

Tourism in the ACT

YEAR ENDING SEPTEMBER 2017

HOW MANY CAME TO VISIT?



228.0 THOUSAND INTERNATIONAL VISITORS
2.71 MILLION DOMESTIC OVERNIGHT VISITORS
2.05 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲10.2%	▲7.3%
▲12.6%	▲7.2%
▲4.1%	▲1.9%

HOW LONG DID THEY STAY?



5.13 MILLION INTERNATIONAL VISITOR NIGHTS
7.08 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲16.2%	▲6.6%
▲16.8%	▲5.9%

WHAT DID THEY SPEND?



\$547.4 MILLION INTERNATIONAL EXPENDITURE
\$1.58 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$345.0 MILLION DOMESTIC DAY EXPENDITURE

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲26.6%	▲10.4%
▲14.3%	▲6.9%
▲21.9%	▲6.3%

WHAT DID THEY SPEND?



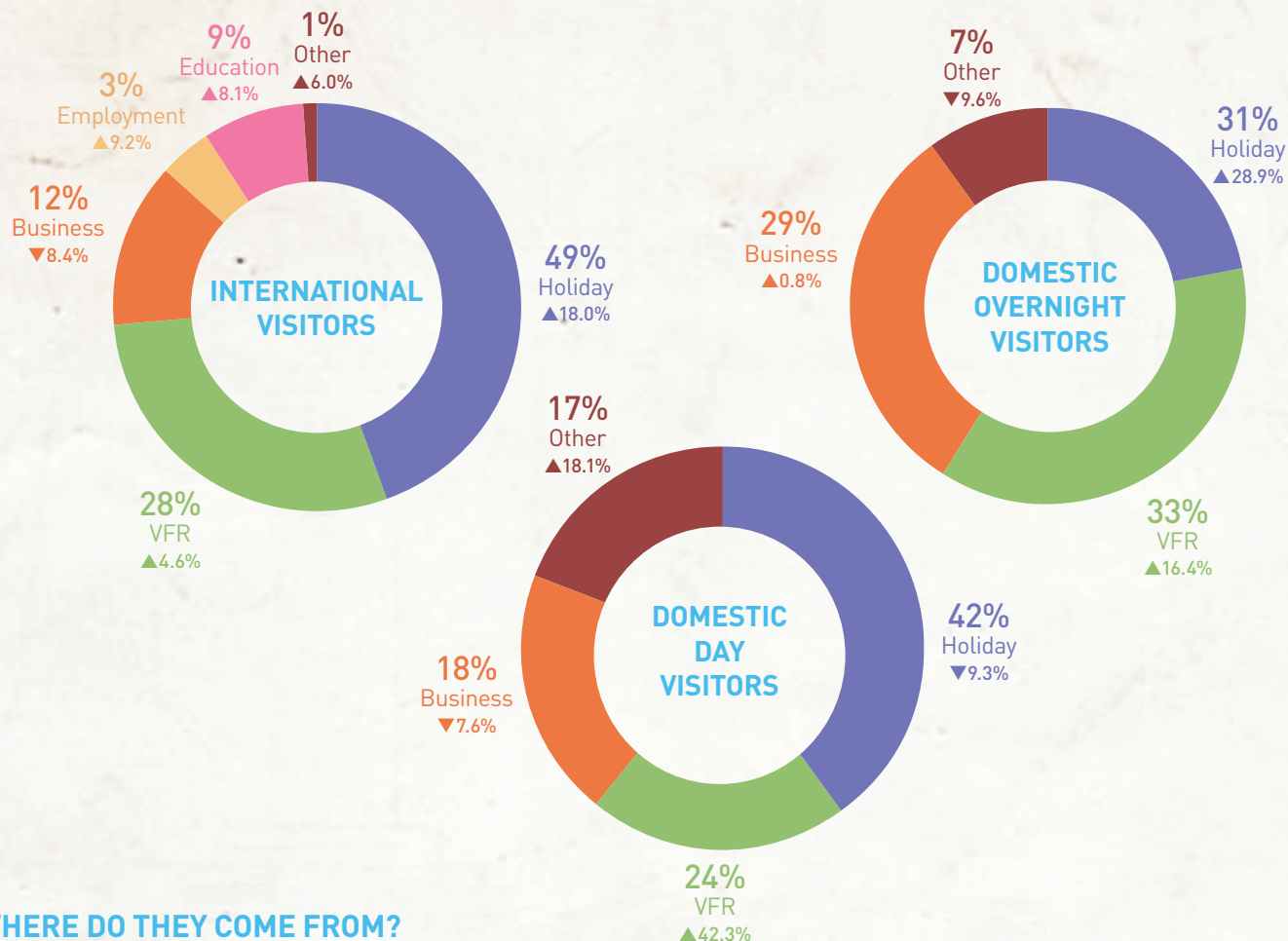
\$106.65 INTERNATIONAL SPEND PER NIGHT
\$222.33 DOMESTIC OVERNIGHT SPEND PER NIGHT
\$168.62 DOMESTIC DAY SPEND PER TRIP

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	22%	▲30.3%		NSW	66%		NSW	84%
	UNITED KINGDOM	10%	▼1.6%		VIC	18%		VIC	2%
	UNITED STATES OF AMERICA	9%	▼1.7%		QLD	8%		QLD	0%
	NEW ZEALAND	6%	▼21.4%		SA	3%		ACT	13%
	INDONESIA	4%	▲75.9%		WA	3%*			
	INDIA	4%	▲8.7%		TAS	1%*			
	GERMANY	3%	▼6.3%		NT	1%*			
	SINGAPORE	3%	▼25.9%		ACT	0%*			
	MALAYSIA	3%	▲79.3%						
	JAPAN	3%	▲39.9%						

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

