International Visitation to NSW
Key Statistics

Year ended March 2020

$10.0 Billion
Visitor Spend

4.0 Million
Visitors to NSW

88.7 Million
Visitor Nights

Top 5 Source Markets
Share of total expenditure

China 32.8%
USA 7.5%
UK 6.0%
Korea 4.9%
India 4.2%

Spend by Purpose of Visit

Holiday $3.1b 31%
VFR $1.4b 14%
Business $0.8b 8%
Education $3.9b 39%
Other $0.8b 8%

Share of Australian total

Spend 35%
Visitors 49%
Nights 35%

Highlights

• Due to the combined impact of the bushfires and coronavirus travel ban, visitation to all Australian states collapsed in the March quarter (down 28.3 per cent) and the year (down 5.7 per cent).
• NSW had its largest decrease in international visitors, nights and expenditure for the year on record.
• NSW remains number one for international visitors, nights and expenditure.
• Sydney received 3.7 million international visitors who stayed 75.2 million nights and spent $9.1 billion.
• Regional NSW received 758,400 international visitors who stayed 13.4 million nights and spent $908.1 million.

Source: International Visitor Survey, TRA.