



Hon. George Souris M.P
Minister for Tourism, Major Events, Hospitality and Racing
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MEDIA RELEASE

Tuesday March 20, 2012

Business Visitors Spend Up Big in NSW

A surge in domestic business travellers' spending has cemented NSW's status as the premier business State, with latest figures showing a record 25 per cent growth in expenditure by business visitors in 2011.

Minister for Tourism and Major Events, George Souris, said the latest data from Tourism Research Australia showed domestic overnight visitors to NSW in 2011 had all grown by four per cent in the three key performance indicators – total number of visitors, overnight stays and expenditure.

"NSW performed twice as well as the national result for expenditure, over double the national performance in overnight stays and equal in overall domestic visitors," Mr Souris said.

"NSW welcomed 24 million domestic overnight visitors during 2011, pumping \$12.9 billion into our economy, which was \$461 million more than the previous year.

"More than 77 per cent of expenditure growth or \$358 million, came from business visitors, which is another encouraging sign that NSW is recovering strongly from the doldrums of the GFC.

"The robust growth in business visitor expenditure is a testament to NSW's resilience as Australia's leading state for business."

Mr Souris said there was also solid growth in domestic visitor expenditure to Sydney at five per cent (an extra \$229 million) and regional NSW at three per cent (an extra \$233 million).

"I am also pleased to see domestic overnight visitors are getting out to the NSW regions, with strong growth in total visitor numbers being recorded for the Hunter and South Coast at 16 and nine per cent respectively, with Central NSW and Capital Country up eight per cent each in visitation.

"These figures are a positive result for tourism in Sydney and NSW with our reputation as a great place to visit and do business remaining strong as ever."

Mr Souris said business visitor expenditure was tipped to increase in 2012 with an injection of \$211 million from 59 business events to take place in Sydney in coming months.

"Furthermore, the mid-term prospect for growth in business visitors to Sydney is optimistic with the redevelopment of the Sydney International Convention, Exhibition and Entertainment Precinct at Darling Harbour.

"The 12-hectare precinct will contain a diverse range of world-class convention, exhibition and entertainment facilities to cater for at least 12,000 people, and high-class banqueting facilities for a minimum of 4,000 people," Mr Souris said