



Tourism NSW is a division of Industry and Investment

Tourism NSW Statistical Dashboard (Year Ending June 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)
	71,683,743	441,406,332	59,281	66,404,000	258,729,000	42,795	5,279,743	182,677,332	16,486	150,963,000	15,518
% Change on Previous Year	-0.7	2.2	2.2	-1.0	0.4	1.9	3.1	4.9	3.0	6.7	6.5

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)
	25,677,924	140,206,877	18,172	22,896,000	76,966,000	12,367	2,781,924	63,240,877	5,805	49,329,000	5,121
% Change on Previous Year	1.6	1.6	3.0	1.5	-0.7	4.2	2.6	4.5	0.4	9.3	8.6

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)
	9,401,978	72,511,927	9,558	6,788,000	19,266,000	4,431	2,613,978	53,245,927	5,127	17,421,000	1,872
% Change on Previous Year	-2.0	1.9	0.0	-3.6	-2.1	1.0	2.3	3.4	-0.8	10.5	17.1

Top source markets: 1) United Kingdom
2) New Zealand 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)
TOTAL REGIONAL NSW	17,237,694	67,694,950	8,614	16,634,000	57,700,000	7,936	603,694	9,994,950	678	31,908,000	3,248
% Change on Previous Year	3.5	1.3	6.5	3.5	-0.2	6.1	2.9	10.4	10.6	8.7	4.2
South Coast	2,857,037	11,980,405	1,428	2,751,000	10,044,000	1,274	106,037	1,936,405	154	5,028,000	405
% Change on Previous Year	-7.3	-5.5	2.3	-7.8	-7.9	0.9	6.2	9.1	15.7	-1.7	-6.5
Snowy Mountains	651,794	2,404,021	572	634,000	2,278,000	567	17,794	126,021	5	535,000	64
% Change on Previous Year	0.8	-2.3	17.5	1.3	-2.3	17.6	-14.3	-2.7	0.4	45.0	3.2
Capital Country	1,008,487	2,740,740	311	982,000	2,206,000	274	26,487	534,740	37	1,819,000	161
% Change on Previous Year	14.3	12.8	37.3	13.8	2.6	33.7	37.3	92.3	72.2	-16.7	-24.4
The Murray	848,992	2,694,002	327	836,000	2,558,000	321	12,992	136,002	6	820,000	128
% Change on Previous Year	23.9	9.7	22.9	25.1	10.6	24.9	-24.1	-5.9	-34.1	-3.5	-20.0
Riverina	964,572	2,548,514	319	938,000	2,162,000	297	26,572	386,514	22	1,291,000	160
% Change on Previous Year	7.3	1.5	2.9	7.1	2.0	1.7	14.9	-1.0	22.9	9.6	-20.8
Central NSW	1,609,840	4,894,552	588	1,573,000	4,380,000	562	36,840	514,552	26	2,260,000	247
% Change on Previous Year	-2.1	-0.7	0.3	-2.2	-0.8	-0.7	-0.5	-0.4	28.8	-4.8	-15.1
Hunter	2,206,863	7,481,793	980	2,085,000	5,525,000	851	121,863	1,956,793	129	5,234,000	486
% Change on Previous Year	10.1	14.3	9.7	10.0	10.7	10.7	10.6	25.9	3.4	20.9	11.7
Mid North Coast	3,140,650	12,070,182	1,617	2,991,000	11,146,000	1,556	149,650	924,182	61	4,076,000	575
% Change on Previous Year	0.9	-4.0	13.3	1.3	-4.8	13.7	-6.1	6.9	5.9	32.3	64.3
Northern Rivers	2,041,948	8,510,944	1,043	1,811,000	6,672,000	901	230,948	1,838,944	142	3,270,000	310
% Change on Previous Year	15.2	1.4	9.6	17.1	3.9	8.4	2.1	-6.9	17.9	3.8	-9.6
New England North West	1,387,308	4,697,898	449	1,340,000	4,127,000	412	47,308	570,898	37	1,925,000	240
% Change on Previous Year	15.4	17.2	7.6	15.8	17.3	6.7	5.6	16.2	17.9	19.9	34.8
Outback NSW	451,225	1,742,937	194	439,000	1,615,000	185	12,225	127,937	9	204,000	14
% Change on Previous Year	8.3	8.1	-14.3	9.2	6.3	-15.1	-15.9	37.3	8.0	-14.3	-50.0
Central Coast	1,164,683	3,885,228	482	1,130,000	3,233,000	454	34,683	652,228	28	3,379,000	280
% Change on Previous Year	-1.9	-0.7	-8.3	-2.2	-5.4	-7.9	9.7	32.1	-14.7	15.8	14.8
Blue Mountains	685,010	1,764,386	238	612,000	1,484,000	216	73,010	280,386	22	2,058,000	178
% Change on Previous Year	0.6	2.2	-4.1	1.2	7.1	-0.9	-3.9	-17.6	-27.1	8.8	12.7

* 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".