NSW INTERNATIONAL VISITATION
Year Ending December 2018

$10.7 Billion
Visitor Spend
↑4.3%

4.4 Million
Visitors to NSW
↑3.0%

96.2 Million
Visitor Nights
↑2.4%

Spend by Purpose of Visit
$ = billion

- Holiday $3.4b (32%)
- VFR $1.6b (15%)
- Business $0.9b (9%)
- Education $4.1b (38%)
- Other $0.8b (7%)

Top 5 Source Markets
Share of total expenditure

- China 33.5%
- USA 7.1%
- UK 5.8%
- Korea 5.6%
- NZ 4.3%

Highlights
- NSW remains number one for visitors, nights and expenditure.
- NSW has achieved its highest volume of international visitors, nights and expenditure on record.
- Sydney continues to lead all Australian capital cities in terms of international visitors, nights and expenditure.
- Sydney received 4.1 million international visitors who stayed 81.3 million nights and spent $9.7 billion.
- Sydney has achieved the highest volume of international visitors, nights and expenditure on record.
- Regional NSW received 870,500 international visitors who stayed 14.9 million nights and spent over $1.0 billion.
- Regional NSW’s share of international visitor nights to regional Australia was the highest on record (24.7 per cent).

Source: International Visitor Survey, TRA.