

TOURISM IN THE ACT

YEAR ENDING SEPTEMBER 2020

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

TOURISM 2020 GOAL



CURRENT FIGURE:

\$1.28 BILLION

INTERNATIONAL & DOMESTIC OVERNIGHT EXPENDITURE

HOW MANY CAME TO VISIT?



114 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

1.9 MILLION DOMESTIC OVERNIGHT VISITORS

1.9 MILLION DOMESTIC DAY VISITORS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
114 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▼58.0%	▼52.2%
1.9 MILLION DOMESTIC OVERNIGHT VISITORS	▼36.4%	▼30.6%
1.9 MILLION DOMESTIC DAY VISITORS	▼19.9%	▼24.2%

HOW LONG DID THEY STAY?



2.5 MILLION INTERNATIONAL VISITOR NIGHTS

6.2 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
2.5 MILLION INTERNATIONAL VISITOR NIGHTS	▼59.8%	▼51.2%
6.2 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▼18.0%	▼26.8%

WHAT DID THEY SPEND?



\$239 MILLION INTERNATIONAL EXPENDITURE

\$1.04 BILLION DOMESTIC OVERNIGHT EXPENDITURE

\$246 MILLION DOMESTIC DAY EXPENDITURE

	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
\$239 MILLION INTERNATIONAL EXPENDITURE	▼60.2%	▼52.1%
\$1.04 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▼47.1%	▼34.4%
\$246 MILLION DOMESTIC DAY EXPENDITURE	▼33.5%	▼24.6%

WHAT DID THEY SPEND?

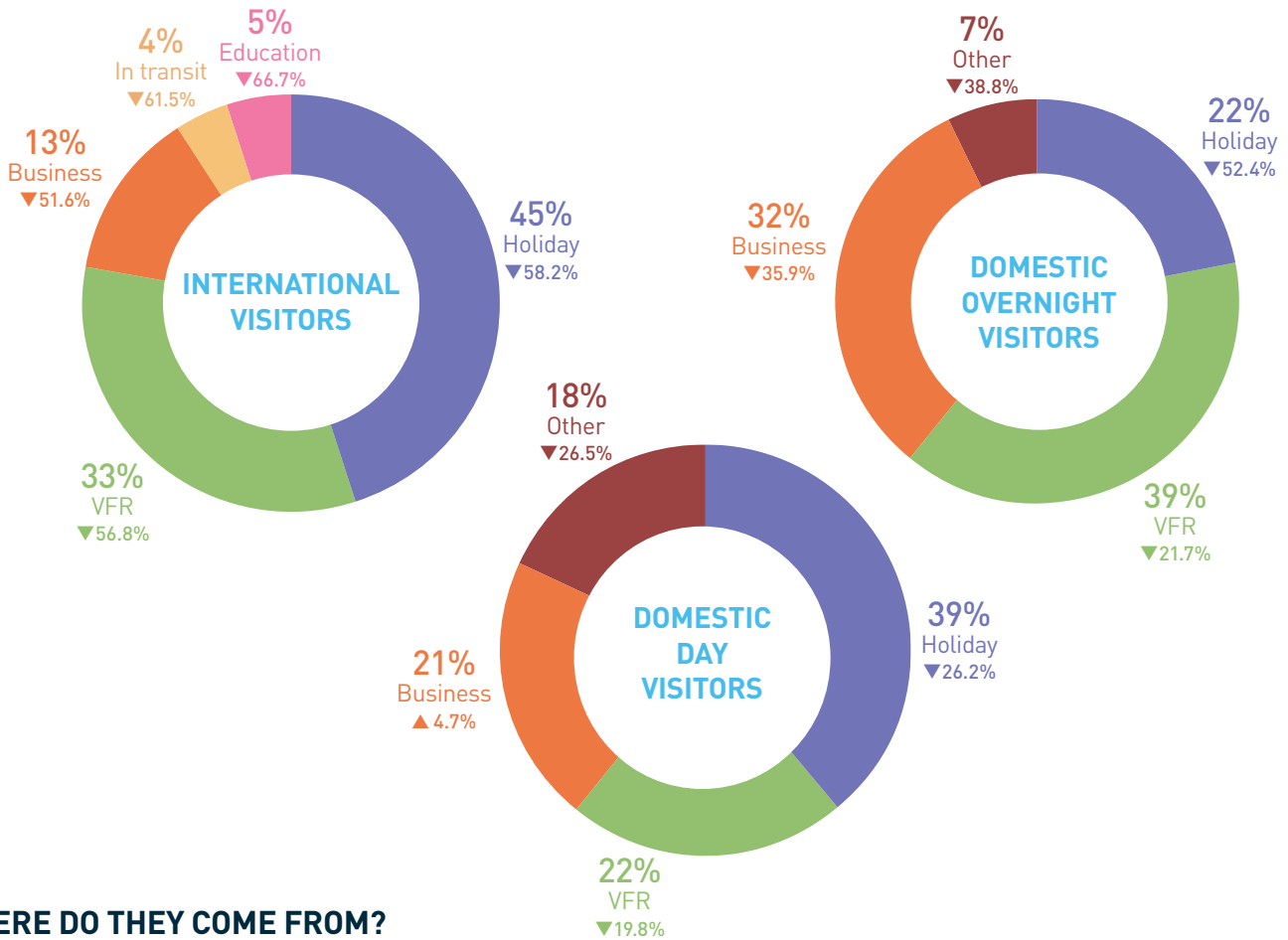


\$97.25 INTERNATIONAL SPEND PER NIGHT

\$168.63 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$127.99 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	15%	▼67.6%		NSW	73%		NSW	61%
	UNITED KINGDOM	12%	▼40.6%		VIC	13%		VIC	2%
	UNITED STATES OF AMERICA	9%	▼57.5%		QLD	9%		QLD	1%
	NEW ZEALAND	6%	▼56.8%		SA	2%		ACT	36%
	INDIA	5%	▼68.2%		WA	1%*			
	MALAYSIA	4%	▼29.5%		TAS	1%*			
	GERMANY	4%	▼51.0%		NT	0%*			
	CANADA	4%	▼51.0%		ACT	0%*			
	SINGAPORE	3%	▼56.6%						
	INDONESIA	3%	▼54.5%						

* Low base size.

