

## FACT SHEET

 **SPEND**  
\$11.2 b  
up 7.1% YoY

 **VISITORS**  
4.3 m  
up 0.3% YoY

 **NIGHTS**  
97.4 m  
up 3.2% YoY

### VISITATION

- NSW leads the international market and accounted for 51% of all international visitors to Australia, 36% of nights and 37% of expenditure in YE March 2019.
- NSW received 4.3 million visitors (up 0.3% on YE March 2018) who stayed 97.4 million nights (up 3.2%) and spent \$11.2 billion (up 7.1%) in the State.
- Their average length of stay in NSW was 22.4 nights (up 0.6 nights on YE March 2018) and average spend per night was \$115 (up \$4.1).
- Holiday was the largest purpose of visit to NSW (56%), followed by Visiting Friends and Relatives (28%), Business (11%), Education (6%) and Employment (2%).
- 30% of the visitors were aged 15-29, 18% were 30-39 years old, 17% were 50-59 years old, 15% were 40-49 years old, 15% were 60-69 years old and 5% were aged 70 and over.
- 50% of international visitors to NSW arrived unaccompanied, 22% arrived as an adult couple, 13% travelled together with friends/relatives, 11% were family groups with children and 4% were business associates.
- Most visitors to NSW were repeat visitors to Australia (53%), were not part of a group tour (90%) and did not arrive in Australia on a travel package (84%).
- Sydney was the destination for 94% of international visitors to NSW, followed by the North Coast (8%), Hunter (5%), South Coast (4%) and the Blue Mountains (3%). Total dispersal to Regional NSW is 20%.

### Trend

- From YE March 2014 to YE March 2019, total visitors, nights and expenditure in NSW recorded the following changes: up 38.5%, up 31.4% and up 65.8%, respectively.

### FORECAST

- International visitor arrivals to Australia are forecast** to grow in short term by 5.9% from 2017/18 to reach 9.7 million in 2018/19. Inbound arrivals to Australia are expected to grow by 5.9% per annum in the medium term (from 2016/17 to 2021/22) and by 5.6% per annum in the longer term (from 2016/17 to 2026/27). (Source: TRA, Tourism Forecast, 2017)
- International visitor nights to NSW are expected** to reach 105.2 million in 2018/19; and to grow in the medium term (from 2016/17 to 2021/22) by 6.5% per annum and in the longer term by 5.4% per annum (from 2016/17 to 2026/27). (Source: TRA, Tourism Forecast, 2017)

### AVIATION

- In YE March 2019, there were 38,597 international flights to NSW (up 3.6% on YE March 2018) and 11,104,133 seats (up 3.0%). These represent 38% of direct inbound flights to Australia and 41% of available inbounds seats. (Source: OAG, International seat capacity based on direct non-stop services, YE March 2019).

# International travel to NSW Year ending March 2019

Source: International Visitor Survey, Tourism Research Australia.



## FACT SHEET – Cont'd

The tables and chart below relate to Origin, Destination and Purpose of visit of International visitors to NSW for YE March 2019.

Rank	Origin	Visitors			Nights			Expenditure		
		(000)	% Share	% Change	(million)	% Share	% Change	(\$million)	% Share	% Change
1	China	763.4	17.6%	-4.3%	21.9	22.5%	11.9%	3,933.9	35.1%	20.4%
2	USA	507.4	11.7%	3.9%	5.2	5.4%	7.3%	841.0	7.5%	11.8%
3	New Zealand	440.9	10.1%	-0.4%	3.7	3.8%	1.7%	464.3	4.1%	0.5%
4	United Kingdom	358.6	8.3%	-6.3%	6.9	7.1%	-7.5%	633.4	5.7%	-8.7%
5	Korea	206.9	4.8%	-6.8%	4.6	4.8%	-19.3%	589.2	5.3%	-7.2%
6	Japan	198.4	4.6%	15.6%	4.1	4.3%	22.8%	407.5	3.6%	14.0%
7	India	163.0	3.8%	4.1%	7.5	7.7%	27.2%	399.7	3.6%	15.5%
8	Germany	127.7	2.9%	-5.2%	2.5	2.5%	-15.0%	210.0	1.9%	-5.6%
9	Hong Kong	127.2	2.9%	-6.8%	2.1	2.2%	-17.3%	289.7	2.6%	-16.1%
10	Singapore	126.1	2.9%	7.5%	1.4	1.5%	21.7%	248.3	2.2%	0.9%
11	Canada	110.9	2.6%	5.5%	1.6	1.6%	-4.4%	179.9	1.6%	11.8%
12	Malaysia	89.4	2.1%	-0.9%	1.5	1.6%	-13.2%	175.9	1.6%	-10.8%
13	France	87.4	2.0%	14.0%	2.4	2.5%	6.9%	208.0	1.9%	22.8%
14	Indonesia	85.6	2.0%	3.0%	2.2	2.3%	14.4%	222.7	2.0%	8.0%
15	Taiwan	85.1	2.0%	-7.7%	2.7	2.8%	-7.2%	228.4	2.0%	2.9%
	<b>NSW Total</b>	<b>4,345.8</b>	<b>100%</b>	<b>0.3%</b>	<b>97.4</b>	<b>100%</b>	<b>3.2%</b>	<b>11,195</b>	<b>100%</b>	<b>7.1%</b>

Rank	Destination	Visitors			Nights			Expenditure		
		(000)	% Share	% Change	(million)	% Share	% Change	(\$million)	% Share	% Change
1	North Coast NSW	360.1	41.4%	1.8%	3,987.3	26.4%	4.0%	258.7	24.7%	8.6%
2	Hunter	205.8	23.7%	1.6%	3,042.6	20.1%	15.6%	221.2	21.1%	6.3%
3	South Coast	194.9	22.4%	5.7%	2,620.6	17.4%	9.8%	266.1	25.4%	10.2%
4	Blue Mountains	119.9	13.8%	-6.6%	529.3	3.5%	-31.2%	46.9	4.5%	-27.3%
5	Central Coast	69.1	8.0%	4.3%	974.0	6.4%	34.7%	67.1	6.4%	62.1%
6	Central NSW	37.1	4.3%	-12.4%	928.7	6.1%	15.3%	38.4	3.7%	-0.8%
7	New England North West	34.6	4.0%	-18.4%	812.2	5.4%	-29.0%	50.2	4.8%	-21.3%
8	Capital Country	34.4	4.0%	1.7%	507.6	3.4%	11.4%	25.3	2.4%	-
9	The Murray	27.4	3.2%	-4.4%	321.5	2.1%	-2.5%	20.4	1.9%	12.3%
10	Snowy Mountains	25.1	2.9%	6.0%	343.6	2.3%	7.3%	17.5	1.7%	-8.3%
11	Riverina	22.5	2.6%	-19.7%	766.6	5.1%	-1.6%	31.3	3.0%	-21.9%
12	Outback NSW	12.1	1.4%	-6.2%	264.3	1.8%	-15.0%	-	-	-
	<b>Total Regional NSW</b>	<b>868.8</b>	<b>100%</b>	<b>-0.1%</b>	<b>15,101.8</b>	<b>100%</b>	<b>4.1%</b>	<b>1,048.3</b>	<b>100%</b>	<b>1.6%</b>

Cells highlighted in grey indicate not publishable data.

### PURPOSE OF VISIT TO NSW

