

TOURISM IN THE ACT

YEAR ENDING MARCH 2020

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

TOURISM 2020 GOAL



CURRENT FIGURE:

\$2.33 BILLION

INTERNATIONAL & DOMESTIC OVERNIGHT EXPENDITURE

HOW MANY CAME TO VISIT?



230 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

3.02 MILLION DOMESTIC OVERNIGHT VISITORS

2.61 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼11.2%	▼5.7%
▲3.2%	▲3.0%
▲19.0%	▲9.3%

HOW LONG DID THEY STAY?



5.15 MILLION INTERNATIONAL VISITOR NIGHTS

8.83 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼9.5%	▼5.2%
▲19.6%	▲4.9%

WHAT DID THEY SPEND?



\$507 MILLION INTERNATIONAL EXPENDITURE

\$1.83 BILLION DOMESTIC OVERNIGHT EXPENDITURE

\$409 MILLION DOMESTIC DAY EXPENDITURE

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼15.9%	▼6.7%
▼1.9%	▲5.6%
▲40.5%	▲9.9%

WHAT DID THEY SPEND?

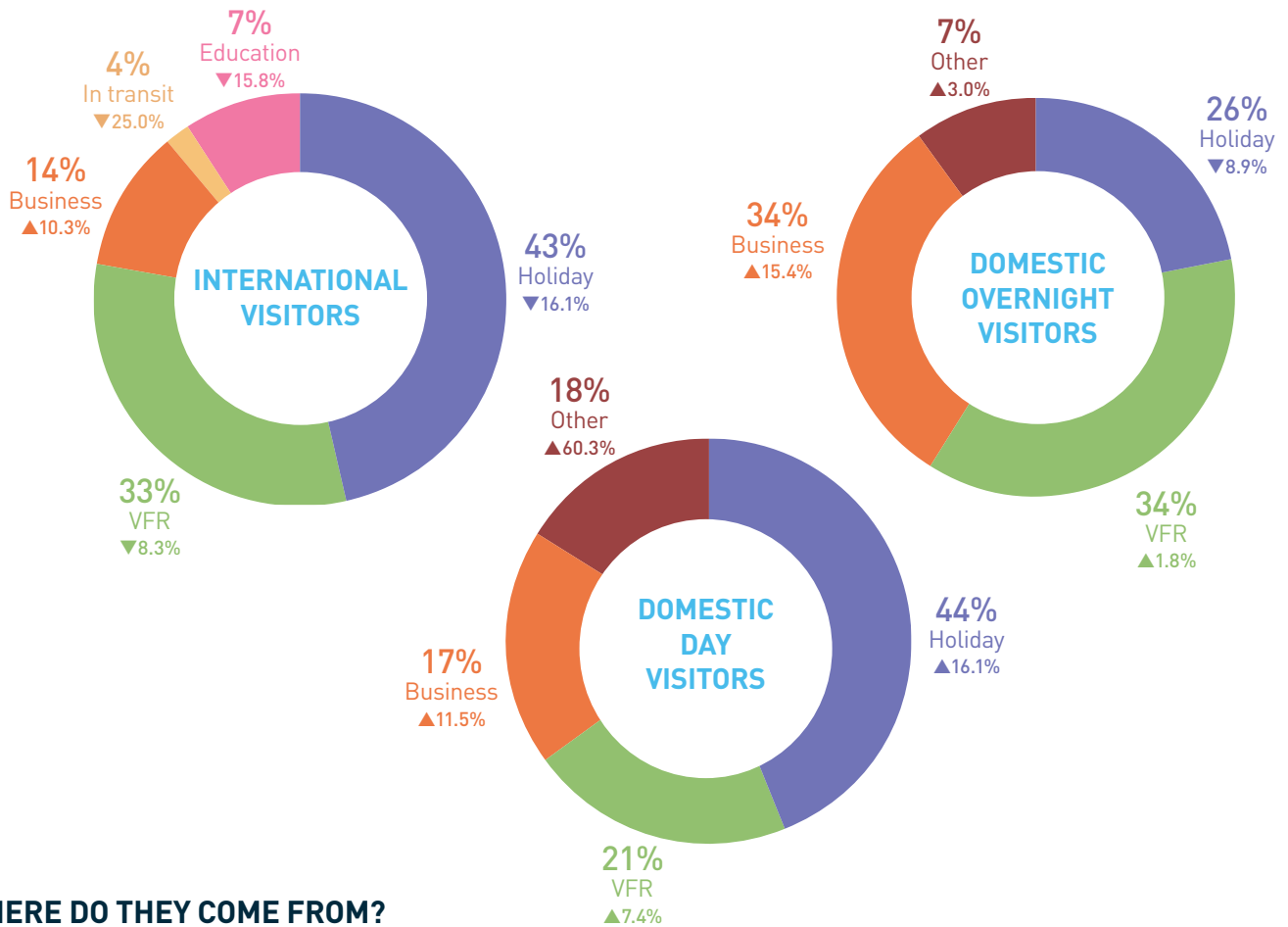


\$98.52 INTERNATIONAL SPEND PER NIGHT

\$206.59 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$156.53 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	18%	▼18.2%		NSW	65%		NSW	72%
	UNITED STATES OF AMERICA	9%	▲6.4%		VIC	17%		VIC	3%
	UNITED KINGDOM	9%	▼1.3%		QLD	11%		QLD	2%
	NEW ZEALAND	8%	▲9.6%		SA	3%		ACT	23%
	INDIA	6%	▼15.5%		WA	2%*			
	CANADA	4%	▼8.3%		TAS	1%*			
	HONG KONG	3%	▲24.9%		NT	0%*			
	MALAYSIA	3%	▲0.1%		ACT	0%*			
	GERMANY	3%	▼43.3%						
	SINGAPORE	3%	▼23.4%						

* Low base size.

