

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 |
|------------------|-----------------------|
| ▲7.1% | ▲2.8% |
| ▲5.0% | ▲11.7% |
| ▲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 |
|------------------|-----------------------|
| ▲2.4% | ▲1.4% |
| ▲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 |
|------------------|-----------------------|
| ▼5.6% | ▲5.4% |
| ▲14.8% | ▲14.7% |
| ▲14.3% | ▲12.7% |

WHAT DID THEY SPEND?

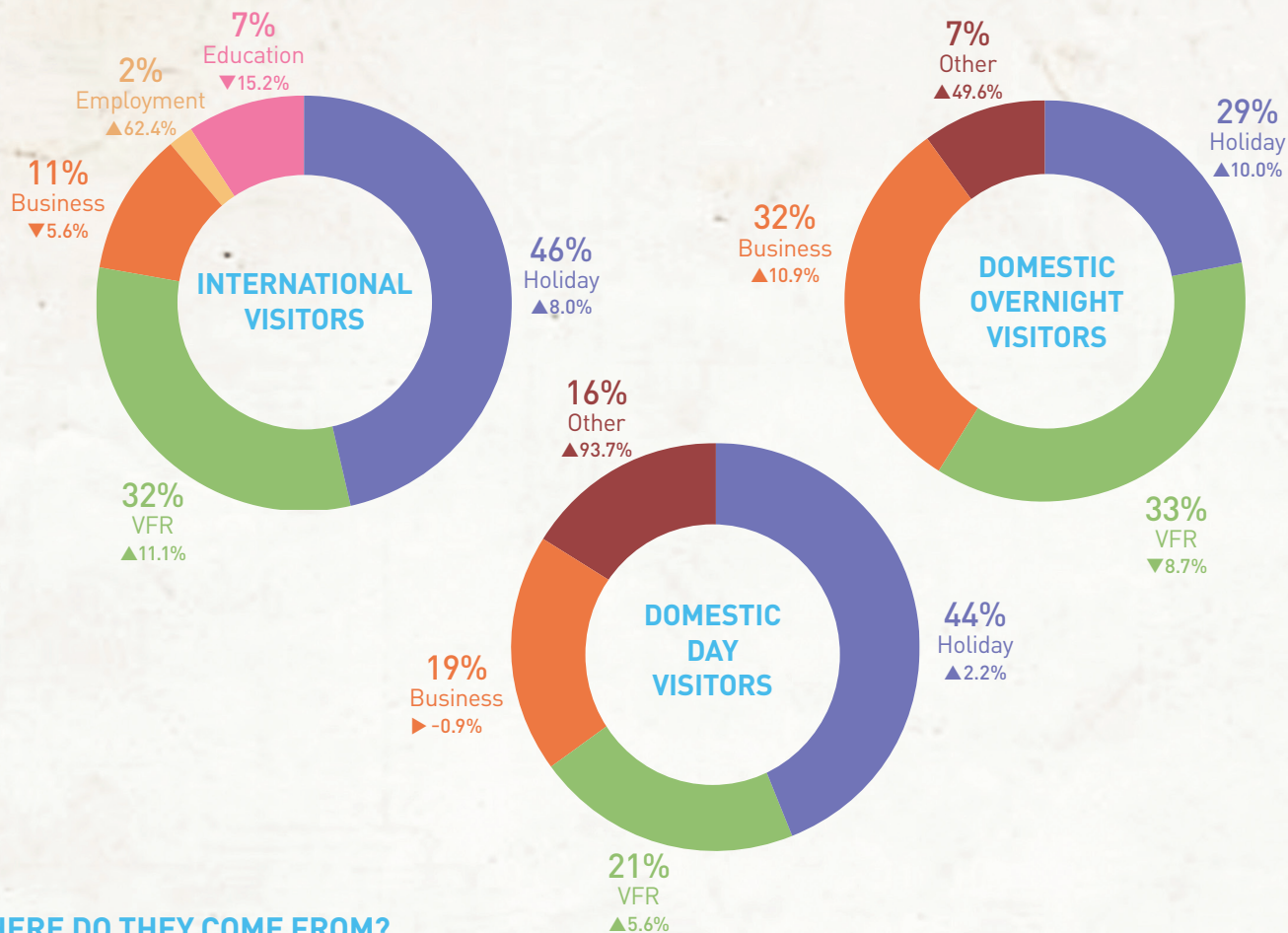


\$104.40 INTERNATIONAL SPEND PER NIGHT

\$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% | | | | | | |