



# Travel to NSW

## Key Statistics

### Year ended December 2024

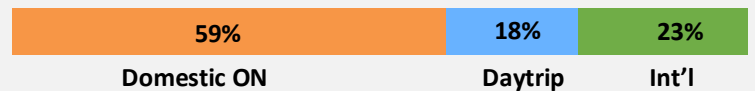


#1 Ranked State

**\$53.2 Billion**  
Visitor Spend

↑ **3.6%**

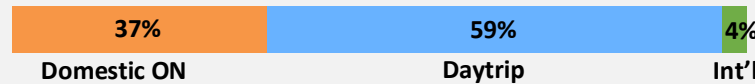
% change on Year ended Dec 2023



**101.1 Million**  
Visitors to NSW

↓ **-4.6%**

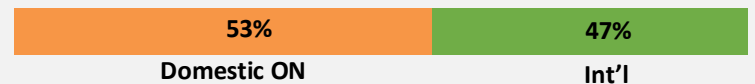
% change on Year ended Dec 2023



**215.3 Million**  
Visitor Nights

↑ **5.2%**

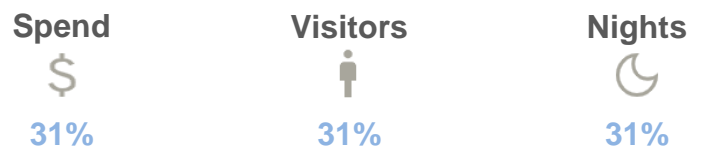
% change on Year ended Dec 2023



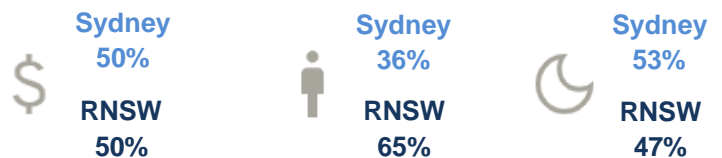
### Highlights

- NSW remains number one in Australia for total volume of international and domestic overnight and day trip visitors, nights and expenditure.
- This year, NSW saw its highest expenditure on record (since 1998).
- Sydney leads the other capital cities in terms of total visitors, nights and expenditure.
- Regional NSW leads regional Australia in share of total visitors and nights.
- Regional NSW holds a greater share of visitors, but smaller share of nights and a similar share of expenditure in NSW as compared to Sydney.

### Share of Australian total



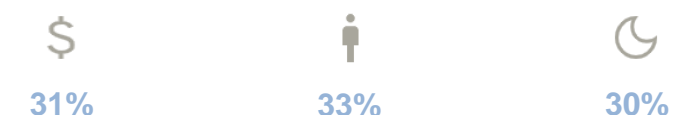
### Share of NSW total



### Sydney's Share of Total Australian Capital Cities



### Regional NSW's Share of Total Regional Australia\*



Source: National and International Visitor Surveys, TRA.

\*Regional Australia includes Gold Coast