



Stuart Ayres

Minister for Jobs, Investment, Tourism
and Western Sydney

MEDIA RELEASE

Wednesday, 9 October 2019

NSW SMASHES VISITATION RECORDS AT HOME AND ABROAD

Visitation to NSW is at a record high with international and domestic tourists streaming to Sydney and the regions, latest data shows.

Latest Tourism Research Australia figures released today show NSW remains Australia's number one destination for visitors from home and abroad, with steady increases in the number of visitors, visitor nights and visitor related expenditure generated for the State.

In the year ending June 2019, NSW received 37.2 million domestic overnight visitors and 4.4 million international visitors – the highest volume ever from both markets.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the NSW Government, through tourism and major events agency Destination NSW, was making solid progress on the 2030 visitor economy target.

“These latest surveys show unprecedented growth for NSW, with domestic overnight visitors spending \$22.6 billion in the state – an increase of 13 per cent year on year,” Minister Ayres said.

“International visitors also contribute significantly to the NSW economy with \$11.3 billion generated through overseas traveler spend, which is up eight per cent.

“There have been significant gains in the high-yield markets of the United States and Japan which is the result of fantastic airline partnerships and trade initiatives in these countries. NSW welcomed 522,000 US visitors in the year ending June 2019 who generated \$853 million in tourism spend (up 18 per cent) and 205,000 Japanese visitors who generated \$402 million for the State.”

Japan has now surpassed Korea in the State's top five source markets, joining China, US, New Zealand and United Kingdom.

On the home front, New South Wales leads Victoria and Queensland in attracting domestic overnight visitors, visitor nights and tourism related expenditure.

“In the latest survey NSW has reached its highest ever lead over Victoria and Queensland in terms of domestic overnight expenditure, proving that Australians love the Harbour City and the many unique experiences and landscapes of regional NSW,” Minister Ayres said.

NSW achieved its highest growth in domestic visitor nights on record, with 37.2 million visitors staying 116.1 million nights – 11 per cent more than the previous year.

Regional NSW specifically welcomed almost 27 million international and domestic overnight visitors.