TRAVEL TO NSW: INTERNATIONAL RESULTS
Year Ending December 2019

#1 Ranked State

$11.4 Billion
Visitor Spend

4.4 Million
Visitors to NSW

96.6 Million
Visitor Nights

Spend by Purpose of Visit

- Holiday $3.6b (32%)
- VFR $1.4b (12%)
- Business $0.9b (8%)
- Education $4.7b (41%)
- Other $0.8b (7%)

Share of Australian total

- Spend: 36%
- Visitors: 50%
- Nights: 35%

Top 5 Source Markets

- China: 36.0%
- USA: 7.0%
- UK: 6.0%
- Korea: 5.0%
- NZ: 4.0%

Highlights

- NSW remains number one for international visitors, nights and expenditure.
- NSW posted the highest absolute growth in expenditure in Australia for the year.
- 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 82.1 million nights and spent $10.4 billion.
- Regional NSW received 856,300 international visitors who stayed 14.5 million nights and spent $1.0 billion.
- NSW, Sydney and regional NSW exceeded national visitor expenditure growth at state, capital city and regional levels.

Source: International Visitor Survey, TRA.