



\$22.2 Billion

Overnight Visitor Spend

↑ 9%

69%

Domestic

31%

International

29.3 Million

Overnight Visitors to NSW

↑ 6%

90%

Domestic

10%

International

159.2 Million

Visitor Nights

↑ 4%

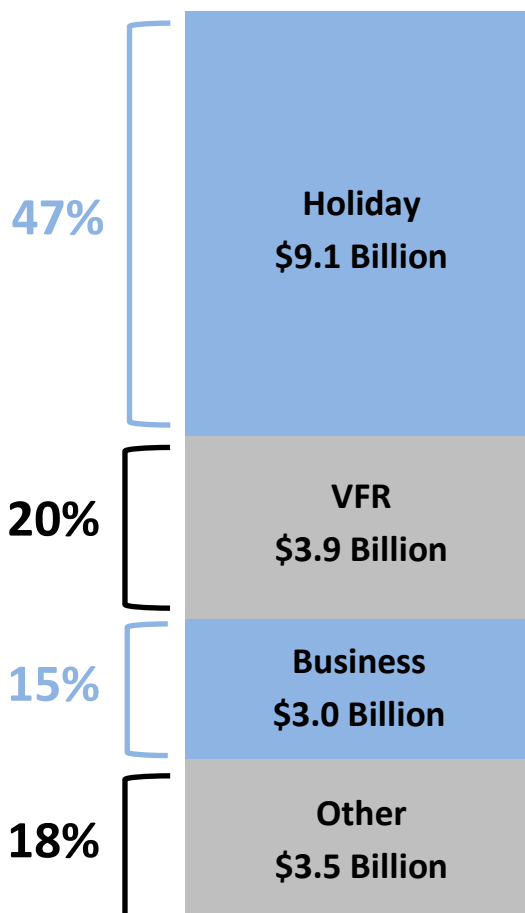
54%

Domestic

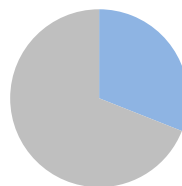
46%

International

Spend by Purpose of Visit*

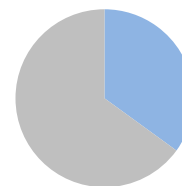


Spend



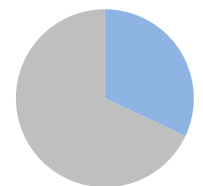
31%

Visitors



35%

Nights



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.