TOURISM IN THE ACT

YEAR ENDING SEPTEMBER 2022

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

HOW MANY CAME TO VISIT?



52 THOUSAND INTERNATIONAL OVERNIGHT VISITORS **2.62 MILLION** DOMESTIC OVERNIGHT VISITORS **1.95 MILLION** DOMESTIC DAY VISITORS

YEAR GROWTH	WIDE GROWTH
▲1633.3 %	▲1214.7 %
▲35.8%	▲22.9%
▲33.4%	▲13.4 %

PAST AUSTRALIA

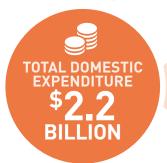
HOW LONG DID THEY STAY?



1.52 MILLION INTERNATIONAL VISITOR NIGHTS7.48 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

GROWTH	GROWTH
▲1112.0 %	▲729.0 %
▲35.1%	▲16.0%

WHAT DID THEY SPEND?



\$195 MILLION INTERNATIONAL EXPENDITURE **\$1.81 BILLION** DOMESTIC OVERNIGHT EXPENDITURE **\$390 MILLION** DOMESTIC DAY EXPENDITURE

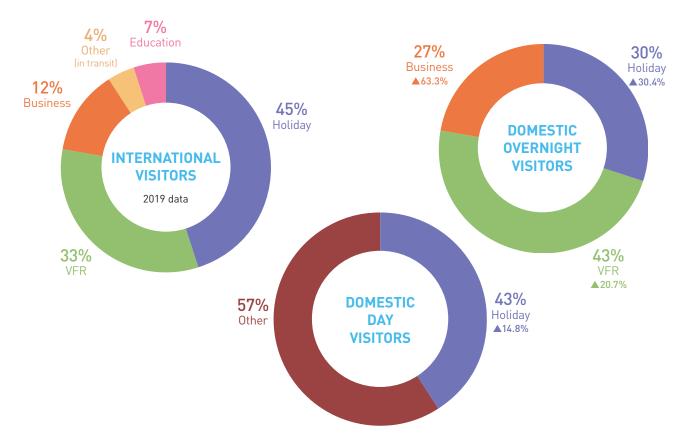
	PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
	▲1850.0%	▲831.1%
Ξ	▲52.4 %	▲43.6%
	▲104.2 %	▲37.6%

WHAT DID THEY SPEND?



\$242.02 DOMESTIC OVERNIGHT SPEND PER NIGHT **\$200.51** 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%
\$	UNITED KINGDOM	8%	▼8.8%
John State of the	NEW ZEALAND	7 %	▲12.4%
*	INDIA	6%	▲11.1 %
*	GERMANY	4%	▼14.3%
200	HONG KONG	3%	▲ 42.7%
	CANADA	3%	▲6.9%
V	MALAYSIA	3%	▲ 46.8%
	SINGAPORE	2%	▼23.3%

DOMESTIC OVERNIGHT VISITORS		
"	SYDNEY	38%
	REGIONAL NSW	27%
	MELBOURNE	13%
	REGIONAL VIC	5%
L	BRISBANE + GOLD COAST	9%
	REGIONAL QLD	2%*
4	SA	3%*
	WA	1%*
V	TAS	1%*
	NT	0%*
•	ACT	1%*

DOMESTIC DAY VISITORS		
-	SYDNEY	20%
	REGIONAL NSW	51%
	MELBOURNE	1%
	REGIONAL VIC	1%
L	BRISBANE + GOLD COAST	0%
	REGIONAL QLD	0%
- 14	SA	0%
	WA	0%
V	TAS	0%
Ĩ	NT	0%
-	ACT	26%

2019 data * Low base size

