NSW DOMESTIC VISITATION

Year Ending December 2018

#1 Ranked State

$21.1 Billion
Overnight Visitor Spend

34.6 Million
Overnight Visitors to NSW

107.4 Million
Visitor Nights

Highlights

- NSW, Sydney and regional NSW all achieved their highest number of domestic overnight visitors, nights and expenditure on record.
- NSW leads Australia in domestic visitors, nights and expenditure.
- NSW has exceeded $20 billion in visitor expenditure for the 2nd consecutive period. NSW achieved its highest growth in visitors and nights on record.
- NSW exceeded national growth in domestic overnight visitors, nights and expenditure.
- Sydney leads all Australian capital cities in domestic visitors, nights and expenditure.
- Sydney achieved its highest expenditure growth and exceeded growth in all three metrics of all national capital cities.
- Regional NSW leads Regional Australia in domestic visitors and nights, and surpassed growth in visitors and nights of regional Australia.

Top Source Markets

Regional
NSW 31%
Sydney 28%
VIC 16%
QLD 14%
ACT 4%
WA 3%

Share of total expenditure

Source: National Visitor Survey