

# Tourism in the ACT

YEAR ENDING JUNE 2019

## TOURISM 2020 GOAL



CURRENT FIGURE:

**\$2.47 BILLION**

INTERNATIONAL & DOMESTIC OVERNIGHT EXPENDITURE

## HOW MANY CAME TO VISIT?



**266 THOUSAND** INTERNATIONAL OVERNIGHT VISITORS

**2.9 MILLION** DOMESTIC OVERNIGHT VISITORS

**2.3 MILLION** DOMESTIC DAY VISITORS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
266 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▲7.1%	▲2.8%
2.9 MILLION DOMESTIC OVERNIGHT VISITORS	▲5.0%	▲11.7%
2.3 MILLION DOMESTIC DAY VISITORS	▲10.5%	▲12.6%

## HOW LONG DID THEY STAY?



**5.8 MILLION** INTERNATIONAL VISITOR NIGHTS

**7.6 MILLION** DOMESTIC OVERNIGHT VISITOR NIGHTS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
5.8 MILLION INTERNATIONAL VISITOR NIGHTS	▲2.4%	▲1.4%
7.6 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▲5.1%	▲10.4%

## WHAT DID THEY SPEND?



**\$605 MILLION** INTERNATIONAL EXPENDITURE

**\$1.87 BILLION** DOMESTIC OVERNIGHT EXPENDITURE

**\$344 MILLION** DOMESTIC DAY EXPENDITURE

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
\$605 MILLION INTERNATIONAL EXPENDITURE	▼5.6%	▲5.4%
\$1.87 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▲14.8%	▲14.7%
\$344 MILLION DOMESTIC DAY EXPENDITURE	▲14.3%	▲12.7%

## WHAT DID THEY SPEND?

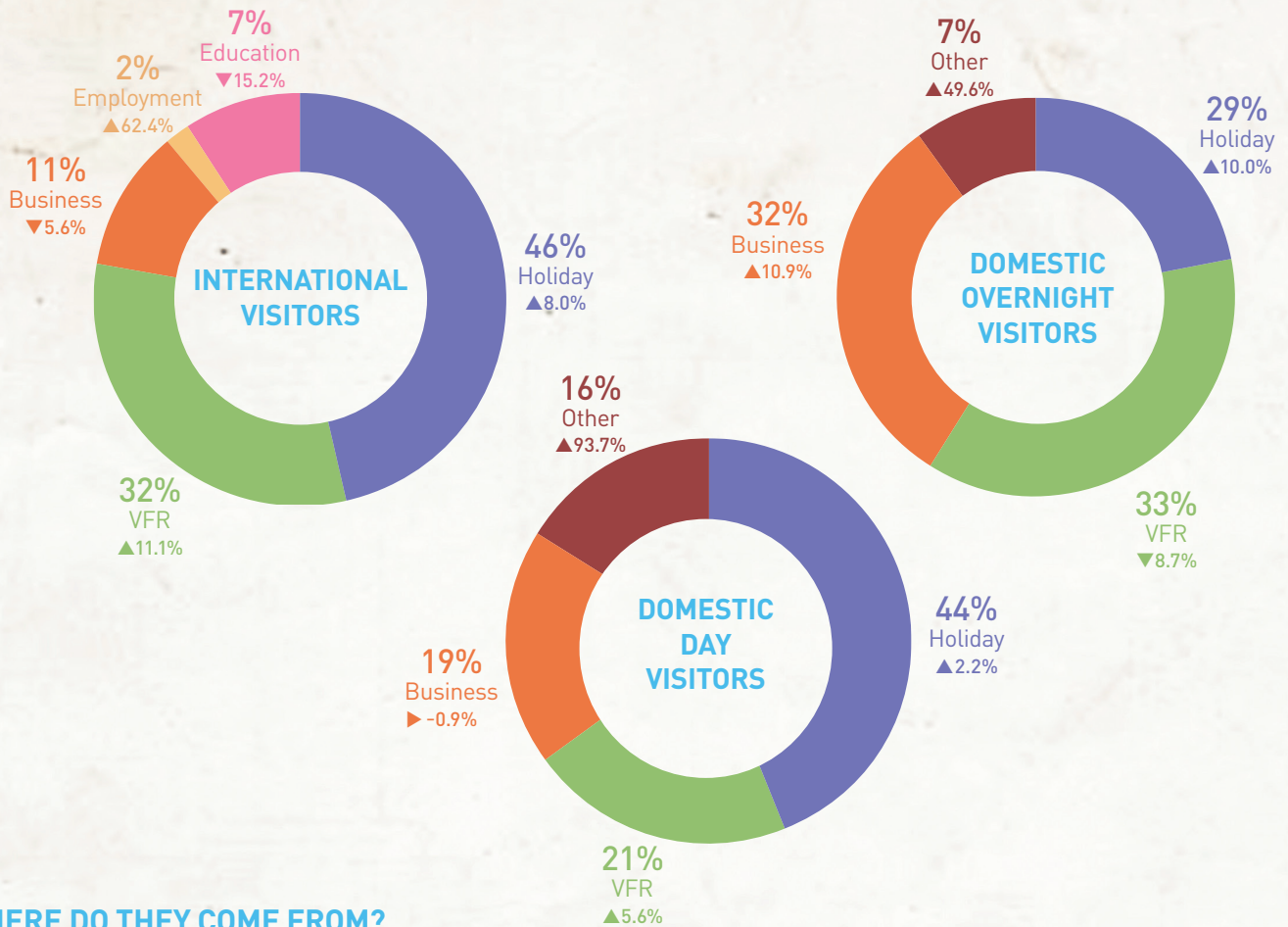


**\$104.40** INTERNATIONAL SPEND PER NIGHT

**\$245.17** DOMESTIC OVERNIGHT SPEND PER NIGHT

**\$148.72** DOMESTIC DAY SPEND PER TRIP

## 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%	▲16.4%		NSW	65%		NSW	76%
	UNITED KINGDOM	8%	▲4.7%		VIC	18%		VIC	2%
	UNITED STATES OF AMERICA	8%	▼8.4%		QLD	10%		QLD	0%
	INDIA	7%	▲31.4%		SA	4%		ACT	22%
	NEW ZEALAND	6%	▼5.5%		WA	1%*			
	GERMANY	4%	▼5.5%		TAS	1%*			
	CANADA	3%	▲23.3%		NT	0%*			
	SINGAPORE	3%	►0.3%		ACT	0%*			
	TAIWAN	3%	▲57.5%						
	HONG KONG	2%	▼12.2%						