

Tourism generates \$53,843 a minute for the economy of NSW – that's \$28.3 billion a year for this State alone.



## Success stories

### Jamberoo Action Park, South Coast

NSW's biggest theme park attracts around 400,000 people a year adding \$27.5 million in economic value to the region. It employs 350 casual staff. One job at Jamberoo leads to more jobs created in the local economy. A planned expansion this year will lead to a further 100 employed and an increased economic value to the region of \$41.2 million.

### Bells Milk Bar & Museum, Outback NSW

Located in Broken Hill, this 'must visit' milk bar offers a taste of local Australian culture. It employs seven local residents and gives preference to local suppliers. Its products Bells Malted Milks, Soda Spiders and Bells Syrups and Cordials contribute to 15% of sales. Memorabilia sales have risen to 12% since opening the Museum. Bells has increased turnover by 600% in seven years.

### CountryLink Parkes Elvis Festival, Central NSW

It is many years since Elvis left the building, yet more than 15000 fans descend on the town of Parkes and surrounds each January to celebrate his birthday. 120 events over 5 days inject around \$7.5 million into the town. 85% of participants travel from outside the local area. The King's Castle Elvis Exhibit, a Parkes museum open year round, houses the largest collection of original Elvis memorabilia outside of Graceland (USA).

### Taronga Zoo, Sydney

Taronga Zoo celebrates 95 years in 2011, hosting over 1.5 million visitors last financial year. It purchases locally sourced food for its animals at around \$750,000 annually. The new \$31 million Main Entrance Plaza and \$6.5 million Chimpanzee exhibit used 300 kg of copper, plantation-grown Blackbutt timber, 20 tonnes of steel and 160 cubic metres of timber cladding.

## Where the money goes

Visitors to NSW spend their money on (in order of priority):

- 20% Accommodation services
- 19% Takeaways and restaurant meals
- 13% Shopping
- 11% Fuel
- 5% Air transport

### [www.tourism.nsw.gov.au](http://www.tourism.nsw.gov.au)

The Tourism NSW corporate website contains information about Tourism NSW programs and activities to develop and promote the industry in NSW. It features the latest research, activities and campaigns that industry can join and useful resources to help your business. It also has a subscription form for the free industry newsletter *Insights – Tourism NSW Industry News*.

Image credits. Inside pages from left: Nick Rains; Hamilton Lund; Pierre Toussaint; Tony Yeates; Photographer unknown; Hamilton Lund. Above from left: CountryLink Parkes Elvis Festival; Bells Milk Bar. Cover: James Pipino.  
Date sources: Tourism Research Australia – International Visitor Survey and National Visitor Survey, year ending September 2010. Tourism Satellite Account NSW, 2007/08.  
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# HOW TOURISM WORKS FOR EVERYBODY

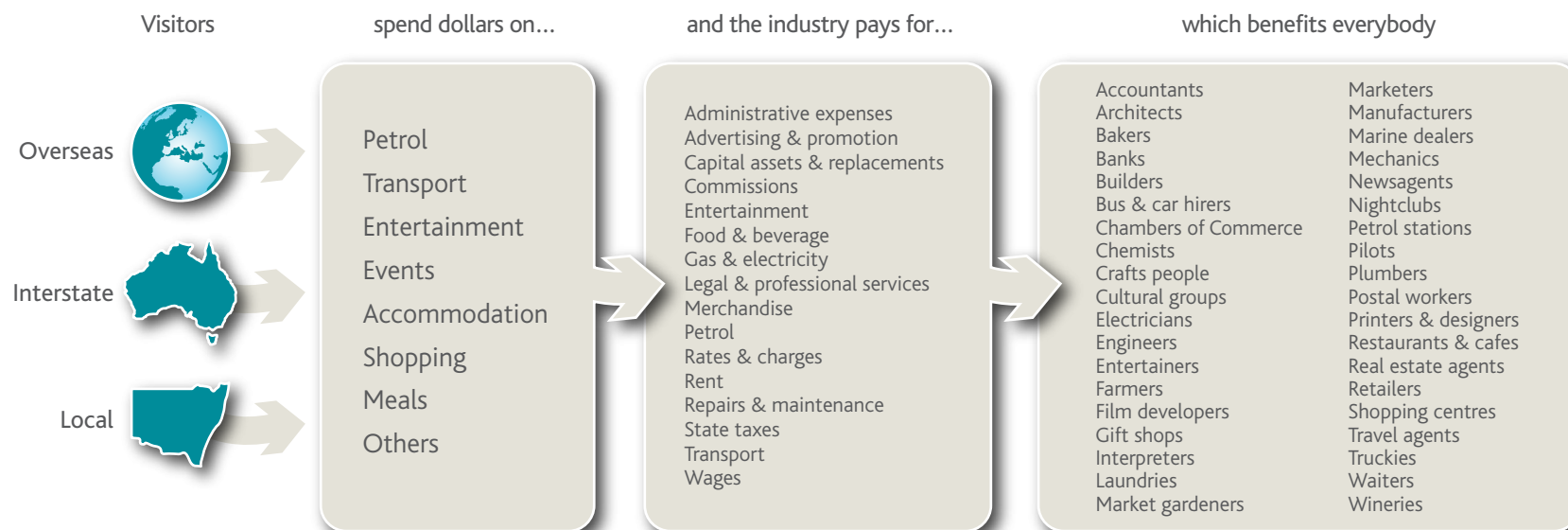




## Tourism generates jobs

Hotels, airlines and tour operators are the most visible tourism businesses, but many more people are employed in the tourism industry, or benefit from it. As visitors' dollars trickle down, they spread throughout the economy and the community in often surprising ways.

- Tourism directly employs an estimated 162,500 people in NSW.



## Did you know?

- Sydney is Australia's leading gateway, and is the most popular destination for overseas visitors. NSW attracts 53% of international visitors, ahead of Queensland, 37% and Victoria, 30%
- The tourism industry in NSW is larger than mining; communication services; accommodation, cafes and restaurants; electricity, gas and water supply; personal and other services; cultural and recreational services; and agriculture, forestry and fishing
- Domestic and international visitors to NSW destinations outside Sydney generated a staggering 69.2 million nights of accommodation in regional areas and spent \$12 billion in local communities
- NSW is the most popular destination for Australians with 30.5% of all domestic visitor nights spent here
- Domestic visitors to NSW spend around \$157 per night
- 74% of NSW' domestic visitors' nights were spent in regional areas
- NSW has four of the top ten destinations for domestic overnight visitors in Australia (Sydney, Mid North Coast, South Coast and The Hunter).