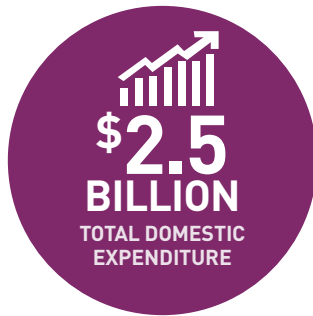


TOURISM IN THE ACT

YEAR ENDING DECEMBER 2021

Source: Tourism Research Australia International & National Visitor Surveys. Year ending December 2021.

2022 ACTION PLAN GOAL

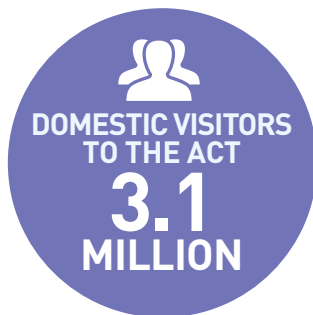


YE DECEMBER 2021:

\$1.22 BILLION

DOMESTIC OVERNIGHT & DOMESTIC DAYTRIP EXPENDITURE

HOW MANY CAME TO VISIT?



4 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

1.7 MILLION DOMESTIC OVERNIGHT VISITORS

1.4 MILLION DOMESTIC DAY VISITORS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
4 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▼90.3%	▼86.9%
1.7 MILLION DOMESTIC OVERNIGHT VISITORS	▲4.5%	▲13.2%
1.4 MILLION DOMESTIC DAY VISITORS	▼20.6%	▼2.3%

HOW LONG DID THEY STAY?



198 THOUSAND INTERNATIONAL VISITOR NIGHTS

5.3 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
198 THOUSAND INTERNATIONAL VISITOR NIGHTS	▼79.5%	▼76.0%
5.3 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▲10.3%	▲16.6%

WHAT DID THEY SPEND?



\$16 MILLION INTERNATIONAL EXPENDITURE

\$1 BILLION DOMESTIC OVERNIGHT EXPENDITURE

\$214 MILLION DOMESTIC DAY EXPENDITURE

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
\$16 MILLION INTERNATIONAL EXPENDITURE	▼85.6%	▼78.6%
\$1 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▲2.4%	▲33.1%
\$214 MILLION DOMESTIC DAY EXPENDITURE	▲6.5%	▲4.9%

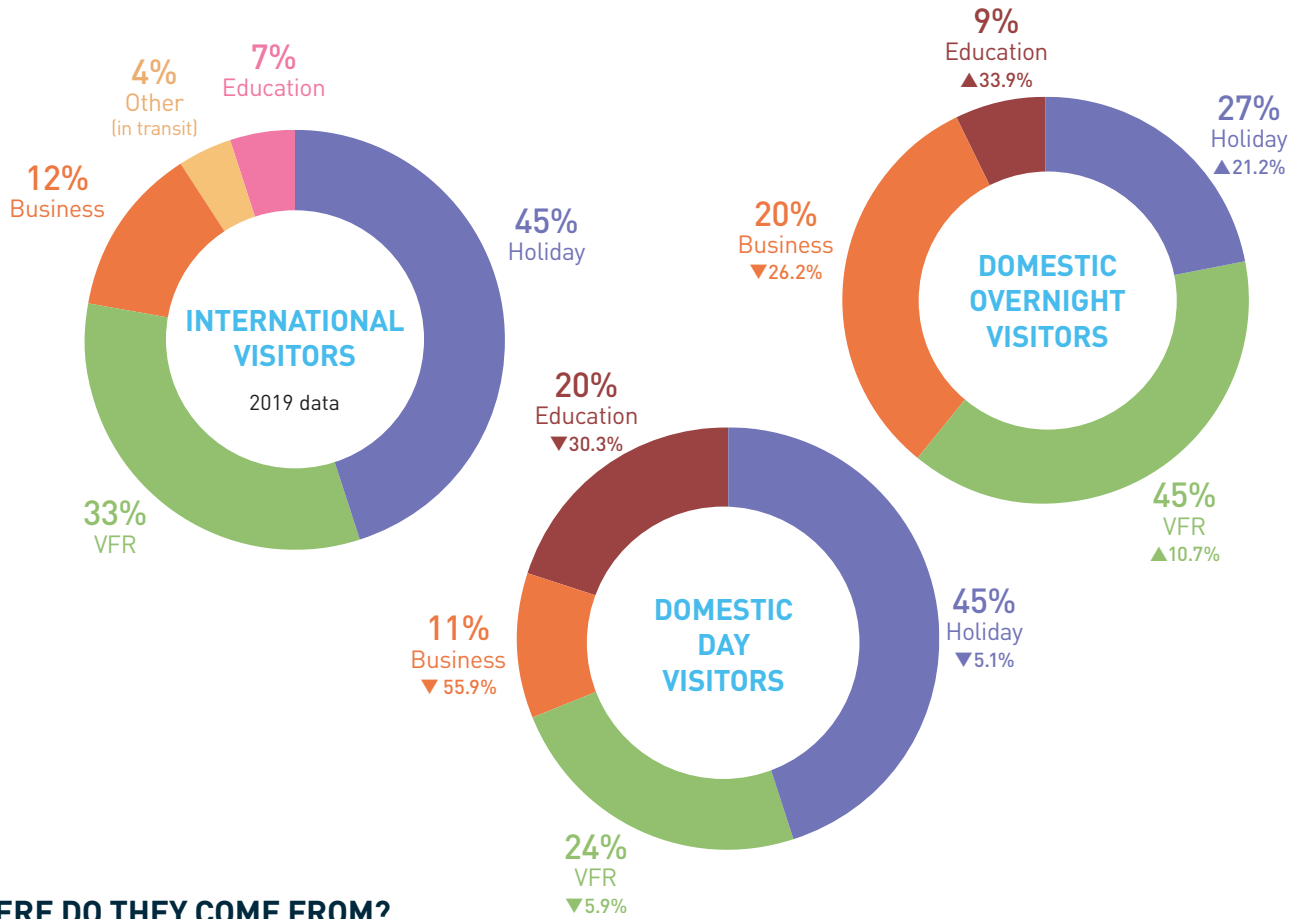
WHAT DID THEY SPEND?



\$189.01 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$156.32 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%	▲16.2%		SYDNEY	38%		SYDNEY	9%
	UNITED STATES OF AMERICA	9%	▲21.5%		REGIONAL NSW	33%		REGIONAL NSW	55%
	UNITED KINGDOM	8%	▼8.8%		MELBOURNE	12%		ACT	36%
	NEW ZEALAND	7%	▲12.4%		REGIONAL VIC	4%			
	INDIA	6%	▲11.1%		BRISBANE + GOLD COAST	5%			
	GERMANY	4%	▼14.3%		REGIONAL QLD	3%*			
	HONG KONG	3%	▲42.7%		SA	2%*			
	CANADA	3%	▲6.9%		NT	1%*			
	MALAYSIA	3%	▲46.8%		WA	1%*			
	SINGAPORE	2%	▼23.3%		ACT	1%*			
					TAS	0%*			

2019 data

* Low base size

