



**Stuart Ayres**

Minister for Trade, Tourism and Major Events  
Minister for Sport

## MEDIA RELEASE

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### **ONWARDS AND UPWARDS FOR NSW DOMESTIC TOURISM**

NSW continues to attract more overnight domestic visitors than any other state in Australia, according to the National Visitor Survey released today.

Minister for Trade, Tourism and Major Events Stuart Ayres said Tourism Research Australia's figures show the Government's strategy to grow overnight stays is working.

"Domestic tourism growth for the year in NSW has seen our State blitz ahead of its rivals with 7 million more visitors than Victoria and nearly 9 million more than Queensland," Mr Ayres said.

"In the June quarter alone, while NSW clocked up more visitors and overnight stays, some other states went backwards. NSW received 7.2 million visitors who stayed 22.5 million nights, while Victoria and Queensland recorded declines.

"It's certainly onwards and upwards for NSW – in the 12 months to June 2016, NSW achieved significant growth in domestic overnight visitors, welcoming 29 million travelers who stayed 93 million nights and spent \$16.4 billion," Mr Ayres said.

"NSW continues to lead domestic tourism, with the largest share of Australia's visitor economy. NSW has had the highest market share of visitors and nights in Australia since the national survey began (YE June 1999) and the highest share of visitor expenditure in Australia for all but one period (YE June 2008).

"Regional NSW also achieved its highest number of domestic overnight visitors and expenditure on record, welcoming more than 20 million visitors who spent \$9.7 billion. It also recorded the highest number of overnight stays since June 2003, with more than 69 million nights."

Destination NSW Chief Executive Officer Sandra Chipchase said the figures reflect the NSW Government's hard work to make NSW Australia's most compelling destination.

"From pristine beaches and snowfields to the awe-inspiring country and Outback, NSW is Australia's most geographically diverse state and offers holiday memories to last a lifetime. Combine that with a world-class calendar of major events and you have the complete visitor experience," Ms Chipchase said.