NSW VISITATION
INTERNATIONAL AND DOMESTIC OVERNIGHT
Year Ending March 2014

#1 Ranked State

$22.2 Billion
Overnight Visitor Spend

<table>
<thead>
<tr>
<th>Domestic</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>69%</td>
<td>31%</td>
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</tbody>
</table>

$22.2 Billion
Overnight Visitor Spend

29.3 Million
Overnight Visitors to NSW

<table>
<thead>
<tr>
<th>Domestic</th>
<th>International</th>
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</thead>
<tbody>
<tr>
<td>90%</td>
<td>10%</td>
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159.2 Million
Visitor Nights

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<tr>
<th>Domestic</th>
<th>International</th>
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<tbody>
<tr>
<td>54%</td>
<td>46%</td>
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</table>

Spend by Purpose of Visit*

- Holiday $9.1 Billion (47%)
- VFR $3.9 Billion (20%)
- Business $3.0 Billion (15%)
- Other $3.5 Billion (18%)

$22.2 Billion
Overnight Visitor Spend

Spend

Visitors

Nights

31%
35%
32%

Share of Australian total

Highlights

- NSW remains number one for visitors, nights and expenditure
- NSW growth in visitors, nights and expenditure was above the national average (of +4%, +1% and +4% respectively)
- Sydney was the only capital to more than double the national average growth for visitors (+13% vs +6%), nights (+8% vs +1%) and expenditure (+12% vs +4%)

*Domestic spend is spend in destination only. Will not sum to total NSW domestic expenditure.

Source: National and International Visitor Surveys

Due to a change in methodology in the National Visitor Survey to include mobile phone interviewing from January 2014, care should be taken when comparing domestic Year Ending March 2014 survey results with those from previous years.