

# Tourism in the ACT

YEAR ENDING JUNE 2017

## HOW MANY CAME TO VISIT?



**221.5 THOUSAND** INTERNATIONAL VISITORS  
**2.65 MILLION** DOMESTIC OVERNIGHT VISITORS  
**2.09 MILLION** DOMESTIC DAY VISITORS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
International Visitors	▲9.1%	▲8.7%
Domestic Overnight Visitors	▲5.2%	▲5.2%
Domestic Day Visitors	▲6.8%	▼0.3%

## HOW LONG DID THEY STAY?



**4.58 MILLION** INTERNATIONAL VISITOR NIGHTS  
**6.70 MILLION** DOMESTIC OVERNIGHT VISITOR NIGHTS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
International Visitor Nights	▼8.0%	▲7.3%
Domestic Overnight Visitor Nights	▲4.5%	▲3.7%

## WHAT DID THEY SPEND?



**\$535.4 MILLION** INTERNATIONAL EXPENDITURE  
**\$1.62 BILLION** DOMESTIC OVERNIGHT EXPENDITURE  
**\$309.0 MILLION** DOMESTIC DAY EXPENDITURE

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
International Expenditure	▲27.4%	▲9.8%
Domestic Overnight Expenditure	▲17.1%	▲6.6%
Domestic Day Expenditure	▼1.9%	▲2.9%

## WHAT DID THEY SPEND?



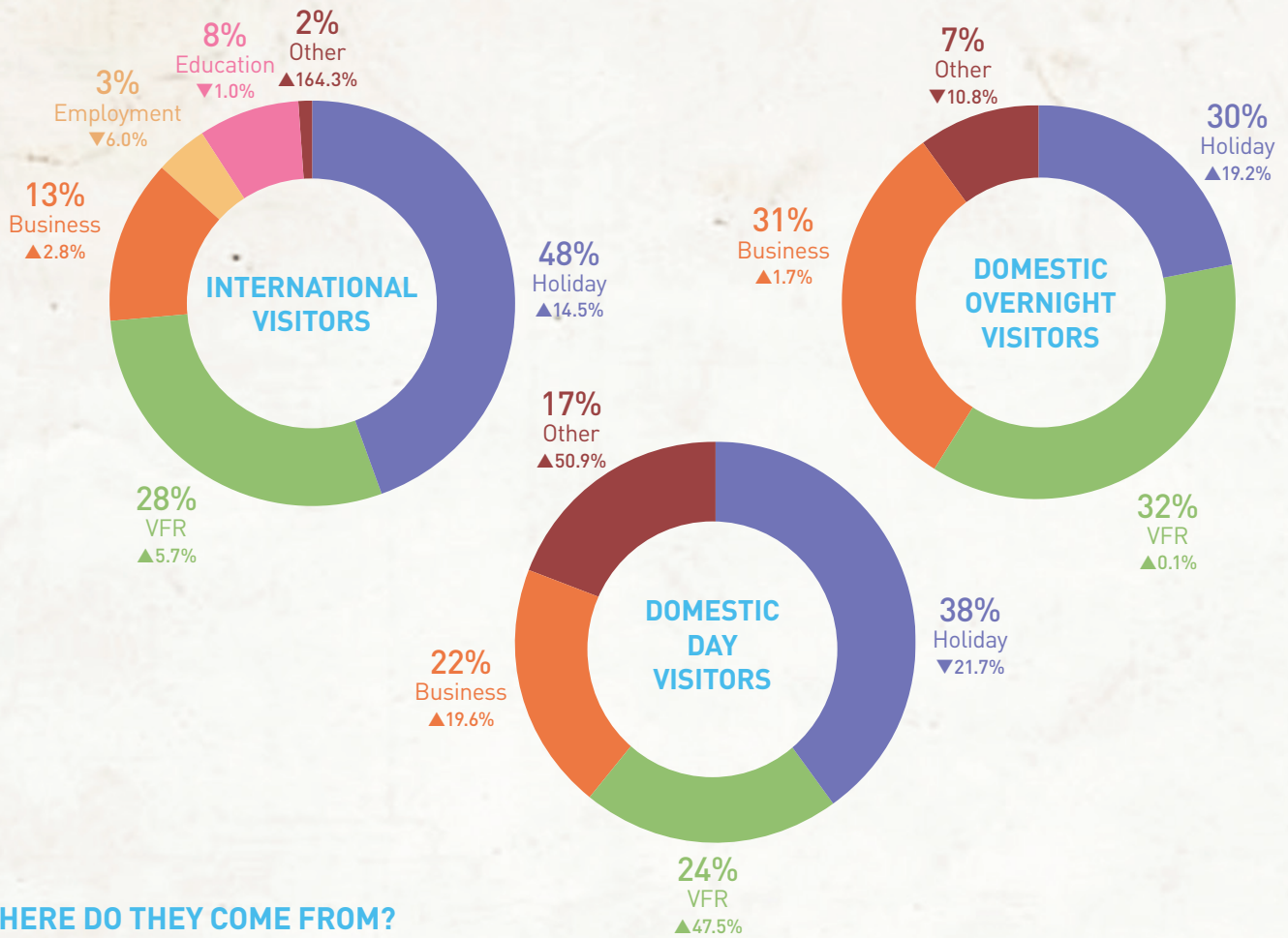
**\$116.81** INTERNATIONAL SPEND PER NIGHT  
**\$241.79** DOMESTIC OVERNIGHT SPEND PER NIGHT  
**\$147.63** DOMESTIC DAY SPEND PER TRIP

## WHAT'S IT ALL WORTH?



**16,000 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	21%	▲24.9%		NSW	65%		NSW	81%
	UNITED KINGDOM	11%	▲5.3%		VIC	18%		VIC	2%
	UNITED STATES OF AMERICA	9%	▼11.4%		QLD	8%		QLD	0%
	NEW ZEALAND	7%	▼8.1%		SA	3%		ACT	15%
	INDONESIA	5%	▲99.5%		WA	4%*			
	SINGAPORE	4%	▼24.2%		TAS	1%*			
	GERMANY	3%	▼28.8%		NT	1%*			
	INDIA	3%	▼14.5%		ACT	0%*			
	MALAYSIA	3%	▲47.9%						
	JAPAN	2%	▲21.8%						