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MEDIA RELEASE

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NSW THE NUMBER ONE TOURIST DESTINATION AGAIN

New South Wales has continued its reign as Australia's leading tourism state with a record 4.3 million international visitors turbocharging the economy, generating jobs and driving investment in local communities in the last 12 months, Minister for Tourism and Major Events Adam Marshall announced today.

Mr Marshall said NSW had broken Australian tourism records again and increased its lead on other States, referencing the release today of the latest Tourism Research Australia International Visitor Survey for the 12 months from July 2017 to June 2018.

"We attracted more than more than 4.3 million visitors, who stayed 94.4 million nights and spent \$10.5 billion while here – these figures are unprecedented in Australia," Mr Marshall said.

"Our lead in the visitor economy over Victoria and Queensland is increasing – we're now in front of Victoria by 1.4 million visitors and \$2.4 billion in visitor spend and Queensland by 1.6 million visitors and \$4.8 billion in spend."

NSW is the top destination for 10 of the top 15 source markets to Australia: China, USA, UK, Korea, Hong Kong, Germany, Indonesia, Taiwan, Canada and France.

"Sydney is always a star performer, renowned for being a magnet for international tourists, though I'm pleased more and more visitors are traveling beyond the city and getting out and experiencing all that rural and regional NSW have to offer," Mr Marshall said.

"Regional NSW has recorded the highest increase in international visitors for regional Australia, which is brilliant news for the many hardworking and passionate tourism operators from the coast to the country."

Rural and regional communities across the State rolled out their famous country hospitality for more than 863,100 international travelers, up 6.2 per cent on the previous year.

Three of regional NSW's 12 regions posted significant growth in international visitor numbers: Blue Mountains (+14 per cent), Central Coast (+29.3 per cent), and Snowy Mountains (+40 per cent). The Murray and Snowy Mountains received their highest number of international visitors on record.

"We've set the State's first ever regional tourism target to drive more visitors to the bush, and these figures show we're doing just that. Tourism is big business for our State, hence why our Government continues to invest heavily to grow the \$32 billion per year industry."

Note to editors: see key facts over page.

KEY RESULTS

INTERNATIONAL VISITOR SURVEY – YEAR ENDING JUNE 2018

- NSW has achieved its highest number of international visitors on record in the International Visitor Survey for the Year Ending June 2018.
- Over the 12-month period ending in June 2018, NSW welcomed 4.3 million visitors, up 6 per cent on the previous year, who stayed 94.4 million nights, up 2.1 per cent on the previous year.
- These visitors spent \$10.5 billion in the State during their stay, up 4 per cent on the previous year (or \$390 million).
- NSW leads Australia for international visitors, accounting for more than 50 per cent of all international visitors nationally during the 12-month period ending in June 2018.
- NSW's lead over Victoria and Queensland is increasing.
- NSW leads Victoria by 1.4 million international visitors, 25.6 million nights and \$2.4 billion in expenditure. This is NSW's largest lead over Victoria for visitor numbers in more than 10 years (since the 12-month period ending in June 2007.)
- NSW leads Queensland by 1.6 million visitors, 40.6 million nights and \$4.8 billion in expenditure. This is NSW's highest lead over Queensland on record for visitor numbers and nights.