



Tourism NSW Statistical Dashboard (Year Ending September 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)
	72,215,510	445,866,686	59,521	66,834,000	260,946,000	42,913	5,381,510	184,920,686	16,608	151,767,000	15,520
% Change on Previous Year	0.9	3.2	2.0	0.6	1.7	1.8	5.6	5.5	2.8	6.3	7.4

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)
	26,238,971	144,516,433	18,405	23,404,000	79,719,000	12,551	2,834,971	64,797,433	5,854	49,428,000	5,141
% Change on Previous Year	5.5	6.2	4.4	5.3	4.2	5.3	6.6	8.9	2.4	7.0	7.9

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)
	9,819,183	74,949,170	9,774	7,157,000	20,340,000	4,612	2,662,183	54,609,170	5,162	17,820,000	1,887
% Change on Previous Year	7.7	8.6	5.0	8.1	9.4	9.4	6.6	8.3	1.4	14.6	16.1

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)
TOTAL REGIONAL NSW	17,493,643	69,567,263	8,631	16,887,000	59,379,000	7,939	606,643	10,188,263	692	31,608,000	3,254
% Change on Previous Year	4.9	3.8	3.7	4.9	2.5	3.1	4.7	12.3	10.7	3.1	3.6
South Coast	2,939,945	12,353,341	1,447	2,831,000	10,359,000	1,292	108,945	1,994,341	155	5,059,000	404
% Change on Previous Year	-1.0	0.2	5.8	-1.4	-1.3	4.7	10.8	9.2	16.1	-4.2	-9.2
Snowy Mountains	646,575	2,512,312	425	627,000	2,330,000	419	19,575	182,312	6	499,000	54
% Change on Previous Year	-1.8	1.7	-32.5	-2.0	-1.1	-33.2	7.0	57.0	118.1	25.1	10.2
Capital Country	1,027,176	2,858,352	342	1,002,000	2,243,000	308	25,176	615,352	34	1,868,000	168
% Change on Previous Year	22.7	24.5	48.4	22.5	10.6	50.2	32.2	130.1	33.5	-16.0	-22.6
The Murray	825,858	2,610,235	312	811,000	2,493,000	306	14,858	117,235	6	812,000	132
% Change on Previous Year	9.3	-11.8	10.7	9.6	-10.4	12.1	-4.9	-34.1	-30.2	-2.3	-12.0
Riverina	974,913	2,590,791	317	950,000	2,226,000	301	24,913	364,791	16	1,374,000	182
% Change on Previous Year	0.8	-3.3	-8.4	0.8	-0.9	-7.4	0.1	-15.5	-23.2	23.5	-3.7
Central NSW	1,673,595	4,948,388	610	1,638,000	4,478,000	589	35,595	470,388	21	2,267,000	268
% Change on Previous Year	7.5	7.6	9.6	7.8	8.5	9.7	-4.7	-0.8	7.5	-3.3	-1.1
Hunter	2,213,320	7,738,812	1,026	2,090,000	5,643,000	872	123,320	2,095,812	154	5,188,000	485
% Change on Previous Year	7.9	13.5	9.4	7.8	11.5	7.0	9.8	19.3	25.6	13.4	11.0
Mid North Coast	3,288,285	12,696,260	1,648	3,142,000	11,810,000	1,591	146,285	886,260	57	3,737,000	528
% Change on Previous Year	6.1	1.2	13.3	6.7	1.1	14.4	-6.2	2.5	-9.8	8.6	36.1
Northern Rivers	2,015,896	8,559,379	1,060	1,785,000	6,764,000	922	230,896	1,795,379	138	3,350,000	323
% Change on Previous Year	7.6	2.9	10.7	8.4	4.0	11.0	1.6	-1.1	9.0	3.4	-8.0
New England North West	1,437,851	4,641,647	437	1,394,000	4,073,000	404	43,851	568,647	33	1,922,000	228
% Change on Previous Year	15.1	12.9	-0.1	15.9	11.8	-0.2	-4.7	21.4	2.3	3.3	4.1
Outback NSW	432,338	1,704,404	211	420,000	1,559,000	202	12,338	145,404	9	202,000	14
% Change on Previous Year	-11.0	-9.7	-9.3	-11.0	-14.6	-9.4	-11.6	130.8	-6.5	14.8	-36.4
Central Coast	1,187,582	4,122,169	483	1,152,000	3,462,000	453	35,582	660,169	30	3,264,000	276
% Change on Previous Year	-0.6	7.4	-8.7	-1.0	2.9	-8.9	14.5	39.3	-5.9	3.0	9.5
Blue Mountains	690,151	1,725,827	225	617,000	1,443,000	195	73,151	282,827	30	2,066,000	194
% Change on Previous Year	5.4	0.7	-12.1	6.0	4.4	-15.2	0.9	-14.6	15.6	5.4	36.6

* 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".