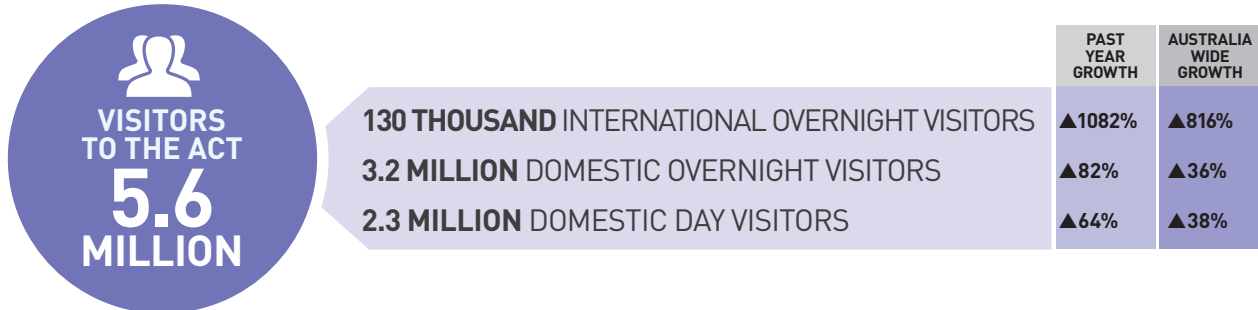


TOURISM IN THE ACT

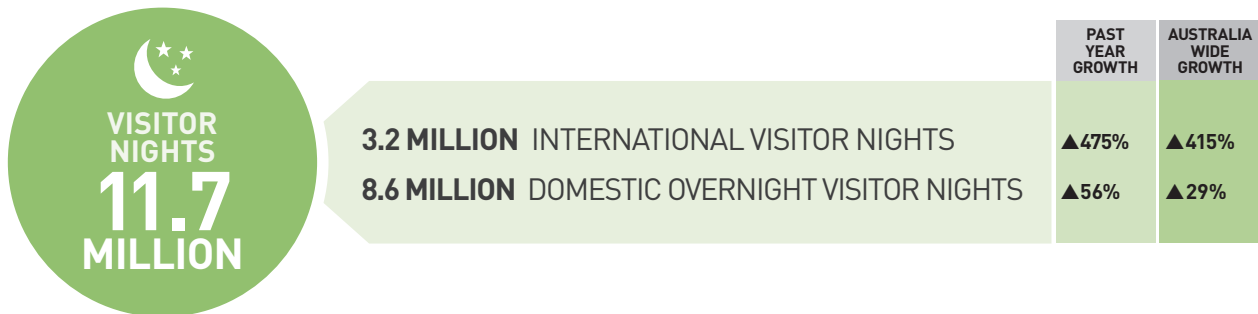
YEAR ENDING MARCH 2023

Source: Tourism Research Australia International & National Visitor Surveys. Year ending March 2023.

HOW MANY CAME TO VISIT?



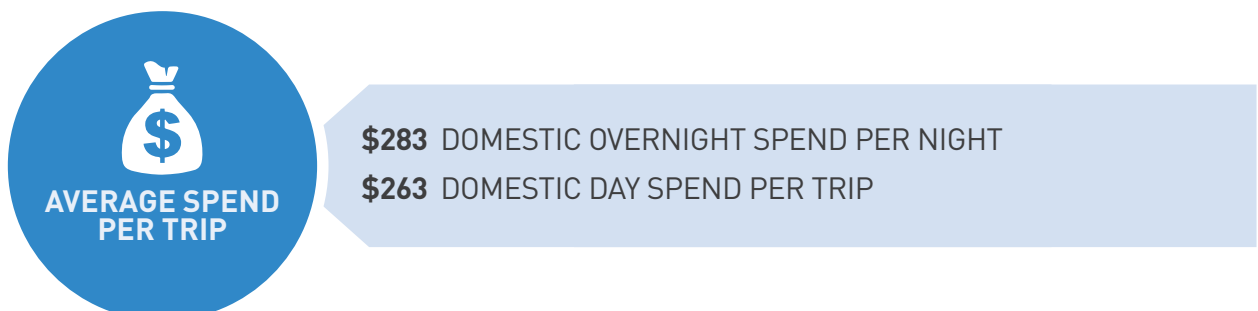
HOW LONG DID THEY STAY?



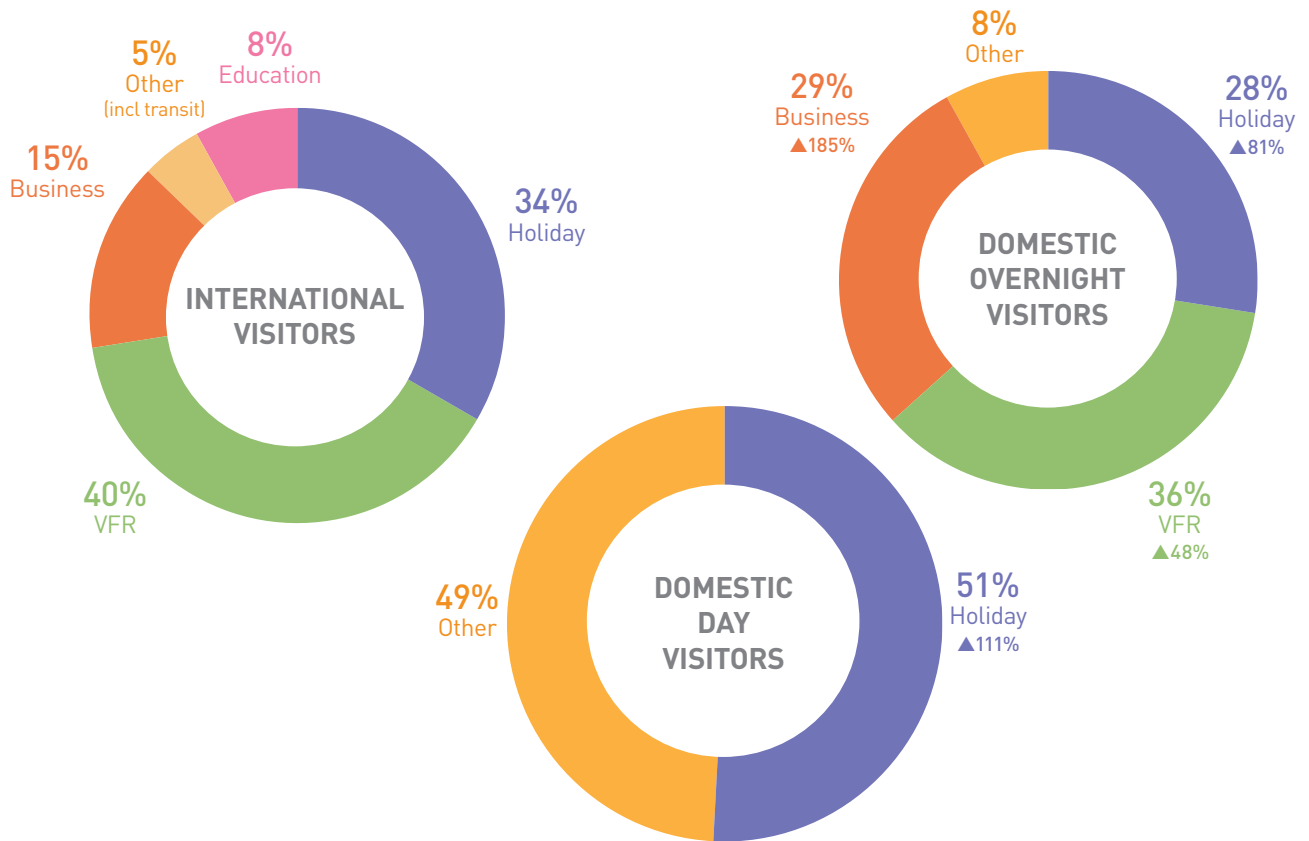
WHAT DID THEY SPEND?



WHAT DID THEY SPEND?



WHY ARE THEY COMING?



WHERE DO THEY COME FROM? Our top local and international markets

| INTERNATIONAL VISITORS | | | DOMESTIC OVERNIGHT VISITORS | | | DOMESTIC DAY VISITORS | | |
|------------------------|--------------------------|-----|-----------------------------|-----------------------|-----|-----------------------|-----------------------|-----|
| | UNITED KINGDOM | 14% | | SYDNEY | 37% | | SYDNEY | 23% |
| | INDIA | 12% | | REGIONAL NSW | 26% | | REGIONAL NSW | 54% |
| | UNITED STATES OF AMERICA | 11% | | MELBOURNE | 13% | | MELBOURNE | 2% |
| | NEW ZEALAND | 10% | | REGIONAL VIC | 5% | | REGIONAL VIC | 1% |
| | CHINA | 8% | | BRISBANE + GOLD COAST | 8% | | BRISBANE + GOLD COAST | 0% |
| | GERMANY | 5% | | REGIONAL QLD | 3%* | | REGIONAL QLD | 0% |
| | PHILIPPINES | 3% | | SA | 3%* | | SA | 0% |
| | CANADA | 3% | | WA | 1%* | | WA | 0% |
| | INDONESIA | 3% | | TAS | 1%* | | TAS | 0% |
| | NEPAL | 3% | | NT | 0%* | | NT | 0% |
| | | | | ACT | 1%* | | ACT | 21% |

* Low base size

