

FACT SHEET

 **SPEND**
\$11.4 b
up 6.1% YoY

 **VISITORS**
4.4 m
up 0.3% YoY

 **NIGHTS**
96.6 m
up 0.4% YoY

VISITATION

- NSW leads the international market and accounted for 50% of all international visitors to Australia, 35% of nights and 36% of expenditure in YE December 2019.
- NSW received 4.4 million visitors (up 0.3% on YE December 2018) who stayed 96.6 million nights (up 0.4%) and spent \$11.4 billion (up 6.1%) in the State.
- Their average length of stay in NSW was 22.0 nights (up 0.01 nights on YE December 2018) and average spend per night was \$118 (up \$6.3).
- Holiday was the largest purpose of visit to NSW (56%), followed by Visiting Friends and Relatives (28%), Business (11%), Education (6%) and Employment (2%).
- 29% of the visitors were aged 15-29 years, 18% were either 30-39 years or 50-59 years old, 15% were either 40-49 years or 60-69 years old, and 5% were aged 70 and over.
- 50% of international visitors to NSW arrived unaccompanied, 23% arrived as an adult couple, 13% were family groups with children, 11% travelled together with friends/relatives and 4% were business associates.
- Most visitors to NSW were repeat visitors to Australia (53%), were not part of a group tour (90%) and did not arrive in Australia on a travel package (84%).
- Sydney was the destination for 94% of international visitors to NSW, followed by the North Coast (9%), Hunter (4%), South Coast (4%) and the Blue Mountains (3%). Total dispersal to Regional NSW was 20%.

Trend

- From YE December 2014 to YE December 2019, total visitors, nights and expenditure in NSW recorded the following changes: up 34.0%, up 27.2% and up 63.6%, respectively.

FORECAST

- International visitor arrivals to Australia are forecast** to grow in short term by 4.7% from 2018/19 to reach 9.8 million in 2019/20. In the medium term (from 2018/19 to 2023/24) to the longer term (from 2018/19 to 2028/29) by 4.7% and 4.6% per annum, respectively. (Source: TRA Tourism Forecast, 2019)
- International visitor nights to NSW are expected** to reach 109.5 million in 2019/20; and to grow in the medium term (from 2018/19 to 2023/24) by 5.8% per annum and in the longer term by 5.3% per annum (from 2018/19 to 2028/29). (Source: TRA Tourism Forecast, 2019)

AVIATION

- In YE December 2019, there were 38,485 international flights to NSW (up 0.2% on YE December 2018) and 10,915,994 seats (down -1.8%). These represent 38% of direct inbound flights to Australia and 40% of available inbounds seats. (Source: OAG YE December 2019, International seat capacity based on direct non-stop services, seats % change).

International travel to NSW Year ending December 2019

Source: International Visitor Survey, Tourism Research Australia.



FACT SHEET – Cont'd

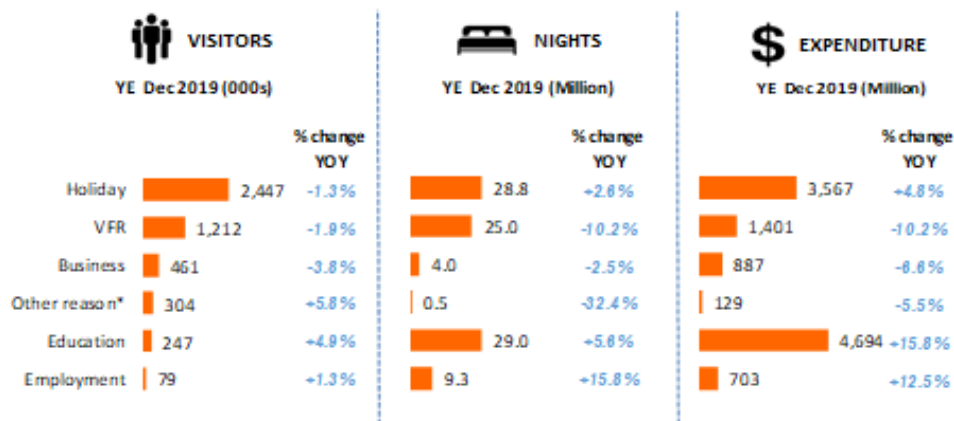
The tables and chart below relate to Origin, Destination and Purpose of visit of International visitors to NSW for YE December 2019.

Rank	Origin	Visitors			Nights			Expenditure		
		(000)	% Share	% Change	(million)	% Share	% Change	(\$million)	% Share	% Change
1	China	770.7	17.6%	-0.2%	22.2	23.0%	5.2%	\$4,149.1	36.5%	15.4%
2	USA	523.0	11.9%	5.6%	5.3	5.5%	8.5%	\$825.6	7.3%	8.4%
3	New Zealand	444.7	10.1%	0.7%	3.4	3.5%	-9.4%	\$413.3	3.6%	-11.2%
4	United Kingdom	352.5	8.0%	-5.2%	7.1	7.4%	4.4%	\$651.8	5.7%	4.3%
5	Japan	202.0	4.6%	2.7%	3.4	3.5%	-18.7%	\$384.5	3.4%	-5.2%
6	Korea	196.2	4.5%	-4.3%	4.6	4.7%	-12.0%	\$558.0	4.9%	-7.6%
7	India	175.0	4.0%	6.9%	7.4	7.7%	5.1%	\$444.3	3.9%	19.0%
8	Hong Kong	134.9	3.1%	3.0%	2.2	2.3%	-8.6%	\$360.6	3.2%	10.5%
9	Singapore	126.2	2.9%	0.3%	1.1	1.2%	-22.2%	\$231.8	2.0%	-8.1%
10	Germany	125.1	2.9%	-3.0%	2.8	2.9%	3.4%	\$218.7	1.9%	0.0%
11	Canada	110.4	2.5%	0.7%	1.6	1.7%	-1.0%	\$169.3	1.5%	1.5%
12	Malaysia	91.3	2.1%	2.0%	1.8	1.9%	15.5%	\$201.7	1.8%	12.7%
13	Indonesia	89.1	2.0%	3.0%	1.9	1.9%	-15.9%	\$223.3	2.0%	13.2%
14	France	86.7	2.0%	-0.2%	2.2	2.2%	-4.9%	\$176.8	1.6%	-8.8%
15	Taiwan	82.8	1.9%	-8.3%	3.0	3.1%	16.4%	\$243.4	2.1%	3.7%
	NSW Total	4,384.3	100%	0.3%	96.6	100%	0.4%	\$11,381.3	100%	6.1%

Rank	Destination	Visitors			Nights			Expenditure		
		(000)	% Share	% Change	(000)	% Share	% Change	(\$million)	% Share	% Change
1	North Coast NSW	374.9	43.8%	5.5%	4,170.5	28.8%	10.6%	\$264.6	25.7%	15.1%
2	Hunter	195.0	22.8%	-6.1%	2,544.0	17.6%	-18.9%	\$214.6	20.9%	1.7%
3	South Coast	184.6	21.6%	-4.7%	2,581.6	17.8%	-2.5%	\$265.2	25.8%	-1.4%
4	Blue Mountains	115.2	13.5%	-4.6%	569.0	3.9%	-0.7%	\$58.7	5.7%	28.7%
5	Central Coast	62.9	7.3%	-8.6%	779.0	5.4%	-8.5%	\$50.1	4.9%	-3.3%
6	Central NSW	41.8	4.9%	-2.0%	681.6	4.7%	-25.5%	\$32.3	3.1%	-18.5%
7	New England North West	37.5	4.4%	5.6%	1,014.4	7.0%	12.2%	\$49.4	4.8%	-20.8%
8	Capital Country	33.2	3.9%	-8.5%	480.6	3.3%	-3.3%	\$22.2	2.2%	-15.0%
9	The Murray	32.7	3.8%	20.8%	454.3	3.1%	41.3%	\$26.5	2.6%	28.7%
10	Snowy Mountains	27.4	3.2%	17.0%	446.1	3.1%	60.7%	\$19.8	1.9%	20.0%
11	Riverina	24.6	2.9%	5.0%	551.0	3.8%	-23.6%	\$21.8	2.1%	-25.5%
12	Outback NSW	11.4	1.3%	-18.3%	189.8	1.3%	-37.8%	-	-	-
	Total Regional NSW	856.3	100%	-1.6%	14,465.7	100%	-3.0%	\$1,028.5	100%	0.8%

Cells highlighted in grey indicate not publishable data.

NSW International – Purpose of Visit



Note: Other reason includes medical reasons, explore possibility of immigration, renew visa, attend Funeral, explore/buy/check on investment opportunities/properties.