



Adam Marshall

Minister for Tourism and Major Events
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MEDIA RELEASE

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TOURISM RECORD FOR RURAL AND REGIONAL NSW

Overseas tourists are flocking to rural and regional NSW in greater numbers than ever before, a delighted Minister for Tourism and Major Events Adam Marshall announced today.

Mr Marshall said the release yesterday of the latest International Visitor Survey, demonstrated the NSW Government's tourism and major events strategies were delivering for every corner of the State.

"Rural and regional NSW has achieved its highest number of overseas visitors on record," he said.

"In the year to December 2017, communities across rural and regional NSW welcomed 852,500 international visitors who stayed 14.7 million nights and spent \$1.05 billion, delivering a tourism bonanza for local restaurants, hotels and tourism attractions.

"Visitor numbers grew by mammoth 11 per cent and their dollar spend grew by 19 per cent, which is a phenomenal increase on last year.

"While NSW is absolutely smashing records in the tourism industry, we will won't be complacent, I'm committed to boosting these numbers even further and continuing to break records for our State.

"The NSW Liberals & Nationals Government will continue to invest in our visitor economy and ensure that our State continues to lead Australia in international tourism."

Adding to our wins for regional NSW:

- NSW has again achieved its highest number of international visitors on record, and increased its lead on Victoria and Queensland
- In the 12 months to December 2017, our State welcomed 4.2 million international visitors who stayed 94.4 million nights and spent \$10.4 billion
- NSW attracted 1.3 million more international visitors than Victoria and 1.5 million more than Queensland.

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