# TOURISM IN THE ACT

YEAR ENDING JUNE 2022

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

## **HOW MANY CAME TO VISIT?**

<u></u>		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
DOMESTIC VISITORS	37 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	<b>▲</b> 1133.3%	▲700.7%
TO THE ACT	<b>1.88 MILLION</b> DOMESTIC OVERNIGHT VISITORS	▼14.9%	▼1.8%
5.4	<b>1.54 MILLION</b> DOMESTIC DAY VISITORS	▼12.3%	▼7.4%
MILLIUN			

## **HOW LONG DID THEY STAY?**

(* *		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
DOMESTIC VISITOR NIGHTS	1.99 MILLION INTERNATIONAL VISITOR NIGHTS	<b>▲1547.9</b> %	▲762.6%
5.5	5.54 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▼7.4%	▼1.9%
MILLION			

#### WHAT DID THEY SPEND?

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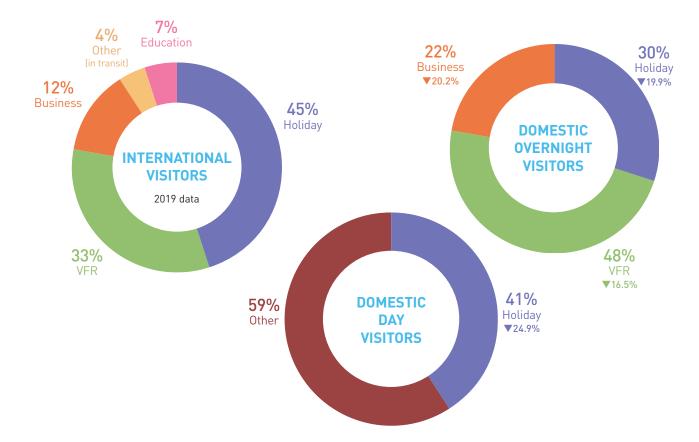
9		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
DTAL DOMESTIC	\$207 MILLION INTERNATIONAL EXPENDITURE	<b>▲1970.0</b> %	<b>▲701.2%</b>
	<b>\$1.23 BILLION</b> DOMESTIC OVERNIGHT EXPENDITURE	<b>▼7.9</b> %	<b>▲12.6%</b>
_ <b>⊅1.5</b>	\$302 MILLION DOMESTIC DAY EXPENDITURE	▲42.5%	<b>▲7.9</b> %
BILLION			

#### WHAT DID THEY SPEND?



\$222.18 DOMESTIC OVERNIGHT SPEND PER NIGHT \$196.23 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	<b>9</b> %	▲21.5%
1	UNITED KINGDOM	8%	▼8.8%
Jet .	NEW ZEALAND	7%	▲12.4%
•	INDIA	6%	▲11.1%
	GERMANY	4%	▼14.3%
2	HONG KONG	3%	<b>▲</b> 42.7%
	CANADA	3%	<b>▲6.9</b> %
x 🖈	MALAYSIA	3%	▲46.8%
	SINGAPORE	2%	▼23.3%

	DOMESTIC OVERNIGHT VISITORS		
		SYDNEY	36%
		REGIONAL NSW	33%
		MELBOURNE	13%
		REGIONAL VIC	5%
	<u> </u>	BRISBANE + GOLD COAST	11%
		REGIONAL QLD	3%*
		SA	3%*
		WA	1%*
	Ĩ	NT	0%*
	V	TAS	0%*
	(	ACT	2%*
	* Low baca		

DOMESTIC DAY VISITORS			
	SYDNEY	15%	
	REGIONAL NSW	62%	
(	ACT	33%	

2019 data

\* Low base size



VisitCanberra I Chief Minister, Treasury & Economic Development Directorate