Domestic Overnight Visitation to NSW

Key Statistics

Year ended March 2020

$22.8 Billion
Overnight Visitor Spend  
↑ 5.0%

37.2 Million
Overnight Visitors to NSW  
↑ 4.6%

118.1 Million
Visitor Nights  
↑ 6.0%

Spend by Purpose of Visit

Holiday $9.5b  
42%  
29%

VFR $4.4b  
19%  
33%

Business $5.3b  
23%  
29%

Other $3.6b  
16%  
%

Share of Australian total

Spend
Visitors
Nights

Top Source Markets

Regional
NSW 31%
Sydney 28%

VIC 15%
QLD 14%
ACT 4%
WA 3%
SA 2%
TAS 1%

Source: National Visitor Survey, TRA.

Due to change to 100 per cent mobile phone interviewing methodology, use caution when comparing 2020 NVS results with previous years.

Highlights

• NSW has continued its national leadership in the domestic overnight market across all three metrics (visitors, nights and expenditure).
• NSW had the highest absolute growth in Australia in domestic overnight visitors and nights for the year.
• NSW achieved significant growth in all metrics and exceeded the national growth in visitors and nights.
• Sydney exceeded the national capital city growth in visitors and nights, as well as Melbourne and Brisbane’s growth in percentage and absolute terms.
• Regional NSW exceeded regional Australia growth in visitors and nights, as well as regional Victoria and regional Queensland.
• Regional NSW had higher absolute growth than regional Victoria and regional Queensland in all metrics.