

TOURISM IN THE ACT

YEAR ENDING SEPTEMBER 2019

Source: Tourism Research Australia International & National Visitor Surveys. Year ending September 2019.

TOURISM 2020 GOAL



CURRENT FIGURE:

\$2.56 BILLION

INTERNATIONAL & DOMESTIC OVERNIGHT EXPENDITURE

HOW MANY CAME TO VISIT?



271 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

3.1 MILLION DOMESTIC OVERNIGHT VISITORS

2.4 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲8.8%	▲2.5%
▲8.1%	▲12.3%
▲5.4%	▲15.3%

HOW LONG DID THEY STAY?



6.1 MILLION INTERNATIONAL VISITOR NIGHTS

7.5 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲18.4%	▲2.1%
▶-0.3%	▲12.0%

WHAT DID THEY SPEND?



\$602 MILLION INTERNATIONAL EXPENDITURE

\$1.96 BILLION DOMESTIC OVERNIGHT EXPENDITURE

\$370 MILLION DOMESTIC DAY EXPENDITURE

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼5.9%	▲5.0%
▲12.8%	▲13.3%
▲17.1%	▲15.1%

WHAT DID THEY SPEND?

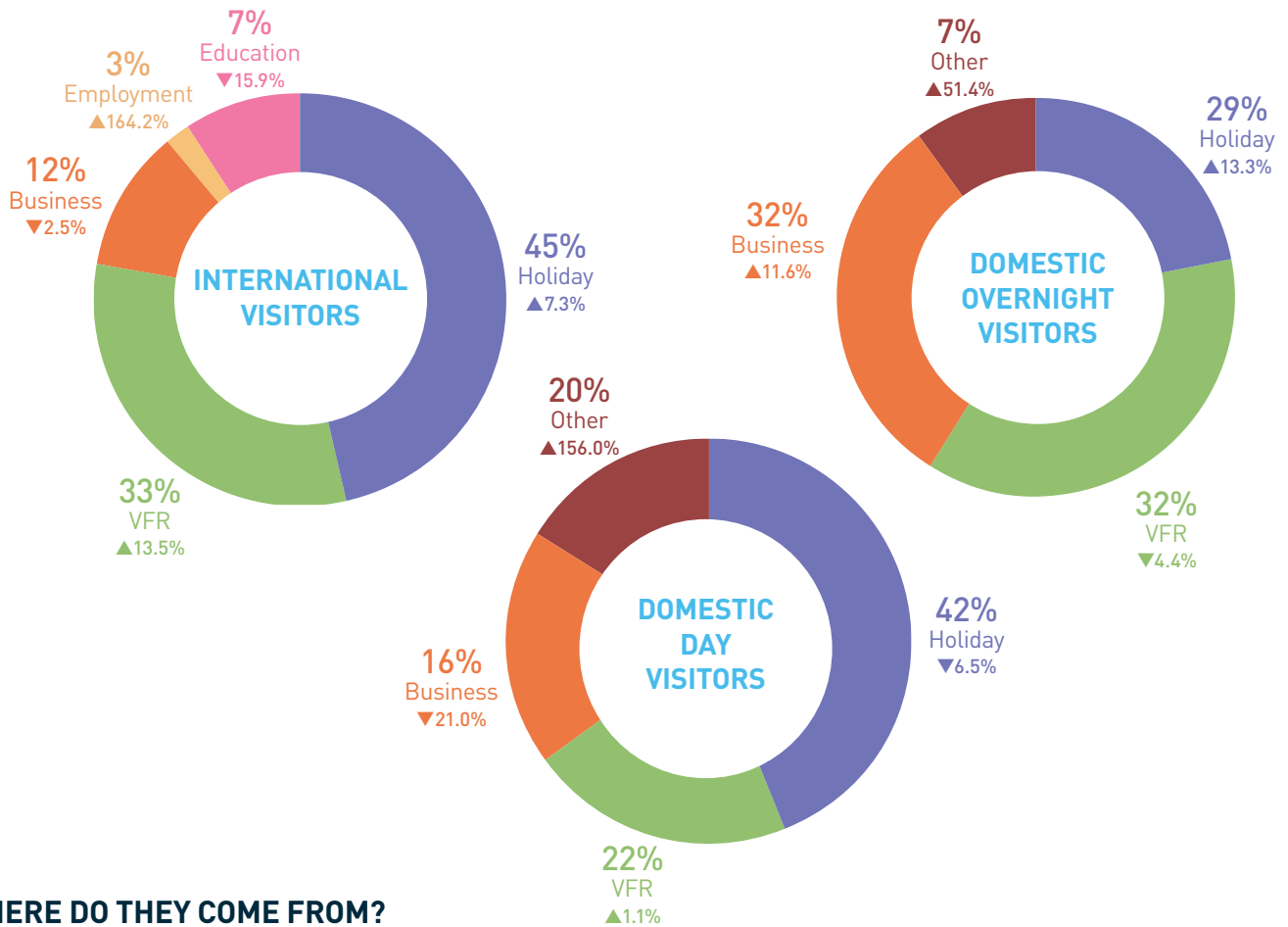


\$98.39 INTERNATIONAL SPEND PER NIGHT

\$261.50 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$154.17 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	20%	▲8.9%		NSW	65%		NSW	75%
	UNITED STATES OF AMERICA	9%	▲7.3%		VIC	19%		VIC	2%
	UNITED KINGDOM	8%	▲6.0%		QLD	10%		QLD	1%
	INDIA	7%	▲39.2%		SA	3%		ACT	22%
	NEW ZEALAND	6%	▼18.7%		WA	1%*			
	GERMANY	3%	▼19.6%		TAS	1%*			
	CANADA	3%	▲7.3%		NT	0%*			
	HONG KONG	3%	▲18.7%		ACT	0%*			
	SINGAPORE	2%	▼24.8%						
	MALAYSIA	2%	▼3.8%						

* Low base size.

