



**Tourism NSW Statistical Dashboard (Year Ending December 2010)**  
**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)
	72,842,894	446,733,131	59,587	67,402,000	259,541,000	42,826	5,440,894	187,192,131	16,761	151,288,000	14,969
% Change on Previous Year	2.2	3.0	1.6	2.0	1.1	1.1	5.1	5.7	3.1	4.8	1.9

Top source markets: 1) New Zealand  
2) United Kingdom 3) USA 4) China 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)
	25,904,558	143,554,875	18,366	23,066,000	78,330,000	12,425	2,838,558	65,224,875	5,941	49,071,000	4,841
% Change on Previous Year	2.3	3.8	1.8	2.0	1.7	1.5	4.7	6.4	2.4	5.4	-0.4

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)
	9,811,887	74,782,834	9,827	7,152,000	20,317,000	4,614	2,659,887	54,465,834	5,213	17,435,000	1,682
% Change on Previous Year	4.7	4.9	1.5	4.9	6.5	2.5	4.3	4.3	0.7	7.8	-6.5

Top source markets: 1) New Zealand  
2) United Kingdom 3) USA 4) China 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)
<b>TOTAL REGIONAL NSW</b>	17,209,373	68,772,041	8,538	16,584,000	58,013,000	7,810	625,373	10,759,041	728	31,636,000	3,159
<b>% Change on Previous Year</b>	1.7	2.7	2.0	1.6	0.2	0.9	6.3	18.7	16.3	4.2	3.1
<b>South Coast</b>	2,858,316	12,180,929	1,424	2,746,000	10,173,000	1,268	112,316	2,007,929	156	5,032,000	397
% Change on Previous Year	-3.6	1.1	0.8	-4.0	-1.3	-1.2	6.2	15.7	np	-4.0	-8.1
<b>Snowy Mountains</b>	699,534	2,676,418	476	679,000	2,463,000	470	20,534	np	np	533,000	51
% Change on Previous Year	8.4	14.6	-22.1	8.1	10.3	-22.4	16.8	np	np	27.2	8.5
<b>Capital Country</b>	962,799	2,755,883	311	936,000	2,178,000	277	26,799	np	np	2,135,000	194
% Change on Previous Year	4.3	15.3	12.4	3.7	5.5	10.8	34.4	np	np	4.5	12.1
<b>The Murray</b>	820,966	2,592,292	331	805,000	2,451,000	324	15,966	np	np	764,000	103
% Change on Previous Year	0.5	-1.9	12.0	0.4	-0.8	12.5	8.4	np	np	-7.8	-29.9
<b>Riverina</b>	992,483	2,649,254	329	970,000	2,249,000	308	22,483	np	np	1,311,000	178
% Change on Previous Year	1.3	-0.1	1.3	1.6	-1.1	0.7	-10.2	np	np	12.7	1.1
<b>Central NSW</b>	1,626,546	4,817,497	624	1,591,000	4,327,000	603	35,546	np	np	2,250,000	262
% Change on Previous Year	-0.4	3.2	9.8	-0.2	4.2	10.6	-9.9	np	np	2.5	1.2
<b>Hunter</b>	2,129,846	7,425,119	983	1,995,000	5,096,000	807	134,846	2,329,119	176	5,169,000	479
% Change on Previous Year	1.4	5.5	-0.1	0.5	-4.2	-6.4	17.7	35.7	43.7	7.2	10.9
<b>Mid North Coast</b>	3,228,208	12,632,439	1,587	3,075,000	11,760,000	1,530	153,208	872,439	57	3,737,000	512
% Change on Previous Year	4.4	0.4	11.5	4.5	0.4	11.9	1.5	-0.4	1.4	9.0	22.2
<b>Northern Rivers</b>	2,061,437	8,384,058	995	1,826,000	6,357,000	846	235,437	2,027,058	149	3,386,000	337
% Change on Previous Year	9.5	-2.1	0.1	10.6	-5.8	-1.7	1.4	11.5	12.2	16.1	18.2
<b>New England North West</b>	1,344,556	4,419,891	439	1,307,000	3,809,000	407	37,556	np	np	1,889,000	205
% Change on Previous Year	0.9	1.0	0.7	1.9	-2.0	1.8	-24.7	np	np	-2.0	-19.6
<b>Outback NSW</b>	454,499	1,902,577	219	443,000	1,765,000	211	11,499	np	np	227,000	10
% Change on Previous Year	2.1	12.3	7.2	2.8	9.8	7.1	-18.6	np	np	34.3	-56.5
<b>Central Coast</b>	1,168,314	3,963,970	460	1,133,000	3,352,000	437	35,314	np	23	3,263,000	252
% Change on Previous Year	-2.2	-2.3	-14.7	-2.5	-5.1	-13.6	6.4	np	-31.1	4.7	-2.3
<b>Blue Mountains</b>	726,241	1,865,990	251	645,000	1,532,000	215	81,241	np	np	1,941,000	180
% Change on Previous Year	14.6	14.6	9.2	14.6	17.4	4.4	14.8	np	np	-6.8	14.6

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

  **Statistically significant increase**  
  **Statistically significant decline**  
**NP** **Non-publishable**

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](http://www.tourism.nsw.gov.au) and click on "Facts and Figures".