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## **MEDIA RELEASE**

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### **NSW TOURISM DRIVES BUSINESS GROWTH**

The Minister for Tourism and Major Events, George Souris, congratulated the NSW tourism industry on significant increases in visitation and overnight stays, following results from the latest *National Visitor Tourism Survey*.

“Interstate visitors to NSW increased by 7.4 per cent over the financial years for 2010 to 2012. This includes 3.2 million extra visitor nights, with 540,000 additional interstate visitors. Expenditure by interstate visitors to NSW also increased, by 12.1 per cent during that period,” Mr Souris said.

“I’m delighted that NSW comprehensively leads the country in the number of interstate visitors, with 7.9 million having come to our State in the year to June 2012.

“NSW remains the favourite destination for all domestic visitors, having had an increase in the total number of domestic visitor nights to almost 84.5 million - an 8.3 per cent rise between 2010 and 2012. Daytrips in NSW have also increased, by 7.4 per cent over the same period.

Mr Souris said domestic overnight visitors to NSW contributed more than \$28 billion into the NSW economy since June 2010, with long term benefits to our accommodation, dining, retail, sports and entertainment industries.

“In particular, visitors from interstate seeing family and friends in NSW increased over the two years by 17.1 per cent to 2.7 million. This is further strengthened by an increase in aviation seat capacity in NSW by 3.4 per cent to 26.7 million seats, since 2010.”

Destination NSW CEO, Sandra Chipchase, said: “Within a challenging global economy, the NSW visitor economy is demonstrably resilient and is fortunately sustained by a dynamic and innovative tourism industry.

“The tourism industry contributes \$20.2 billion per year in international and domestic overnight visitor expenditure to the NSW economy and tourism employment accounts for one in every 22 jobs in NSW”.

“As well as the increase in interstate visits, NSW intrastate tourism has also increased, with a 6.7% increase in NSW residents travelling within the state, to 17 million in the latest June year. It’s wonderful that when NSW residents travel, they are choosing to enjoy unique attractions, events and festivals in NSW,” Ms Chipchase said.

**Footnote: Statistical information is derived from:**

- ***National Visitor Survey*, year ended June 2012**
- **Bureau of Infrastructure, Transport and Regional Economics,**
- **State Tourism Satellite Account 2010-11.**