

# Tourism in the ACT

YEAR ENDING SEPTEMBER 2016

## HOW MANY CAME TO VISIT?



**206.9 THOUSAND** INTERNATIONAL VISITORS  
**2.35 MILLION** DOMESTIC OVERNIGHT VISITORS  
**2.11 MILLION** DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲11.2%	▲11.5%
▲10.5%	▲4.8%
▲16.4%	▲7.4%

## HOW LONG DID THEY STAY?



**4.42 MILLION** INTERNATIONAL VISITOR NIGHTS  
**6.12 MILLION** DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼13.2%	▲3.8%
▼3.1%	▲3.7%

## WHAT DID THEY SPEND?



**\$432.0 MILLION** INTERNATIONAL EXPENDITURE  
**\$1.34 BILLION** DOMESTIC OVERNIGHT EXPENDITURE  
**\$340.0 MILLION** DOMESTIC DAY EXPENDITURE

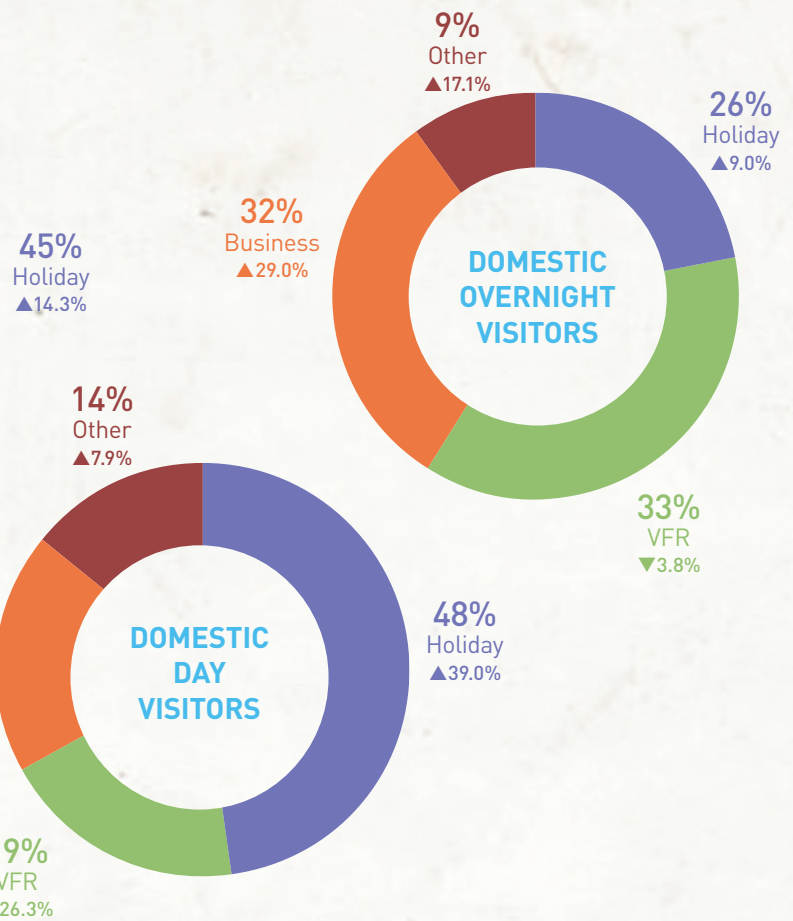
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲13.4%	▲11.0%
▼0.8%	▲5.1%
▲13.0%	▲1.5%

## 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	19%	▲38.8%		NSW	66%		NSW	70%
	UNITED KINGDOM	11%	▲4.5%		VIC	18%		VIC	2%
	UNITED STATES OF AMERICA	10%	▲1.8%		QLD	7%		QLD	2%
	NEW ZEALAND	9%	▲25.2%		SA	4%		ACT	26%
	SINGAPORE	5%	▲45.5%		WA	3%*			
	GERMANY	4%	▼23.7%		TAS	2%*			
	INDIA	4%	▲54.3%		ACT	0%*			
	CANADA	3%	▼8.0%		NT	0%*			
	FRANCE	3%	▲64.4%						
	INDONESIA	3%	▼2.4%						