

Tourism in the ACT

YEAR ENDING MARCH 2016

HOW MANY CAME TO VISIT?



199.8 THOUSAND INTERNATIONAL VISITORS
2.30 MILLION DOMESTIC OVERNIGHT VISITORS
2.17 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲12.8%	▲8.9%
▲13.0%	▲7.6%
▲26.8%	▲8.9%

HOW LONG DID THEY STAY?



5.15 MILLION INTERNATIONAL VISITOR NIGHTS
6.20 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲17.9%	▲7.6%
▼4.0%	▲5.0%

WHAT DID THEY SPEND?



\$409 MILLION INTERNATIONAL EXPENDITURE
\$1.31 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$379 MILLION DOMESTIC DAY EXPENDITURE

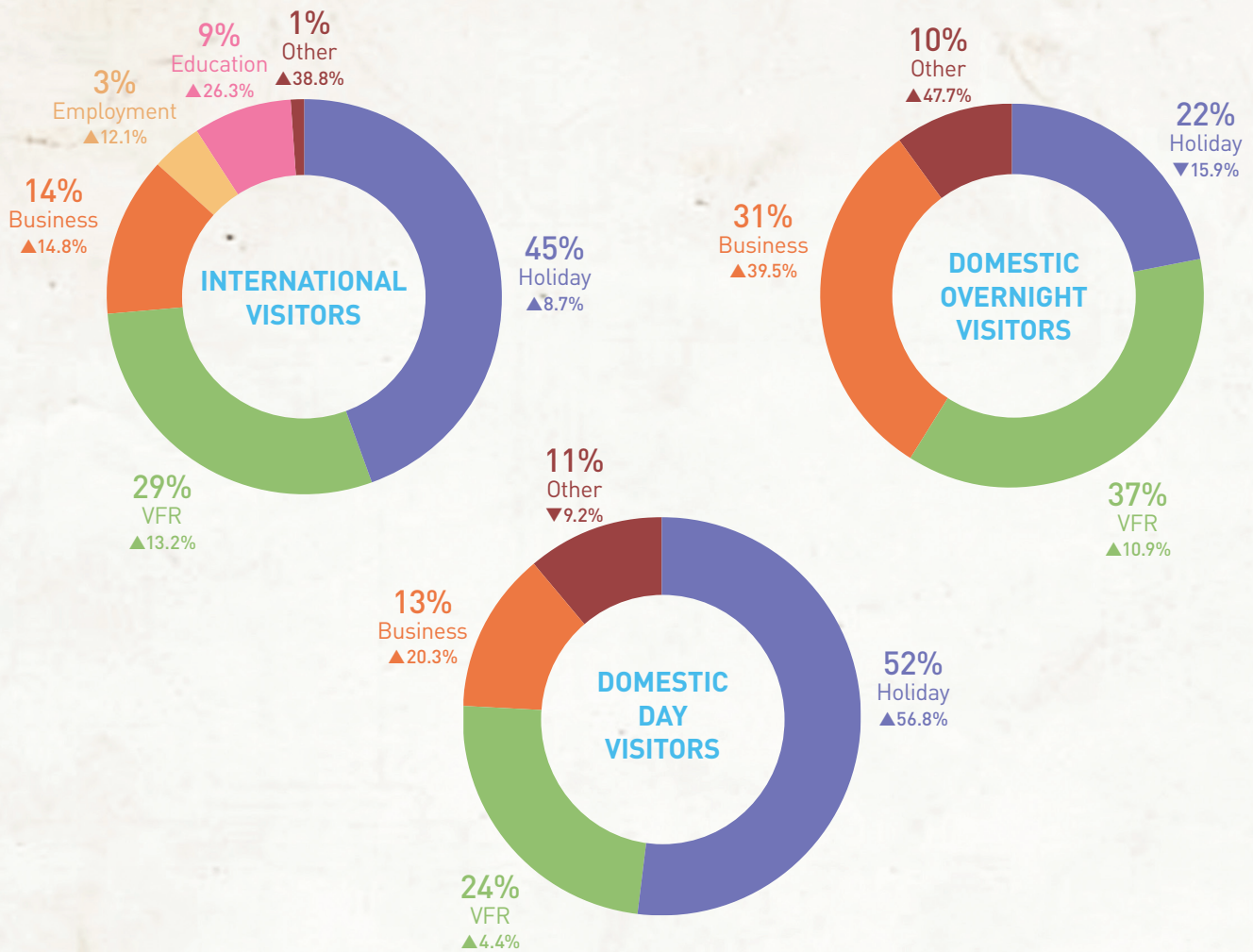
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲13.6%	▲18.0%
▲14.2%	▲4.7%
▲35.7%	▲4.6%

WHAT'S IT ALL WORTH?



14,700 JOBS TOTAL TOURISM EMPLOYMENT

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS			PAST YEAR	DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
	CHINA	18%	▲30.6%		NSW	64%		NSW	76%
	UNITED KINGDOM	12%	▲16.8%		VIC	20%		VIC	2%
	UNITED STATES OF AMERICA	11%	▲16.1%		QLD	8%		QLD	2%
	NEW ZEALAND	8%	▼16.2%		SA	4%		ACT	20%
	GERMANY	5%	▲13.3%		WA	3%*			
	SINGAPORE	3%	▼17.8%		TAS	1%*			
	CANADA	3%	▼10.1%		ACT	0%*			
					NT	0%*			

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Sources: International & National Visitor Surveys, March 2016. * Low base size.

