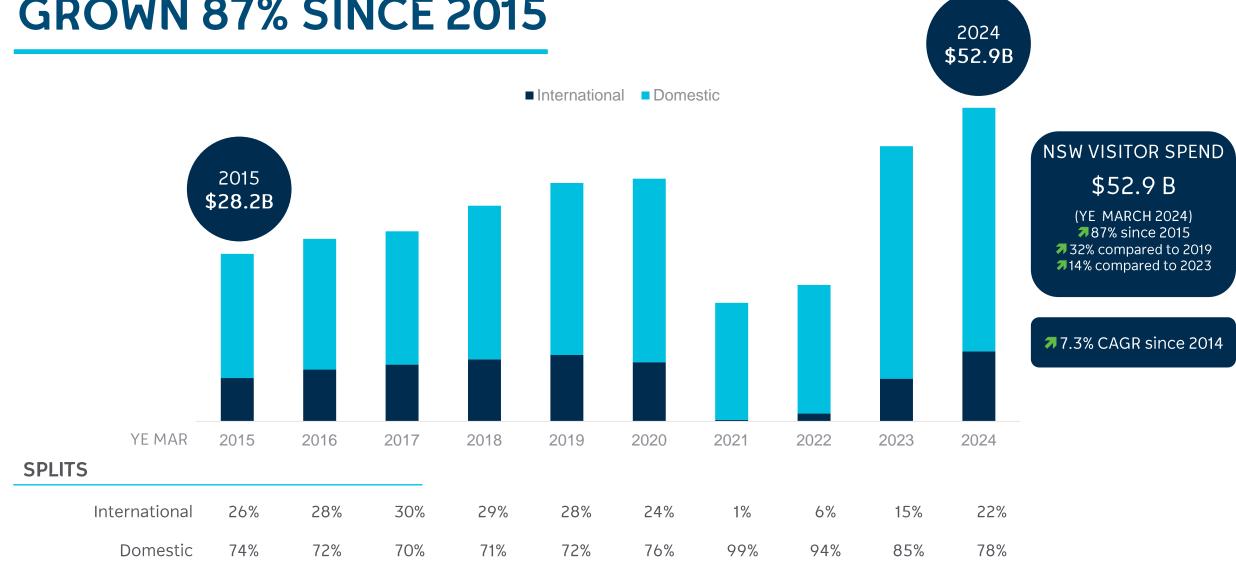
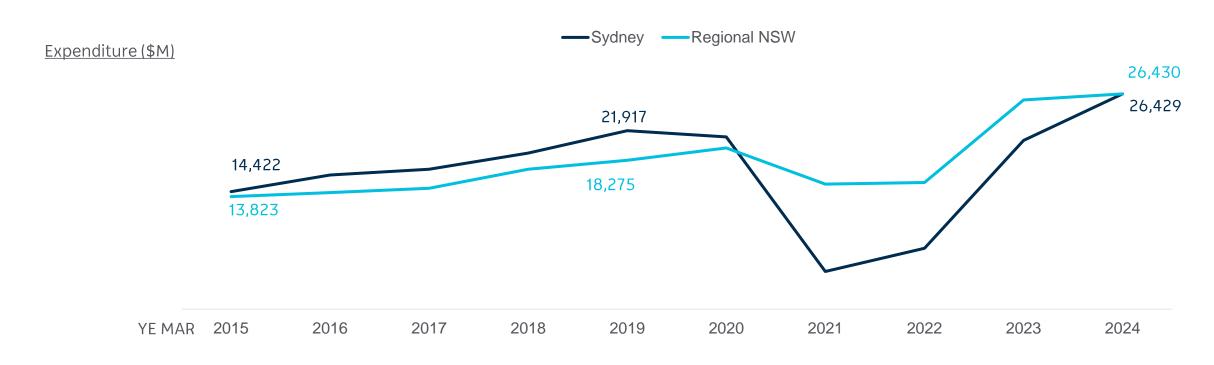


# VISITOR EXPENDITURE IN NSW HAS GROWN 87% SINCE 2015



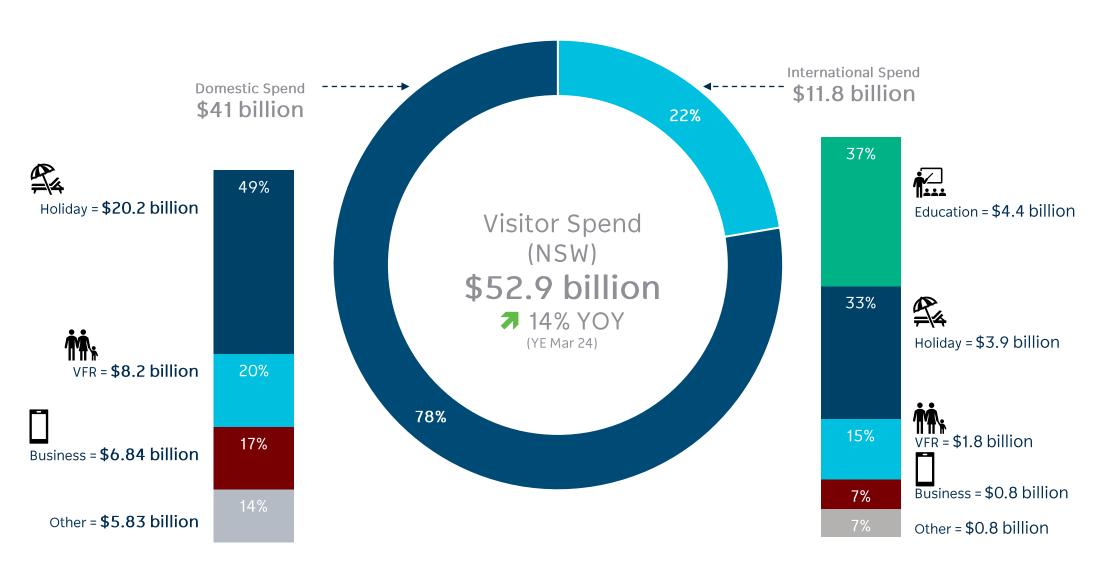
# VISITOR SPEND IS SHARED EQUALLY BY SYDNEY AND REGIONAL NSW



# REGIONAL NSW IS THE DRAWCARD FOR DOMESTIC VISITOR EXPENDITURE



## ALL MARKET SEGMENTS DRIVE SIGNIFICANT VALUE TO THE VISITOR ECONOMY





# **DESTINATION NORTH COAST**



\$6B+ expenditure



13M+ visitors



23M+ nights

Top international source markets: visitors

- 1. United Kingdom
- 2. New Zealand
- 3. Germany

# **DESTINATION NORTH COAST**

Metric (YE MAR)	2019	2023	2024
Domestic overnight expenditure (\$m)	\$3,548	\$4,869	\$4,666 - <b>4.2</b> %
Domestic daytrip expenditure (\$m)	\$748	\$975	\$1,083 + 11.1%
International expenditure (\$m)	\$259	n/a	\$263
Total expenditure (\$m)	\$4,555	n/a	\$6,012

+ 10.2% Domestic visitor numbers (overnight and daytrip)

+ 15% Domestic visitors visiting friends and relatives

+ 17.5% Daytrip visitors



<sup>\*</sup> All comparisons with Year Ended March 2023 results

## VISITOR ECONOMY STRATEGY 2030 AT A GLANCE

The NSW Government's vision is to be the premier visitor economy in the Asia Pacific by 2030.

### **PHASES OF THE STRATEGY**



## RECOVERY PHASE TO 2024

Total Visitor Expenditure to pre-COVID levels \$43 Billion

in 2019

## MOMENTUM PHASE TO 2026

Total Visitor Expenditure to reach over

by 2026

# ACCELERATE PHASE TO 2030

Total Visitor Expenditure to reach

\$65 Billion

by 2030

### STRATEGIC PILLARS



#### **ROAD TO RECOVERY**

An agile marketing and industry development response to ensure NSW recovers rapidly from the impacts of COVID-19 and natural disasters.



#### **BUILD THE BRAND**

Compelling new brands for Sydney and NSW to build a springboard for differentiation, consumer messaging and competitiveness.



## SHOWCASE OUR STRENGTHS

A laser-sharp focus on our strengths from icons to hidden gems and natural beauty to ensure experiences, marketing and events drive visitation.



## INVEST IN WORLD-CLASS EVENTS

Accelerated investment in signature sporting and cultural events to grow the visitor economy and position NSW as the events capital of the Asia Pacific.



#### **FACILITATE GROWTH**

The continued growth and future prosperity of the NSW visitor economy through investment in infrastructure, job creation and sustainability.

### **GUIDING PRINCIPLES**





ACCELERATE DIGITAL INNOVATION



LEAD WITH OUR STRENGTHS



MOVE FAST, BE RESPONSIVE & AGILE



COLLABORATE WITH INDUSTRY & GOVERNMENT



