

# Travel to NSW

Key Statistics

Year ending December 2025



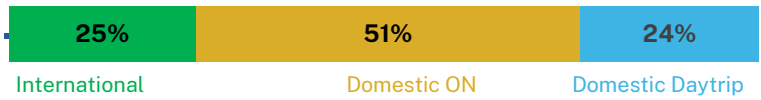
Destination  
NSW

**\$60.4 Billion**

**up 8.2% YoY**

**Visitor spend**

% change on YE Dec 2024



**127.4 Million**

**up 4.6% YoY**

**Visitors to NSW**

% change on YE Dec 2024



**224.2 Million**

**up 2.2% YoY**

**Visitor nights**

% change on YE Dec 2024



**#1 Ranked  
State**

## HIGHLIGHTS

NSW remains Australia's top state for both international and domestic tourism, attracting the most visitors, visitor nights and expenditure.

NSW achieved the highest year-on-year absolute growth in total visitor expenditure among all states.

The increase in expenditure was primarily driven by the international market.

## Share of Australian total

Spend

Visitors

Nights



**31%**

**32%**

**32%**

Source: Domestic Tourism Statistics (DoTS) & International Visitor Survey (IVS), Tourism Research Australia (TRA).