## International Travel to NSW
### Key Statistics
#### Year ended September 2020

- **$5.1 Billion**
  - Visitor Spend
  - 55.4% decline on Year ended Sep 2019

- **2.1 Million**
  - Visitors to NSW
  - 52.8% decline on Year ended Sep 2019

- **46.1 Million**
  - Visitor Nights
  - 52.8% decline on Year ended Sep 2019

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### Spend by Purpose of Visit

- **Holiday** $1.6b (31%)
- **VFR** $0.8b (16%)
- **Business** $0.3b (7%)
- **Education** $1.9b (38%)
- **Other** $0.4b (8%)

### Top 5 Source Markets (by expenditure)

- **China** 28.7%
- USA 9.0%
- UK 7.1%
- Korea 5.0%
- India 4.5%

#### Highlights
- Due to the combined impact of the Australian bushfires, the COVID-19 pandemic and the closure of Australia’s international borders, all States and Territories recorded a decline in visitors, nights and expenditure for the year.
- NSW and Sydney continued their national leadership of Australia and its capital cities despite having the largest absolute decline nationally in overseas visitors, nights and expenditure.
- Holiday, Visiting Friends and Relatives and China drove the most decline in NSW’s international visitor numbers (-54%, -48% and -62%, respectively).
- The key drivers of the decline in NSW’s international visitor expenditure were China’s Education and Holiday markets (-65% and -66%, respectively).