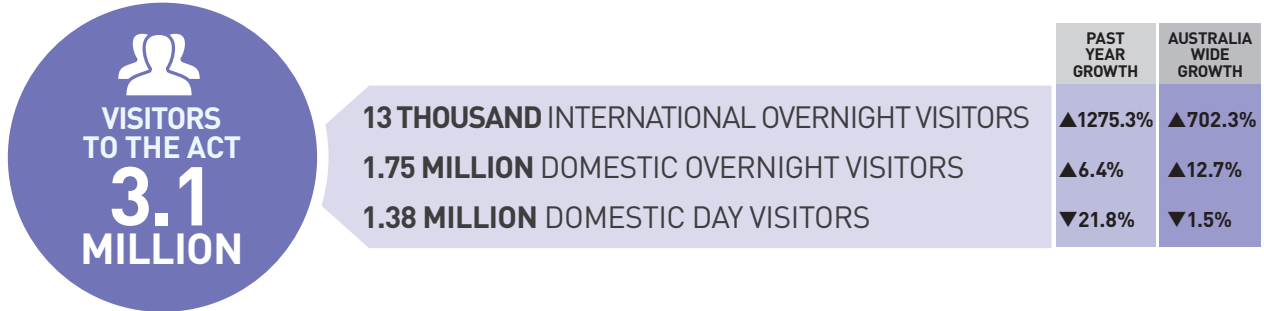


TOURISM IN THE ACT

YEAR ENDING MARCH 2022

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

HOW MANY CAME TO VISIT?



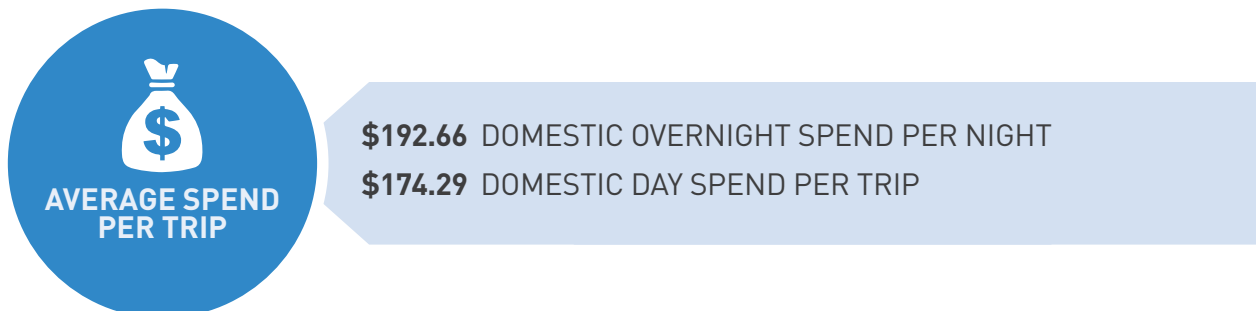
HOW LONG DID THEY STAY?



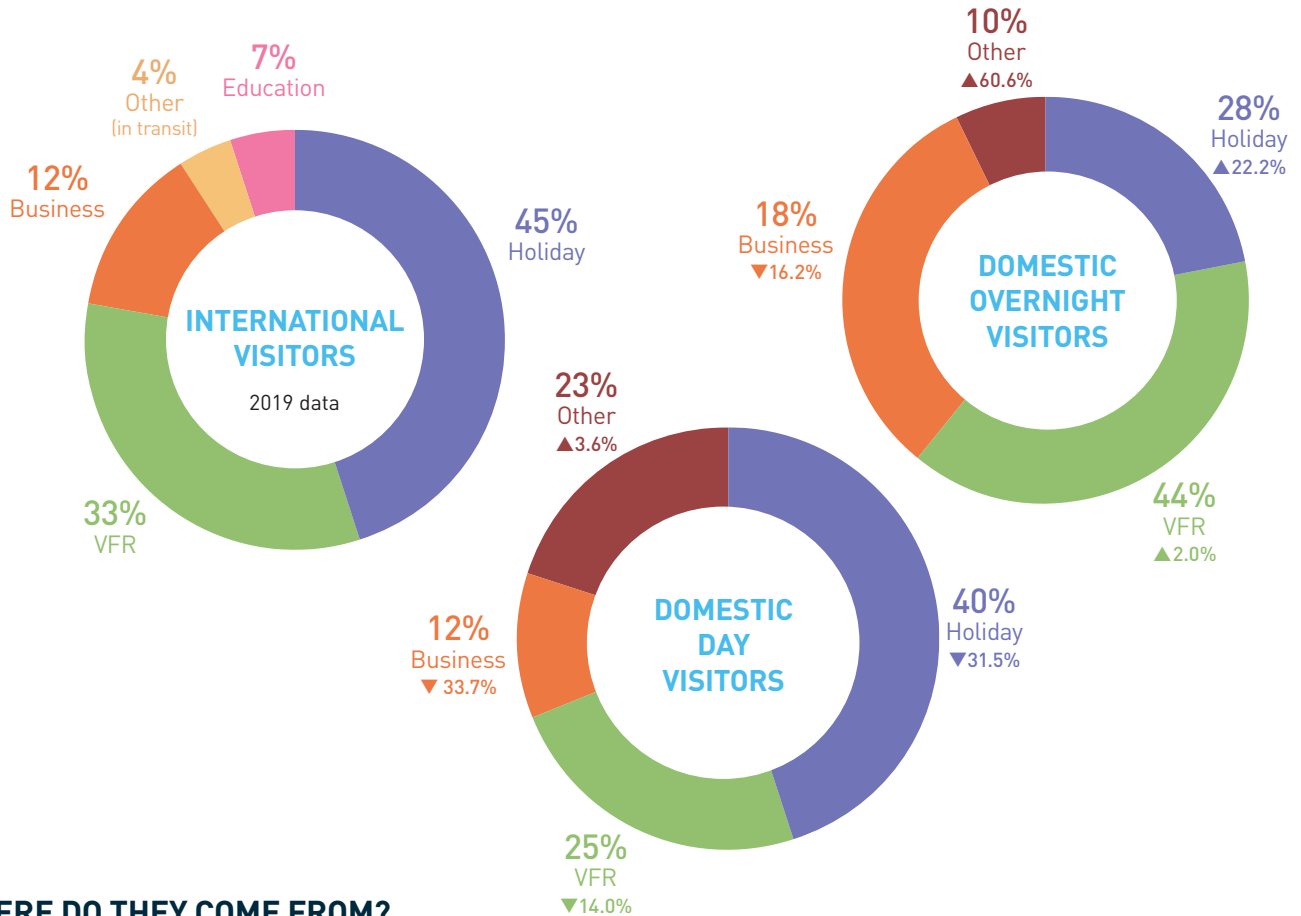
WHAT DID THEY SPEND?



WHAT DID THEY SPEND?



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	37%		SYDNEY	10%
	UNITED STATES OF AMERICA	9%	▲21.5%		REGIONAL NSW	32%		REGIONAL NSW	55%
	UNITED KINGDOM	8%	▼8.8%		MELBOURNE	12%		ACT	34%
	NEW ZEALAND	7%	▲12.4%		REGIONAL VIC	5%			
	INDIA	6%	▲11.1%		BRISBANE + GOLD COAST	6%			
	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



VisitCanberra | Chief Minister, Treasury & Economic Development Directorate

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