NSW DOMESTIC VISITATION

Year Ending September 2019

#1 Ranked State

- $23.2 Billion
  Overnight Visitor Spend
  Increase: 12.6%

- 38.3 Million
  Overnight Visitors to NSW
  Increase: 12.4%

- 119.2 Million
  Visitor Nights
  Increase: 12.4%

Spend by Purpose of Visit

- Holiday: $9.9b (43%)
- VFR: $4.6b (20%)
- Business: $5.2b (22%)
- Other: $3.5b (15%)

Top Source Markets

<table>
<thead>
<tr>
<th>Share of expenditure</th>
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<tbody>
<tr>
<td><strong>NSW</strong> 31%</td>
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<tr>
<td>Sydney 29%</td>
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<tr>
<td>VIC 15%</td>
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<tr>
<td>QLD 14%</td>
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<tr>
<td>ACT 4%</td>
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<tr>
<td>WA 3%</td>
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<td>SA 3%</td>
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<td>TAS 1%</td>
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Share of Australian total

- Spend: 29%
- Visitors: 33%
- Nights: 29%

Highlights

- NSW and Regional NSW achieved their highest number of domestic overnight visitors, nights and expenditure on record.
- NSW and Sydney leads Australia and its capital cities in domestic overnight visitors, nights and expenditure.
- NSW achieved its highest growth in domestic visitors and nights on record in both percentage and absolute terms.
- Sydney achieved its highest number of domestic overnight visitors and nights on record.
- NSW and Sydney exceeded growth in visitors and nights at State and capital city levels.
- Regional NSW leads Regional Australia in domestic visitors and nights, and a close second to regional Queensland in domestic overnight expenditure.

Due to change to 100 per cent mobile phone interviewing methodology, use caution when comparing 2019 NVS results with previous years.