



Tourism NSW Statistical Dashboard (Year Ending March 2011)
Source: National and International Visitor Surveys by Tourism Research Australia

TOTAL AUSTRALIA	TOTAL OVERNIGHT*			DOMESTIC OVERNIGHT			INTERNATIONAL OVERNIGHT			DAY TRIP	
	Total Domestic and International Overnight Visitors	Total Nights	Total Domestic and International Overnight Expenditure (\$ Million)	Domestic Overnight Visitors	Domestic Nights	Domestic Overnight Expenditure (\$ Million)	International Visitors	International Nights	International Expenditure (\$ Million)	Day Trip Visitors	Day Trip Expenditure (\$ Million)
	73,044,567	444,109,154	58,849	67,605,000	257,042,000	41,906	5,439,567	187,067,154	16,943	151,948,000	14,950
% Change on Previous Year	2.5	1.4	-0.8	2.4	0.2	-2.2	3.5	3.2	3.0	3.0	-1.0

Top source markets: 1) New Zealand
2) United Kingdom 3) China 4) USA 5) Japan

TOTAL NSW	TOTAL OVERNIGHT*			DOMESTIC OVERNIGHT			INTERNATIONAL OVERNIGHT			DAY TRIP	
	Total Domestic and International Overnight Visitors	Total Nights	Total Domestic and International Overnight Expenditure (\$ Million)	Domestic Overnight Visitors	Domestic Nights	Domestic Overnight Expenditure (\$ Million)	International Visitors	International Nights	International Expenditure (\$ Million)	Day Trip Visitors	Day Trip Expenditure (\$ Million)
	26,333,967	145,389,926	18,683	23,505,000	79,124,000	12,631	2,828,967	66,265,926	6,052	49,638,000	4,914
% Change on Previous Year	3.5	4.8	3.6	3.6	3.2	3.4	2.7	6.8	4.1	2.4	-2.5

Top source markets: 1) New Zealand
2) United Kingdom 3) USA 4) China 5) Korea

SYDNEY	TOTAL OVERNIGHT*			DOMESTIC OVERNIGHT			INTERNATIONAL OVERNIGHT			DAY TRIP	
	Total Domestic and International Overnight Visitors	Total Nights	Total Domestic and International Overnight Expenditure (\$ Million)	Domestic Overnight Visitors	Domestic Nights	Domestic Overnight Expenditure (\$ Million)	International Visitors	International Nights	International Expenditure (\$ Million)	Day Trip Visitors	Day Trip Expenditure (\$ Million)
	10,000,902	76,084,574	10,061	7,357,000	20,424,000	4,703	2,643,902	55,660,574	5,358	17,989,000	1,774
% Change on Previous Year	5.2	5.5	4.3	6.4	3.5	4.7	2.0	6.2	4.0	5.2	-7.4

Top source markets: 1) New Zealand
2) United Kingdom 3) China 4) USA 5) Korea

NSW REGIONS	TOTAL OVERNIGHT*			DOMESTIC OVERNIGHT			INTERNATIONAL OVERNIGHT			DAY TRIP	
	Total Domestic and International Overnight Visitors	Total Nights	Total Domestic and International Overnight Expenditure (\$ Million)	Domestic Overnight Visitors	Domestic Nights	Domestic Overnight Expenditure (\$ Million)	International Visitors	International Nights	International Expenditure (\$ Million)	Day Trip Visitors	Day Trip Expenditure (\$ Million)
TOTAL REGIONAL NSW	17,404,902	69,305,351	8,622	16,791,000	58,700,000	7,928	613,902	10,605,351	694	31,648,000	3,140
% Change on Previous Year	3.0	4.0	2.8	3.0	3.1	2.7	2.1	9.8	4.8	0.9	0.4
South Coast	2,912,494	12,286,634	1,431	2,791,000	10,058,000	1,258	121,494	2,228,634	173	5,075,000	420
% Change on Previous Year	-0.9	1.1	0.1	-1.4	-2.0	-1.6	12.6	18.0	13.7	-0.6	0.5
Snowy Mountains	727,070	2,634,680	483	706,000	2,437,000	478	21,070	197,680	5	518,000	56
% Change on Previous Year	13.6	10.0	-18.4	13.3	7.8	-18.4	23.7	47.3	-12.3	18.3	19.1
Capital Country	971,981	2,602,202	310	950,000	2,249,000	291	21,981	353,202	19	2,340,000	201
% Change on Previous Year	0.3	1.2	8.4	0.5	8.3	16.9	-9.8	-28.5	-48.3	25.3	18.2
The Murray	827,213	2,635,242	316	810,000	2,465,000	308	17,213	170,242	8	683,000	93
% Change on Previous Year	2.0	0.7	-0.8	1.6	0.7	-1.0	23.9	0.5	5.3	-13.0	-27.3
Riverina	1,002,640	2,675,997	364	982,000	2,287,000	346	20,640	388,997	18	1,237,000	178
% Change on Previous Year	1.6	-1.7	21.2	2.4	-2.1	24.9	-24.6	0.9	-23.1	-2.7	2.9
Central NSW	1,657,930	4,823,594	641	1,620,000	4,319,000	620	37,930	504,594	21	2,192,000	281
% Change on Previous Year	0.5	-2.9	7.7	0.6	-1.9	8.8	-0.7	-10.7	-16.5	-5.2	6.0
Hunter	2,174,635	7,613,742	1,017	2,042,000	5,301,000	849	132,635	2,312,742	168	5,141,000	481
% Change on Previous Year	0.6	4.5	3.8	-0.2	-2.1	-1.6	14.0	23.7	44.1	1.9	1.1
Mid North Coast	3,264,112	12,913,186	1,640	3,119,000	12,074,000	1,583	145,112	839,186	57	3,474,000	481
% Change on Previous Year	6.6	8.0	8.5	7.1	8.7	8.9	-3.1	-1.0	-1.2	-5.7	11.6
Northern Rivers	2,079,627	8,328,162	917	1,863,000	6,501,000	792	216,627	1,827,162	125	3,465,000	314
% Change on Previous Year	8.9	-1.2	-10.8	11.4	-1.2	-11.1	-8.3	-1.3	-8.7	5.1	-1.9
New England North West	1,271,914	4,092,175	415	1,238,000	3,540,000	383	33,914	552,175	32	1,954,000	222
% Change on Previous Year	-1.8	-4.5	-1.2	-0.7	-4.8	0.5	-29.2	-2.1	-18.3	7.1	-3.9
Outback NSW	462,124	1,892,186	211	449,000	1,733,000	203	13,124	159,186	8	200,000	10
% Change on Previous Year	10.7	21.7	34.4	11.1	18.1	35.3	-1.2	84.5	14.8	7.0	-47.4
Central Coast	1,197,669	4,313,631	494	1,162,000	3,594,000	470	35,669	719,631	24	3,194,000	215
% Change on Previous Year	1.2	15.8	-0.1	1.0	10.9	1.1	7.7	49.0	-18.1	-7.1	-25.9
Blue Mountains	745,921	2,007,637	288	667,000	1,660,000	253	78,921	347,637	35	2,174,000	189
% Change on Previous Year	14.5	16.7	26.6	15.8	18.1	24.6	4.9	10.4	42.7	3.9	18.9

* No significance test could be done for "Total Overnight"

Statistically significant increase
Statistically significant decline

This snapshot is compiled using data from the National Visitor Survey and International Visitor Survey conducted by Tourism Research Australia.

For more statistics on visitation to Sydney, NSW or NSW regions, or for profiles of international markets, please see www.tourism.nsw.gov.au and click on "Facts and Figures".