Tourism in the ACT

YEAR ENDING MARCH 2017

HOW MANY CAME TO VISIT?

VISITORS TO THE ACT
4.58 MILLION

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
214.5 THOUSAND INTERNATIONAL VISITORS	▲7.4%	▲9.2%
2.50 MILLION DOMESTIC OVERNIGHT VISITORS	▲2.7%	▲3.1%
1.86 MILLION DOMESTIC DAY VISITORS	▼7.7%	▲1.2%

HOW LONG DID THEY STAY?

VISITOR NIGHTS
10.91 MILLION

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
4.55 MILLION INTERNATIONAL VISITOR NIGHTS	▼11.6%	▲5.4%
6.37 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▲2.6%	▲3.8%

WHAT DID THEY SPEND?

TOTAL EXPENDITURE
$2.35 BILLION

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
$521.7 MILLION INTERNATIONAL EXPENDITURE	▲27.6%	▲7.6%
$1.57 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▲16.4%	▲6.3%
$259.0 MILLION DOMESTIC DAY EXPENDITURE	▼23.4%	▲4.0%

WHAT DID THEY SPEND?

AVERAGE SPEND PER TRIP

$114.81 INTERNATIONAL SPEND PER NIGHT
$246.86 DOMESTIC OVERNIGHT SPEND PER NIGHT
$139.10 DOMESTIC DAY SPEND PER TRIP

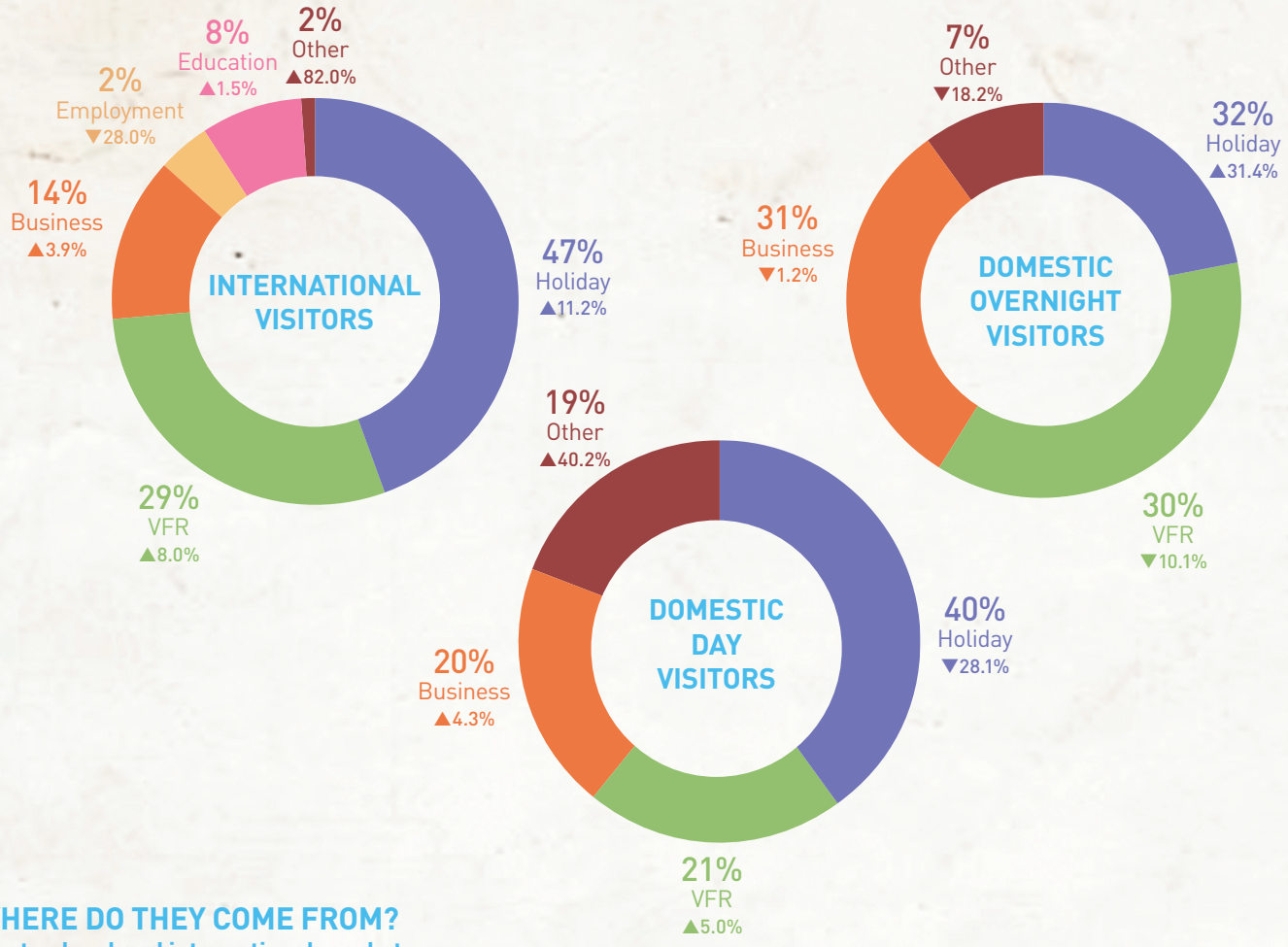
WHAT'S IT ALL WORTH?

CONTRIBUTION TO THE ACT ECONOMY
$2.0 BILLION

16,400 JOBS TOTAL TOURISM EMPLOYMENT

Sources: International & National Visitor Surveys, March 2017. State Tourism Satellite Accounts, June 2015.

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		PAST YEAR
CHINA	21%	▲25.9%
UNITED KINGDOM	10%	▼7.7%
UNITED STATES OF AMERICA	10%	▼3.5%
NEW ZEALAND	7%	▼10.1%
SINGAPORE	5%	▲71.8%
INDIA	3%	▲21.4%
INDONESIA	3%	▲42.8%
GERMANY	3%	▼37.8%
MALAYSIA	3%	▲31.8%
SOUTH KOREA	3%	▲36.5%

DOMESTIC OVERNIGHT VISITORS	
NSW	64%
VIC	17%
QLD	9%
SA	4%
WA	4%*
TAS	2%*
ACT	0%*
NT	0%*

DOMESTIC DAY VISITORS	
NSW	76%
VIC	2%
QLD	1%
ACT	21%

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Sources: International & National Visitor Surveys, March 2017. * Low base size.

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