Purpose of visit to NSW



Top Source Markets



Regional NSW, 29%

Victoria, 27%

Queensland, n/p

Travel Party

Travelling alone **32%**

Family group **n/p**

Adult couple **26%**

Friends or relatives group **24%**

Quarter visited

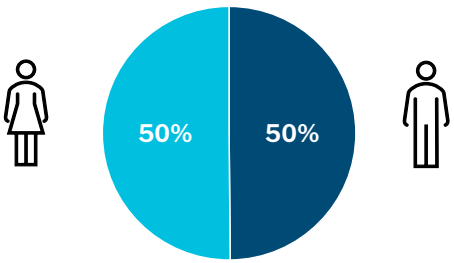
Mar QTR **32%**

Jun QTR **24%**

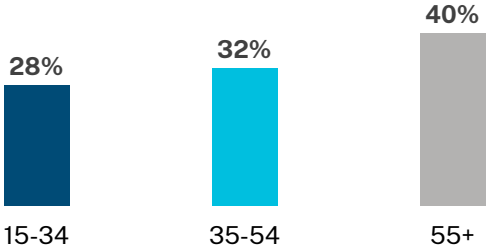
Sep QTR **22%**

Dec QTR **22%**

Gender



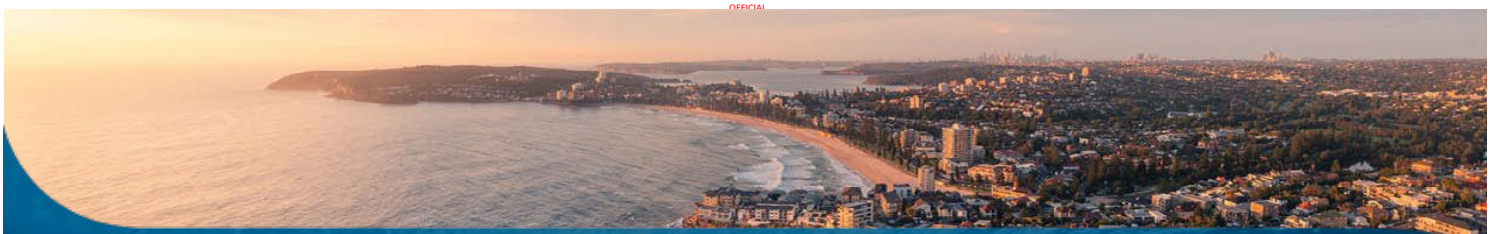
Age



**Domestic Overnight Visitors are visitors who stayed at least 1 night in NSW. For this profile, they didn't need to stay in Manly to be classed as a visitor.*

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Manly Visitor Profile

Year ended December 2024

Source: National & International Visitor Surveys, Tourism Research Australia

NSW GOVERNMENT

Destination NSW

INTERNATIONAL VISITORS *(Data not available for 2020-2022)*

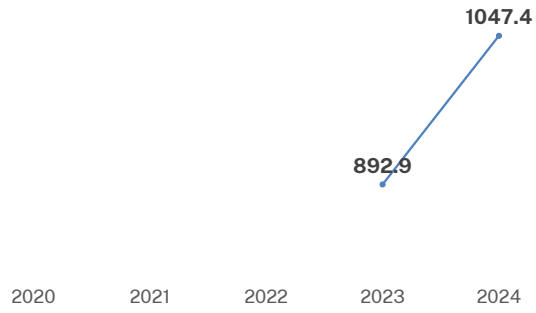
VISITORS

1,047,400

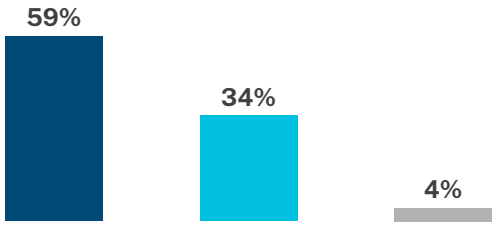
Up 17.3% YOY

30% of international visitors to Sydney visited Manly during their trip in YE Dec 2024.

Visitors ('000) to Manly - YE December



Purpose of visit to NSW



Top Source Markets



1st	UK, 15%
2nd	USA, 11%
3rd	China, 7%
4th	Korea, 7%
5th	New Zealand, 7%

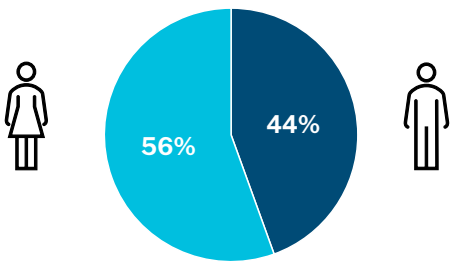
Travel Party

Travelling alone	**57%**
Family group	**11%**
Adult couple	**21%**
Friends or relatives group	**10%**

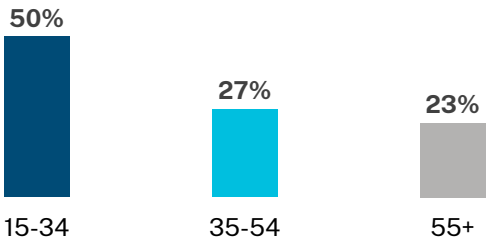
Quarter visited

Mar QTR	**34%**
Jun QTR	**18%**
Sep QTR	**21%**
Dec QTR	**27%**

Gender



Age



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