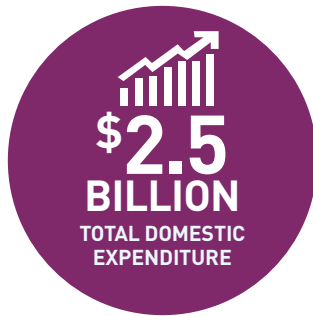


TOURISM IN THE ACT

YEAR ENDING MARCH 2021

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

2022 ACTION PLAN GOAL



YE MARCH 2021:

\$1.11 BILLION

DOMESTIC OVERNIGHT & DOMESTIC DAYTRIP EXPENDITURE

HOW MANY CAME TO VISIT?



1 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

1.6 MILLION DOMESTIC OVERNIGHT VISITORS

1.8 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼99.6%	▼99.3%
▼45.5%	▼35.2%
▼32.6%	▼33.6%

HOW LONG DID THEY STAY?



88 THOUSAND INTERNATIONAL VISITOR NIGHTS

4.4 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼98.3%	▼97.6%
▼49.8%	▼30.6%

WHAT DID THEY SPEND?



\$6 MILLION INTERNATIONAL EXPENDITURE

\$897 MILLION DOMESTIC OVERNIGHT EXPENDITURE

\$215 MILLION DOMESTIC DAY EXPENDITURE

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼98.8%	▼98.2%
▼50.8%	▼42.0%
▼47.4%	▼35.3%

WHAT DID THEY SPEND?

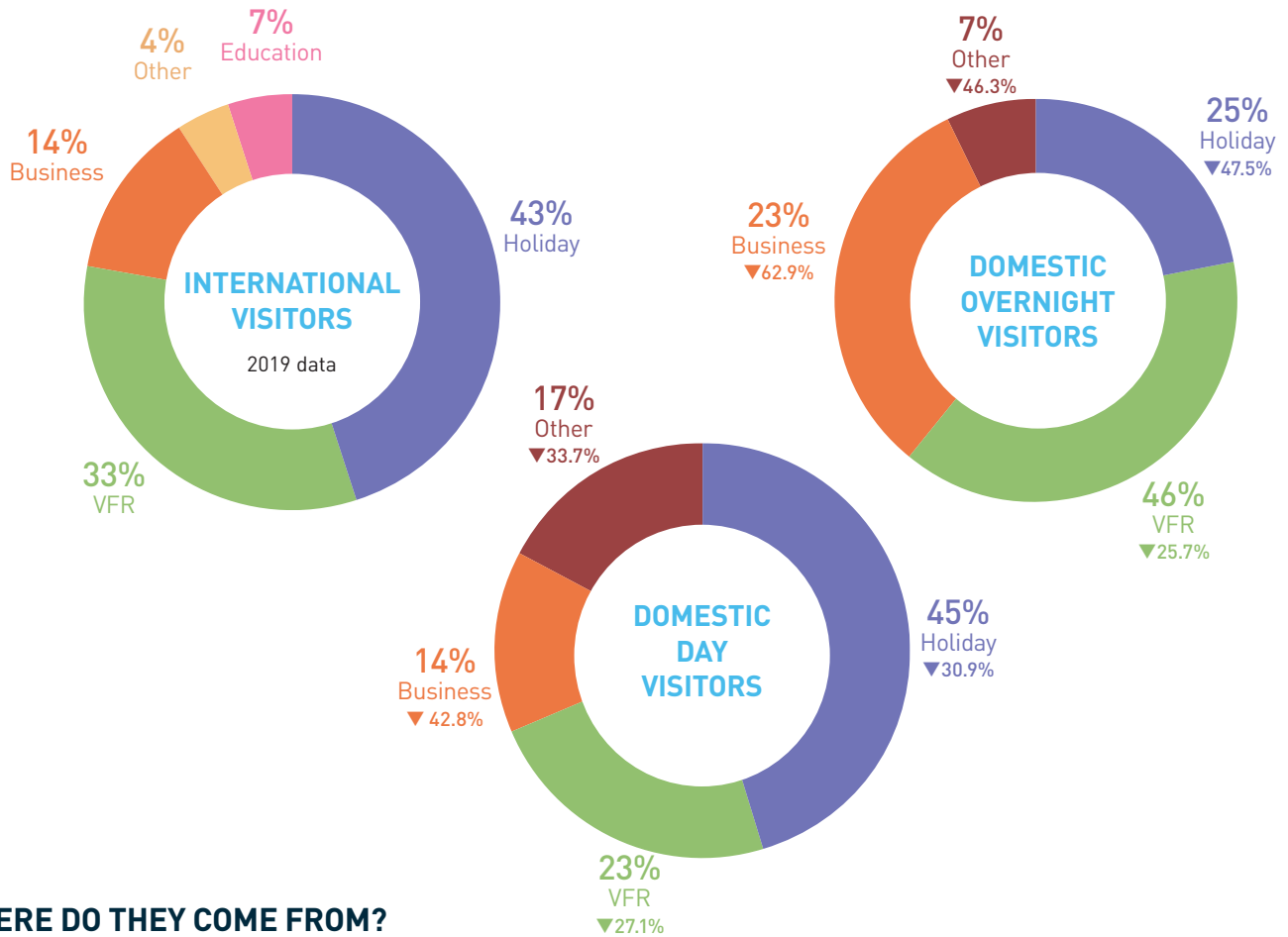


\$68.18 INTERNATIONAL SPEND PER NIGHT

\$202.16 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$122.16 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	44%		SYDNEY	11%
	UNITED STATES OF AMERICA	9%	▲21.5%		REGIONAL NSW	37%		REGIONAL NSW	53%
	UNITED KINGDOM	8%	▼8.8%		MELBOURNE	7%		ACT	35%
	NEW ZEALAND	7%	▲12.4%		REGIONAL VIC	3%			
	INDIA	6%	▲11.1%		BRISBANE + GOLD COAST	4%			
	GERMANY	4%	▼14.3%		REGIONAL QLD	2%			
	HONG KONG	3%	▲42.7%		SOUTH AUSTRALIA	1%			
	CANADA	3%	▲6.9%						
	MALAYSIA	3%	▲46.8%						
	SINGAPORE	2%	▼23.3%						

2019 data

