

STEVE COX

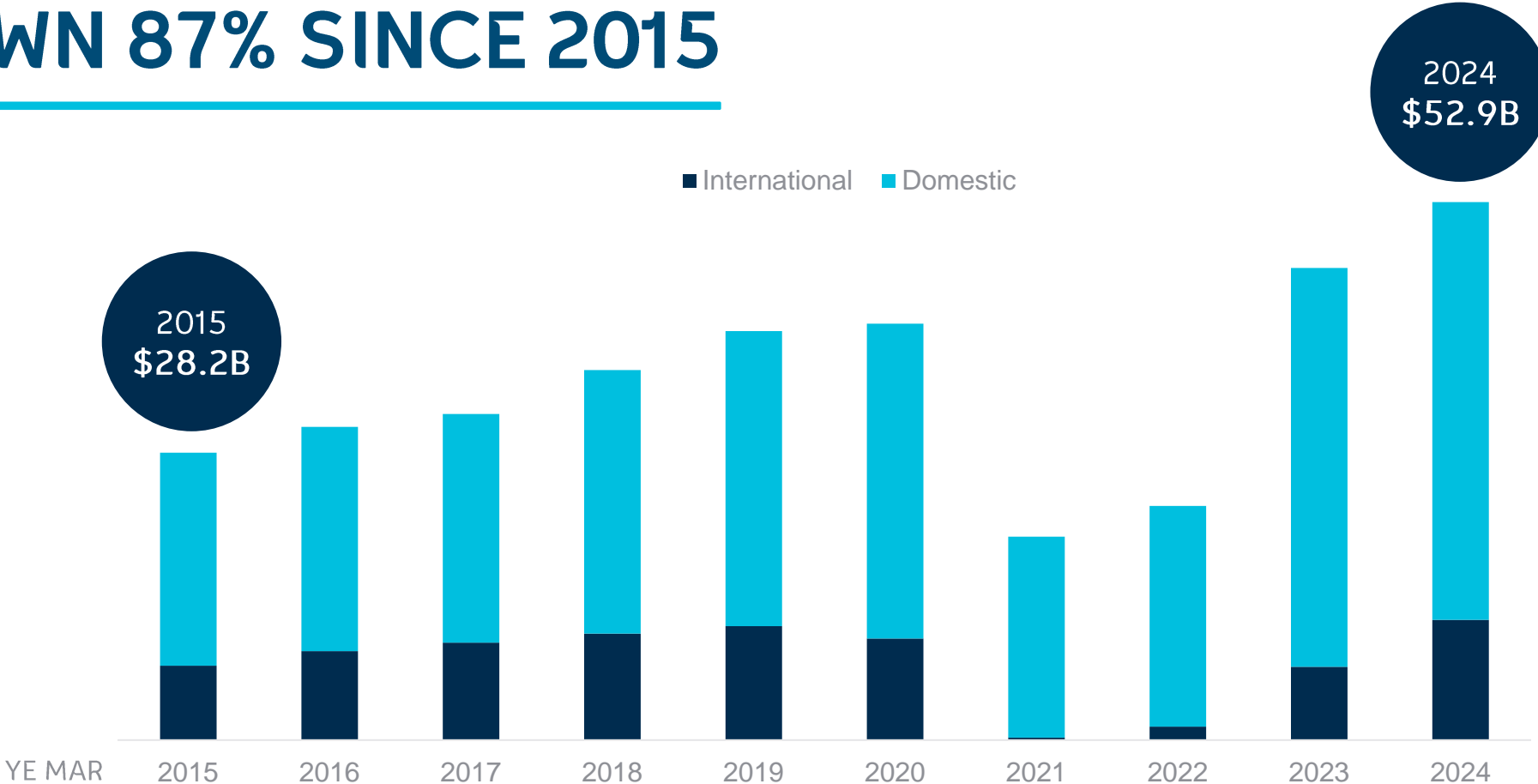
DESTINATION NSW CEO



Town Beach, Port Macquarie



VISITOR EXPENDITURE IN NSW HAS GROWN 87% SINCE 2015



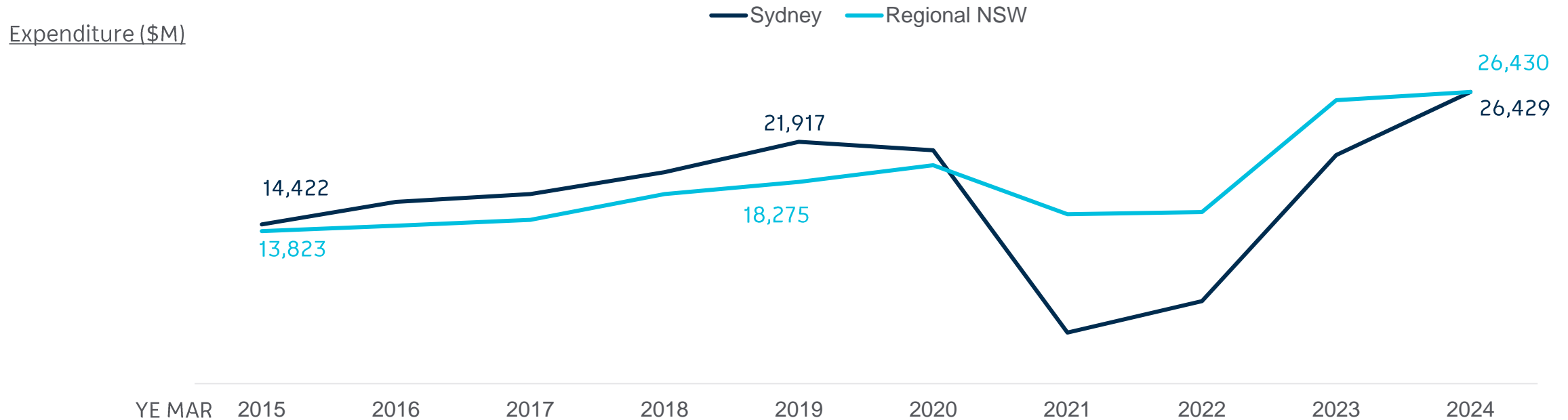
NSW VISITOR SPEND
\$52.9 B
 (YE MARCH 2024)
 ↗ 87% since 2015
 ↗ 32% compared to 2019
 ↗ 14% compared to 2023

↗ 7.3% CAGR since 2014

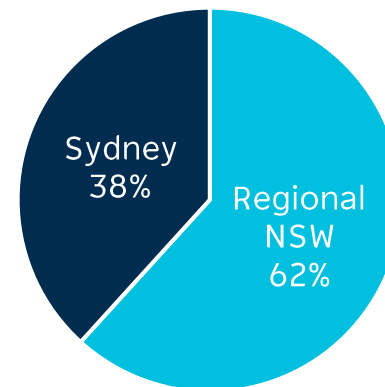
SPLITS

International	26%	28%	30%	29%	28%	24%	1%	6%	15%	22%
Domestic	74%	72%	70%	71%	72%	76%	99%	94%	85%	78%

VISITOR SPEND IS SHARED EQUALLY BY SYDNEY AND REGIONAL NSW

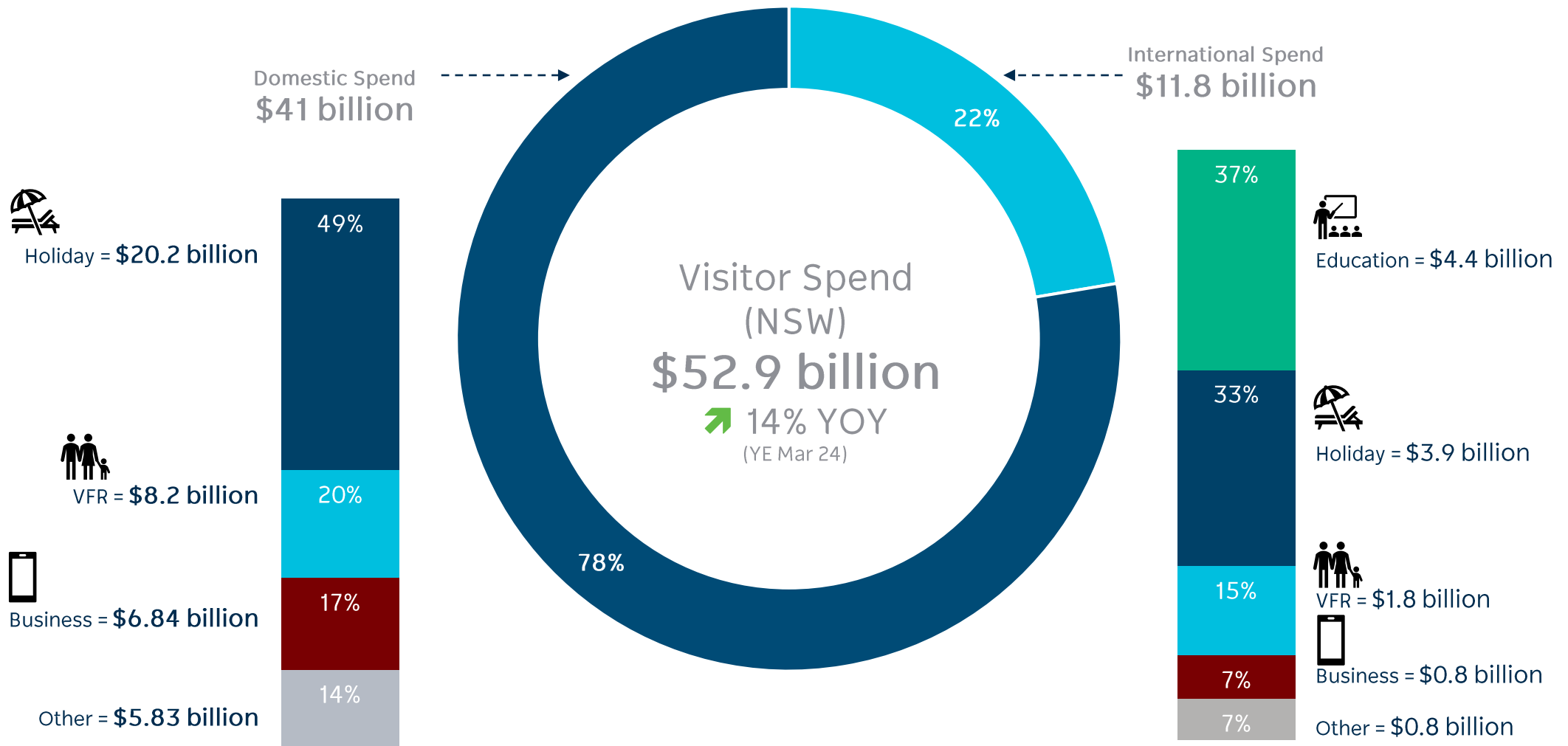


REGIONAL NSW IS THE DRAWCARD FOR DOMESTIC VISITOR EXPENDITURE



\$19.2 B domestic overnight
\$6.2 B daytrip
contributing to
39,000 businesses
75,000 jobs

ALL MARKET SEGMENTS DRIVE SIGNIFICANT VALUE TO THE VISITOR ECONOMY



(Source: National & International Visitor Survey, Tourism Research Australia, YE March 2024)



Old Butter Factory Café, Bellingen

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 - 4.2%
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



Isola Riva, Forster

* All comparisons with Year Ended March 2023 results

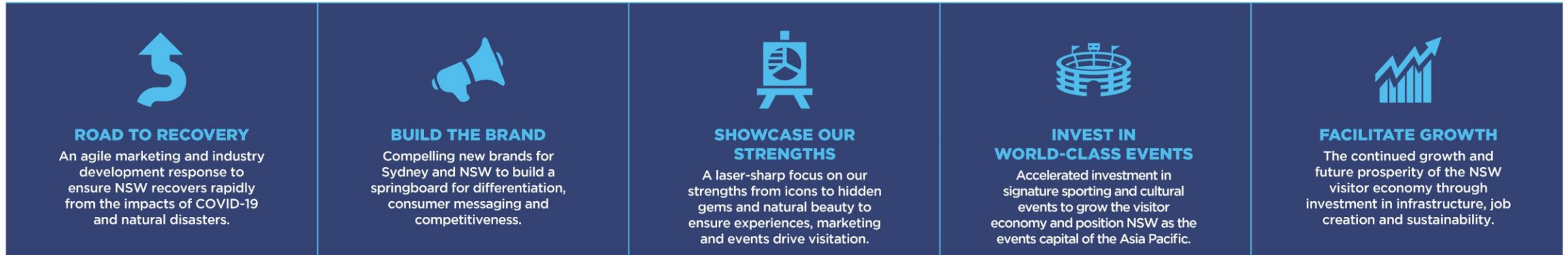
VISITOR ECONOMY STRATEGY 2030 AT A GLANCE

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

PHASES OF THE STRATEGY



STRATEGIC PILLARS



GUIDING PRINCIPLES





feel new south wales