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SUMMER OF EVENTS SET TO BOOST NSW TOURISM AND ACCOMMODATION

A strong tourism events program, coupled with strong Sydney occupancy figures leading into the holiday period, means a bumper January for hotels in Greater Sydney, the head of the nation's peak accommodation body said today.

Accommodation Australia CEO James Goodwin said the Minns Government should be congratulated for a line-up of more than 20 cultural and sporting events which is seeing tourism dollars flowing into Sydney – and regional NSW.

"Sydney really is the home of world-class events and that's on display right now," Mr Goodwin said.

"On the back of the NYE fireworks, we have the United Cup at Ken Rosewell Arena and the New Year's Ashes Test both underway in the city – and the Sydney Festival gets underway in just a few days.

"That's an estimated \$250 million spend in the visitor economy with accommodation hotels, pubs, restaurants, retailers and transport providers all directly benefiting.

"Sydney's occupancy figures were already strong in December, with an average occupancy across the whole city of 80.3% (up 3.7% on last year) and 83.6% in the city centre (up 3.1%). These events will hopefully build on that and bring smiles to people's faces after a tragic end to 2025."

Mr Goodwin said events like the Ashes were vital to the State's economy – bringing in dedicated tourist groups like the "Barmy Army" from the UK.

"Every major event means more tourists, more tourism dollars, more hotel rooms filled, more tables in cafes and restaurants booked – and that means more jobs for the people of Sydney – everyone benefits," he said.

"Regional NSW hasn't been left out either, with thousands expected at the Parkes Elvis Festival from Wednesday and the Tamworth Country Music Festival set to get underway on 16 January.

"I congratulate the Premier and his Tourism Minister Steve Kamper for their efforts in helping to boost the tourism economy in 2026."

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