

TOURISM IN THE ACT

YEAR ENDING DECEMBER 2020

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

TOURISM 2020 GOAL



YE DECEMBER 2020:

\$1.09 BILLION

INTERNATIONAL & DOMESTIC OVERNIGHT EXPENDITURE

HOW MANY CAME TO VISIT?



39 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

1.7 MILLION DOMESTIC OVERNIGHT VISITORS

1.7 MILLION DOMESTIC DAY VISITORS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
39 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▼85.4%	▼80.4%
1.7 MILLION DOMESTIC OVERNIGHT VISITORS	▼48.3%	▼38.3%
1.7 MILLION DOMESTIC DAY VISITORS	▼35.0%	▼33.9%

HOW LONG DID THEY STAY?



964 THOUSAND INTERNATIONAL VISITOR NIGHTS

4.8 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
964 THOUSAND INTERNATIONAL VISITOR NIGHTS	▼83.5%	▼74.9%
4.8 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▼45.1%	▼34.1%

WHAT DID THEY SPEND?



\$111 MILLION INTERNATIONAL EXPENDITURE

\$978 MILLION DOMESTIC OVERNIGHT EXPENDITURE

\$201 MILLION DOMESTIC DAY EXPENDITURE

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
\$111 MILLION INTERNATIONAL EXPENDITURE	▼80.3%	▼75.2%
\$978 MILLION DOMESTIC OVERNIGHT EXPENDITURE	▼47.5%	▼43.4%
\$201 MILLION DOMESTIC DAY EXPENDITURE	▼49.1%	▼33.8%

WHAT DID THEY SPEND?

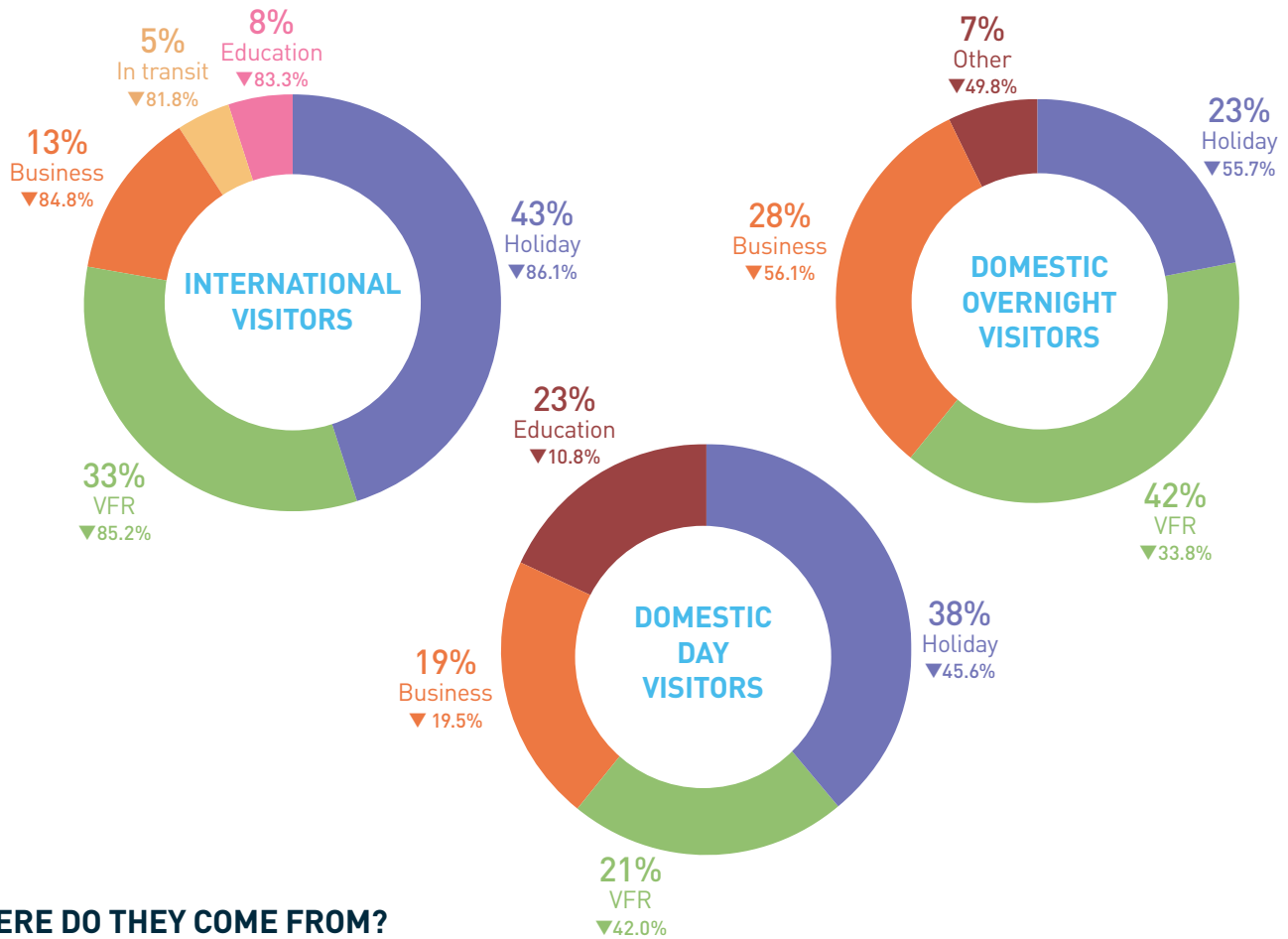


\$115.55 INTERNATIONAL SPEND PER NIGHT

\$203.56 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$116.52 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	16%	▼89.0%		NSW	78%		NSW	67%
	UNITED KINGDOM	14%	▼73.8%		VIC	11%		VIC	0%
	UNITED STATES OF AMERICA	13%	▼78.0%		QLD	8%		QLD	0%
	INDIA	4%	▼89.8%		SA	1%		ACT	33%
	MALAYSIA	4%	▼78.6%		WA	1%*			
	GERMANY	4%	▼81.9%		TAS	0%*			
	NEW ZEALAND	3%	▼93.8%		NT	0%*			
	CANADA	3%	▼86.5%		ACT	0%*			
	INDONESIA	3%	▼72.8%						
	SINGAPORE	2%	▼88.6%						

* Low base size.

