TOURISM IN THE ACT

Source: Tourism Research Australia International & National Visitor Surveys. Year ending March 2022.

HOW MANY CAME TO VISIT?

R		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
VISITORS	13 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▲1275.3 %	▲702.3%
то тне аст 3.1	1.75 MILLION DOMESTIC OVERNIGHT VISITORS	▲6.4%	▲12.7 %
	1.38 MILLION DOMESTIC DAY VISITORS	▼21.8%	▼1.5%
MILLION			

HOW LONG DID THEY STAY?

(* * *		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
VISITOR NIGHTS	727 THOUSAND INTERNATIONAL VISITOR NIGHTS	▲726.1%	▲524.2%
	5.5 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▲24.0 %	▲13.2%

WHAT DID THEY SPEND?

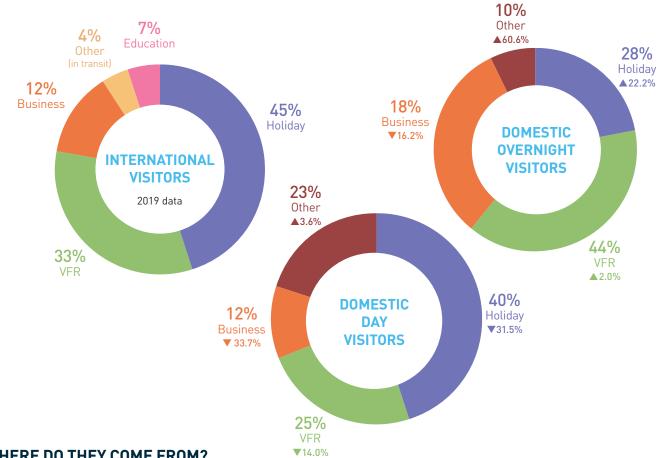
		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
TOTAL ALL EXPENDITURE \$1.4	\$69 MILLION INTERNATIONAL EXPENDITURE	▲1050.0%	▲488.8%
	\$1.06 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▲18.2 %	▲38.7%
	\$240 MILLION DOMESTIC DAY EXPENDITURE	▲ 11.6%	▲11.8%
BILLION			

WHAT DID THEY SPEND?



\$192.66 DOMESTIC OVERNIGHT SPEND PER NIGHT\$174.29 DOMESTIC DAY SPEND PER TRIP

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS			PAST YEAR
**	CHINA	21%	▲16.2%
	UNITED STATES OF AMERICA	9 %	▲21.5%
<u></u>	UNITED KINGDOM	8%	▼8.8%
J.Y.	NEW ZEALAND	7%	▲12.4 %
•	INDIA	6%	▲11.1%
	GERMANY	4%	▼14.3%
1	HONG KONG	3%	▲ 42.7%
	CANADA	3%	▲6.9 %
x 🖈	MALAYSIA	3%	▲46.8%
	SINGAPORE	2%	▼23.3%
0010			

DOMESTIC OVERNIGHT VISITORS			
-	SYDNEY	37%	
	REGIONAL NSW	32%	
	MELBOURNE	12%	
	REGIONAL VIC	5%	
	BRISBANE + GOLD COAST	6%	
	REGIONAL QLD	3%*	
	SA	2%*	
	NT	1%*	
	WA	1%*	
ſ	ACT	1%*	
	TAS	0%*	
* Low base	e size		

DOMESTIC DAY VISITORS		
-	SYDNEY	10%
	REGIONAL NSW	55%
(ACT	34%

2019 data



VisitCanberra I Chief Minister, Treasury & Economic Development Directorate ⊠ visitcanberra@act.gov.au