

Tourism in the ACT

YEAR ENDING DECEMBER 2016

HOW MANY CAME TO VISIT?



207.9 THOUSAND INTERNATIONAL VISITORS
2.49 MILLION DOMESTIC OVERNIGHT VISITORS
2.01 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲6.5%	▲11.2%
▲12.8%	▲4.2%
▼1.3%	▲5.6%

HOW LONG DID THEY STAY?



4.39 MILLION INTERNATIONAL VISITOR NIGHTS
6.31 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼13.9%	▲2.0%
►0.8%	▲4.0%

WHAT DID THEY SPEND?



\$452.0 MILLION INTERNATIONAL EXPENDITURE
\$1.45 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$287.0 MILLION DOMESTIC DAY EXPENDITURE

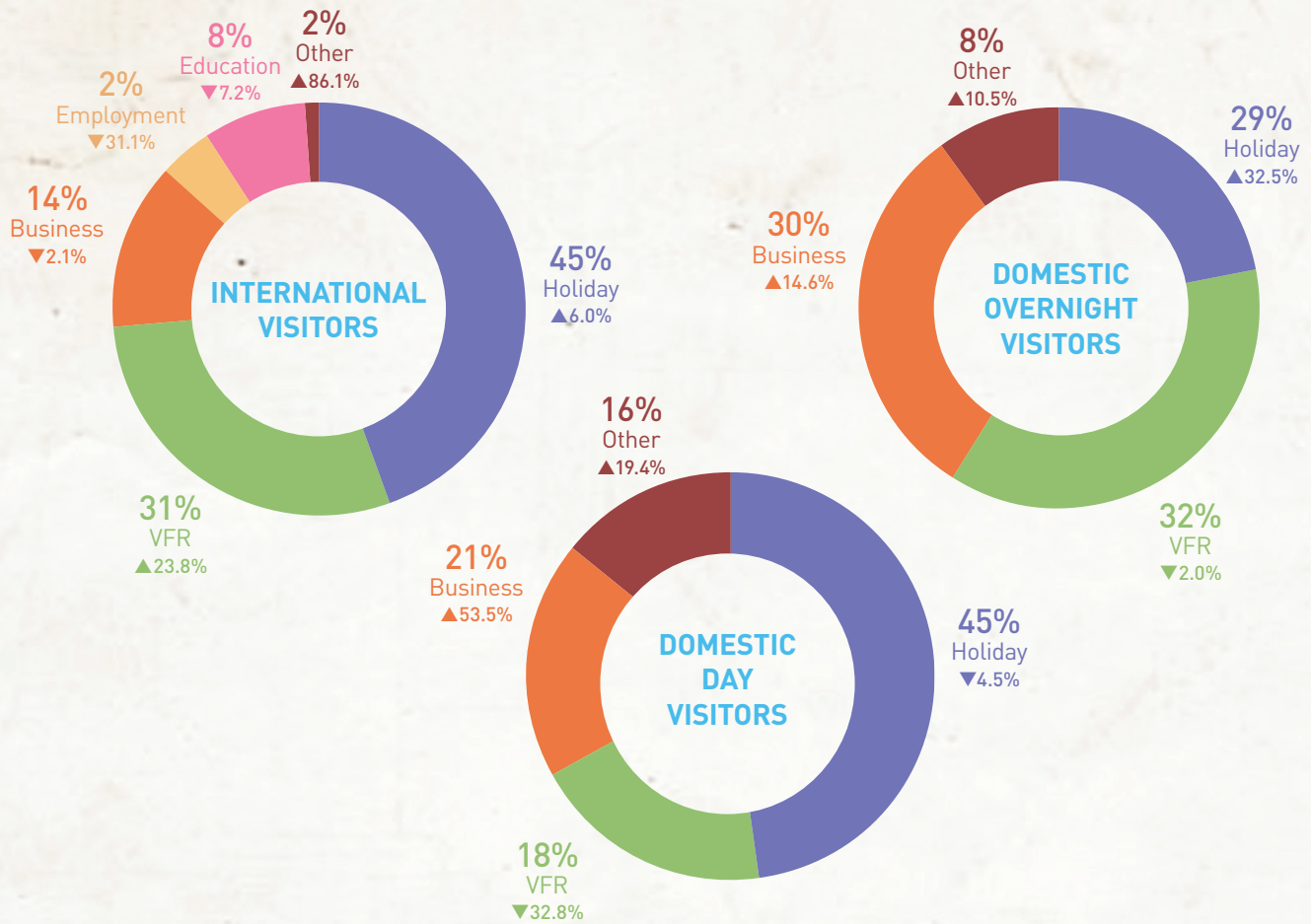
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲14.7%	▲6.7%
▲8.8%	▲5.3%
▼20.5%	▲4.0%

WHAT'S IT ALL WORTH?



16,400 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	20%	▲26.9%		NSW	65%		NSW	71%
	UNITED KINGDOM	11%	▲1.3%		VIC	18%		VIC	3%
	UNITED STATES OF AMERICA	10%	▲2.4%		QLD	8%		QLD	1%
	NEW ZEALAND	9%	▲6.6%		SA	5%		ACT	25%
	SINGAPORE	5%	▲73.5%		WA	3%*			
	GERMANY	4%	▼5.9%		TAS	2%*			
	INDIA	4%	▲20.6%		ACT	0%*			
	SOUTH KOREA	3%	▲40.6%		NT	0%*			
	CANADA	3%	▼25.9%						
	INDONESIA	2%	▼10.8%						