



**Andrew Stoner MP**  
Deputy Premier of NSW  
Minister for Trade and Investment  
Minister for Regional Infrastructure  
and Services

**George Souris MP**  
Minister for Tourism, Major Events,  
Hospitality and Racing  
Minister for the Arts  
Minister for the Hunter

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## **MEDIA RELEASE**

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### **NSW STRENGTHENS ITS TOURISM DOMINANCE**

Deputy Premier and Minister for Trade and Investment Andrew Stoner and Minister for Tourism and Major Events George Souris have welcomed the results of the latest State Tourism Satellite Accounts, which show the NSW Government's focus on tourism and major events has resulted in an additional 6,000 direct tourism jobs.

Mr Stoner said the boost to jobs now meant there were 158,000 people employed in tourism across the State, or, one in 23 jobs.

"The results, published by Tourism Research Australia, demonstrate NSW's dominance as Australia's number one state for tourism and are testament to the NSW Government fulfilling its election commitment to rebuild the NSW economy through tourism and major events," Mr Stoner said.

"In addition to the extra jobs, NSW continues to lead Queensland and Victoria in terms of growth and market share for all key indicators.

"In 2012-13, NSW achieved its highest contribution to the visitor economy since 2006-07 in terms of Gross Domestic State Product, Tourism Consumption and Gross Added Value.

"For example, in 2012-13, NSW accounted for 31.5 per cent of direct tourism Gross Domestic Product.

"Nationally, there was an increase of \$1.5 billion in Gross Domestic Product of which NSW's contribution was the largest, accounting for \$712 million (47 per cent) of the increase, followed by \$448 million (30 per cent) by Queensland and \$176 million (11.6 per cent) by Victoria.

"NSW also contributed 30 per cent of national tourism consumption, 31.6 per cent of direct national tourism Gross Value Added, and 29 per cent of direct national tourism employment.

"Impressive increases were also achieved for direct tourism Gross State Product for NSW and in international and domestic tourism consumption in NSW, both of which have increased at rates above the national average to reach their highest levels since 2006-07.

“Our direct tourism Gross State Product reached \$13.3 billion for the year, representing a 5.7 per cent increase and international and domestic tourism consumption in NSW grew 5.2 per cent to reach \$33.0 billion.”

Mr Souris said the strong performance of NSW was further evidence of the success of the targeted marketing and industry partnership campaigns, and major events secured by the NSW Government’s tourism and events agency, Destination NSW.

“We’re buoyed by the fact that NSW continues to be the number one state for visitors and to see this translate into employment and expenditure for this State and the Nation,” Mr Souris said.

“Since this Government established Destination NSW three years ago, the NSW tourism sector has undergone a number of changes including the introduction of a Destination Management Planning system and the new Regional Visitor Economy fund.

“The NSW tourism sector should be proud of these strong results, which clearly demonstrate its resilience and ongoing commitment to achieving the NSW Government’s goal of doubling overnight expenditure in the State by 2020.

“It is also proof that the NSW Liberal & Nationals Government’s tourism policy is having a positive effect on an industry that is of vital importance to the State’s economy.”