

TOURISM IN THE ACT

YEAR ENDING JUNE 2020

Source: Tourism Research Australia International & National Visitor Surveys. Year ending June 2020.

TOURISM 2020 GOAL



CURRENT FIGURE:

\$1.76 BILLION

INTERNATIONAL & DOMESTIC OVERNIGHT EXPENDITURE

HOW MANY CAME TO VISIT?



175 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

2.49 MILLION DOMESTIC OVERNIGHT VISITORS

2.26 MILLION DOMESTIC DAY VISITORS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
175 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▼34.3%	▼28.0%
2.49 MILLION DOMESTIC OVERNIGHT VISITORS	▼14.4%	▼18.8%
2.26 MILLION DOMESTIC DAY VISITORS	▼2.3%	▼9.1%

HOW LONG DID THEY STAY?



3.96 MILLION INTERNATIONAL VISITOR NIGHTS

7.42 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
3.96 MILLION INTERNATIONAL VISITOR NIGHTS	▼31.7%	▼25.6%
7.42 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▼2.5%	▼14.7%

WHAT DID THEY SPEND?



\$370 MILLION INTERNATIONAL EXPENDITURE

\$1.39 BILLION DOMESTIC OVERNIGHT EXPENDITURE

\$328 MILLION DOMESTIC DAY EXPENDITURE

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
\$370 MILLION INTERNATIONAL EXPENDITURE	▼38.9%	▼25.3%
\$1.39 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▼25.6%	▼18.7%
\$328 MILLION DOMESTIC DAY EXPENDITURE	▼4.7%	▼8.1%

WHAT DID THEY SPEND?

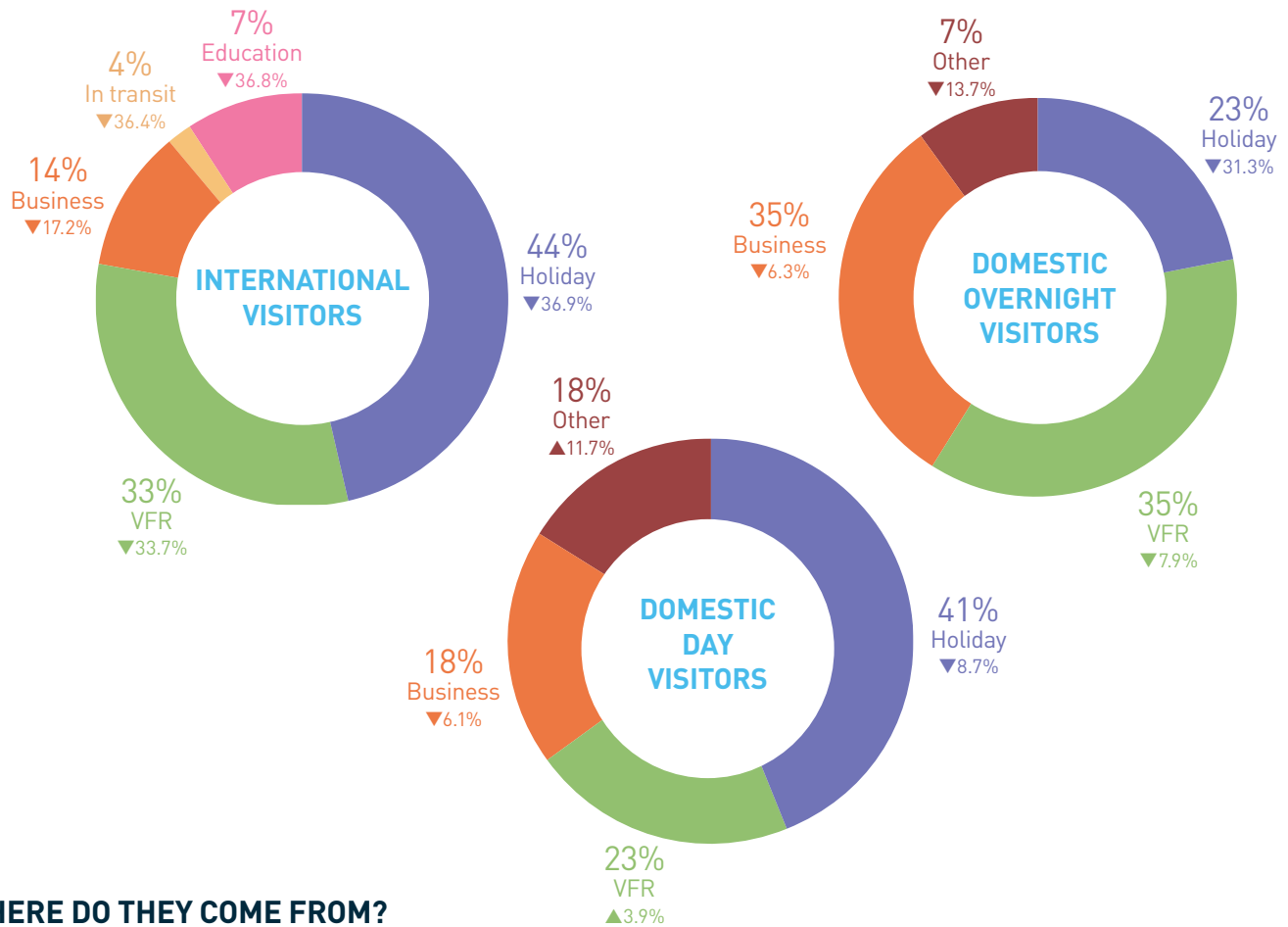


\$93.44 INTERNATIONAL SPEND PER NIGHT

\$187.07 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$145.20 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	17%	▼46.3%		NSW	66%		NSW	70%
	UNITED KINGDOM	10%	▼16.6%		VIC	18%		VIC	2%
	UNITED STATES OF AMERICA	9%	▼25.8%		QLD	11%		QLD	2%
	NEW ZEALAND	7%	▼31.1%		SA	3%		SA	1%
	INDIA	5%	▼51.6%		WA	2%*		ACT	26%
	MALAYSIA	3%	▲6.1%		TAS	1%*			
	CANADA	3%	▼33.3%		NT	0%*			
	GERMANY	3%	▼47.0%		ACT	0%*			
	HONG KONG	3%	▼23.6%						
	INDONESIA	3%	▼30.7%						

* Low base size.

