

Tourism in the ACT

YEAR ENDING DECEMBER 2015

HOW MANY CAME TO VISIT?



195.1 THOUSAND INTERNATIONAL VISITORS
2.21 MILLION DOMESTIC OVERNIGHT VISITORS
2.04 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲10.5%	▲7.9%
▲13.1%	▲6.9%
▲18.5%	▲9.3%

HOW LONG DID THEY STAY?



5.10 MILLION INTERNATIONAL VISITOR NIGHTS
6.26 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲12.2%	▲11.3%
▲5.7%	▲4.2%

WHAT DID THEY SPEND?



\$394 MILLION INTERNATIONAL EXPENDITURE
\$1.34 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$361 MILLION DOMESTIC DAY EXPENDITURE

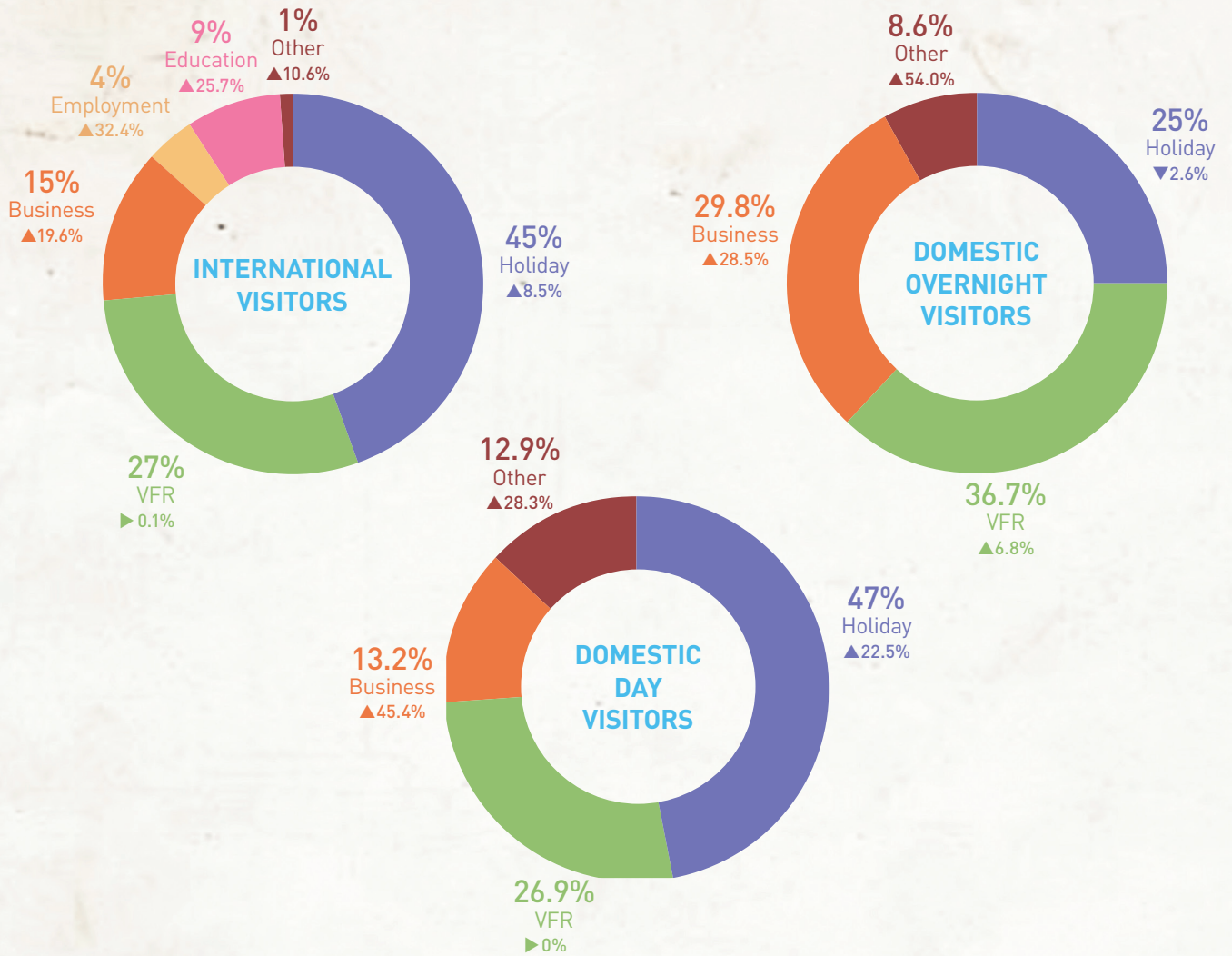
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲7.1%	▲20.0%
▲25.2%	▲6.4%
▲46.2%	▲5.8%

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	17%	▲12.1%		NSW	65%		NSW	77%
	UNITED KINGDOM	11%	▲6.6%		VIC	19%		VIC	2%
	UNITED STATES OF AMERICA	11%	▲35.0%		QLD	9%		QLD	2%
	NEW ZEALAND	9%	▲25.8%		SA	4%		ACT	19%
	GERMANY	4%	▼25.3%		WA	3%			
	CANADA	4%	▲36.3%		TAS	1%			
	SINGAPORE	3%	▼11.0%		ACT	0%			
					NT	0%			

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