

## Year ended December 2024



**\$12.0 Billion**  
Visitor Spend

↑ **10.7%**  
% change on Year ended Dec 2023

↑ **5.7%**  
% change on Year ended Dec 2019

**3.8 Million**  
Visitors to NSW

↑ **11.1%**  
% change on Year ended Dec 2023

↓ **-13.2%**  
% change on Year ended Dec 2019

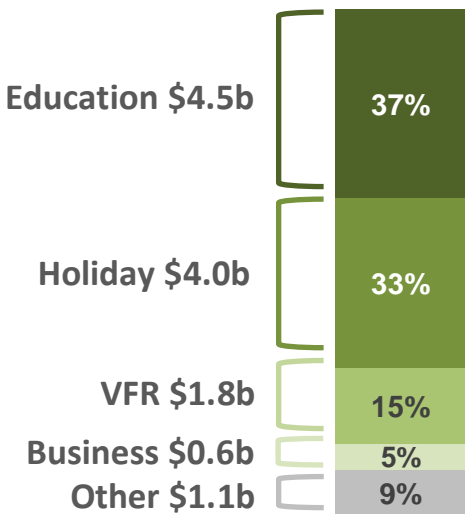
**100.8 Million**  
Visitor Nights

↑ **14.9%**  
% change on Year ended Dec 2023

↑ **4.3%**  
% change on Year ended Dec 2019

### Spend by Purpose of Visit

b = billion



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

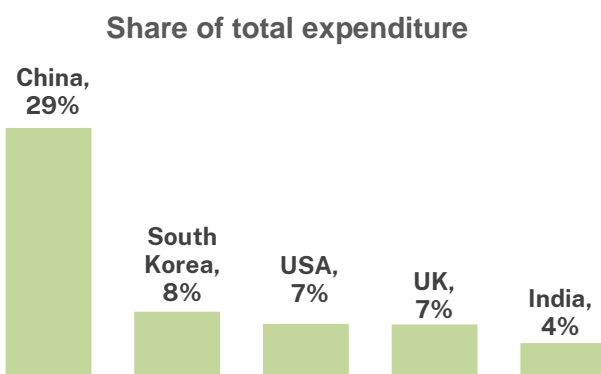


### Regional NSW's share of Total Regional Australia\*



\*Regional Australia includes Gold Coast

### Top 5 Source Markets (by expenditure)



Source: International Visitor Survey, TRA.

### Highlights

- International visitors to NSW grew to 3.8 million in YE December 2024 (up 11 per cent on YE December 2023). Nights grew to 100.8 million (up 15 per cent), and Expenditure grew to \$12.0 billion (up 11 per cent). While the number of nights and expenditure have exceeded their pre-pandemic (2019) levels, visitors are still 13 per cent below.
- NSW continued to lead Australia with 50 per cent of all international visitors, 34 per cent of all nights and 37 per cent of all expenditure.