

# Tourism in the ACT

YEAR ENDING DECEMBER 2018

## HOW MANY CAME TO VISIT?



**252 THOUSAND** INTERNATIONAL OVERNIGHT VISITORS  
**2.7 MILLION** DOMESTIC OVERNIGHT VISITORS  
**2.2 MILLION** DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲ 2.9%	▲ 4.8%
► -0.3%	▲ 8.6%
▲ 13.8%	▲ 7.4%

## HOW LONG DID THEY STAY?



**5.8 MILLION** INTERNATIONAL VISITOR NIGHTS  
**7.3 MILLION** DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲ 11.8%	▲ 3.8%
▲ 4.0%	▲ 7.2%

## WHAT DID THEY SPEND?



**\$686 MILLION** INTERNATIONAL EXPENDITURE  
**\$1.81 BILLION** DOMESTIC OVERNIGHT EXPENDITURE  
**\$341 MILLION** DOMESTIC DAY EXPENDITURE

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲ 24.7%	▲ 8.0%
▲ 15.0%	▲ 12.7%
▲ 10.0%	▲ 10.2%

## WHAT DID THEY SPEND?



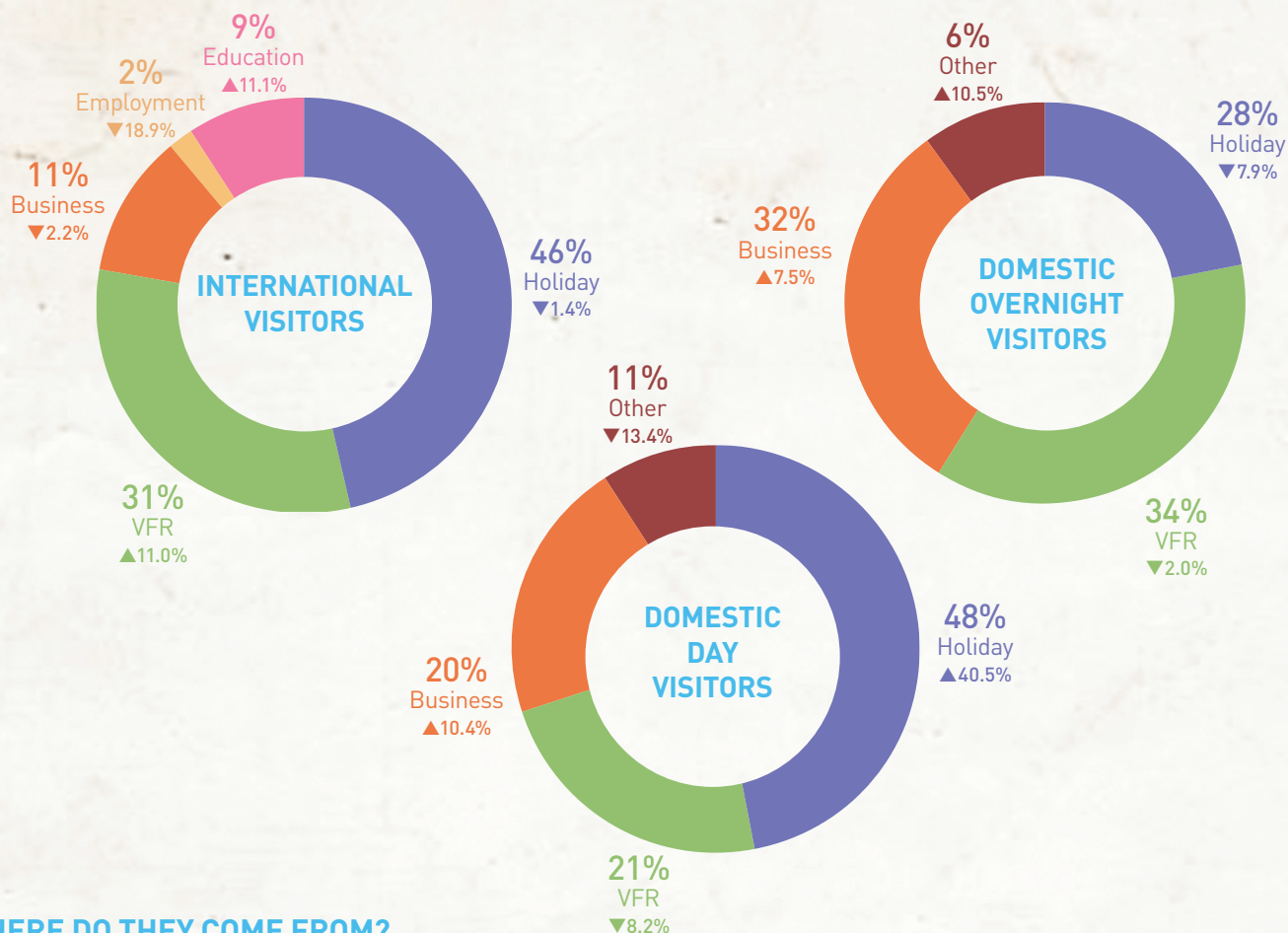
**\$117.51** INTERNATIONAL SPEND PER NIGHT  
**\$246.83** DOMESTIC OVERNIGHT SPEND PER NIGHT  
**\$153.81** DOMESTIC DAY SPEND PER TRIP

## WHAT'S IT ALL WORTH?



**16,800 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%	▲4.5%		NSW	68%		NSW	81%
	UNITED KINGDOM	9%	▲2.1%		VIC	14%		VIC	1%
	UNITED STATES OF AMERICA	8%	▼17.2%		QLD	8%		QLD	1%
	NEW ZEALAND	7%	▲16.5%		SA	2%		ACT	17%
	INDIA	6%	▲24.9%		WA	2%*			
	GERMANY	5%	▲34.5%		TAS	1%*			
	CANADA	3%	▲40.8%		NT	1%*			
	SINGAPORE	3%	▲2.1%		ACT	0%*			
	INDONESIA	3%	▼26.8%						
	TAIWAN	3%	▲79.5%						