Year ended December 2020

$2.7 Billion
Visitor Spend

0.8 Million
Visitors to NSW

24.4 Million
Visitor Nights

Top 5 Source Markets (by expenditure)
Share of total expenditure

China 32%
USA 9%
UK 7%
India 5%
Korea 4%

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 (-83%, -79% and -87%, respectively).
• The key drivers of the decline in NSW’s international visitor expenditure were China’s Education and Holiday markets (-77% and -90%, respectively).