

DESTINATION NSW

Karen Jones, Chief Executive Officer



Coledale Beach, Thirroul



Destination
NSW



ACKNOWLEDGEMENT OF COUNTRY

I acknowledge the Traditional Custodians of the lands on which we are meeting.

I pay my respects to the Elders past and present and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the skies, lands and waters of NSW.

I also acknowledge and pay my respects to all Aboriginal and Torres Strait Islander people with us today.

**TO INSPIRE THE WORLD WITH DESTINATIONS,
EXPERIENCES & EVENTS WHICH COMPEL VISITORS TO
STAY LONGER, DO MORE & RETURN AGAIN & AGAIN.**



Mount Kiera Lookout, Wollongong

VISITOR ECONOMY STRATEGY 2035



Goals for growth

\$91B

Total visitor expenditure

by 2035

150K

New jobs in the visitor economy

by 2035

8.5M

New airline seats into NSW

by 2035

40,400

New accommodation rooms across NSW

by 2035



HOW DESTINATION NSW DRIVES DEMAND

ADVISORY COMMITTEES

Aviation

Accommodation

Jobs

01 Make it easy for more people to visit

Supply-side enablers – aviation, accommodation, workforce

02 Focus on attracting visitors

Bold storytelling and data-led marketing

03 Drive growth through events

Year-round calendar generating \$1B+ in visitor expenditure

04 Focus on experiences

Immersive, high-quality, culturally rich offerings

05 Leverage data and insights

Real-time data and consumer insights for agile decisions

NSW VISITOR ECONOMY – RECORD RESULTS

Year ending December 2025 | Tourism Research Australia

NSW REMAINS AUSTRALIA'S #1 VISITOR ECONOMY – \$60.4 BILLION IN TOTAL EXPENDITURE

127.4M

Total visitors

Domestic + International

\$60.4B

Total expenditure

+8.2% year-on-year

\$15.0B

International spend

Record high – all-time

4.1M

International visitors

+8.0% year-on-year

105.9M

International visitor nights

+5.1% year-on-year

118.2M

Domestic visitor nights

39.2M overnight visitors

\$45.4B

Domestic expenditure

+15.8% day trips spend

Top Australian destination

For visitors, visitor nights & expenditure

DESTINATION SYDNEY SURROUNDS SOUTH

Year ending December 2025 | Tourism Research Australia

10.2M

Total visitors

Domestic + International

\$3.6B

Total expenditure

13.7% share of regional NSW

\$221M

International spend

-12.8% year-on-year

126,000

International visitors

+1.3% year-on-year

2.2M

International visitor nights

-22.4% year-on-year

11.7M

Domestic visitor nights

\$2.5B domestic overnight expenditure

\$3.4B

Domestic expenditure

93.9% of total expenditure

**3rd ranking
DN**

For total visitors, nights and expenditure

WHAT IT MEANS FOR DESTINATION SYDNEY SURROUNDS SOUTH



Valley Outdoors Canoeing, Kangaroo Valley

OFFICIAL

EXPERIENCES

Experience-driven travel

Delivering immersive, high-quality regional experiences.

EVENTS

Grow regional events & festivals

Events are proven demand drivers. \$1.5M Regional Event Fund 2026/27.

CONNECTIVITY

Improved access & connectivity

Strategic investment in transport, event and digital infrastructure.

OFFICIAL

GET INVOLVED WITH DESTINATION NSW

ATDW

List on ATDW

Australian Tourism Data
Warehouse

#NSW

Use #FEELNSW

Tag your content and
experiences

FREE

Content Library

Access our free content
library

NSW1st

NSW First Program

Free resources for
operators

NEWS

Insights Newsletter

Subscribe for data &
trends

LI

Follow on LinkedIn

Industry news and
updates





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