TOURISMINTHEACT

Year ending June 2023

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

HOW MANY CAME TO VISIT?

		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
	164 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▲583%	▲391%
TO THE ACT	3.1 MILLION DOMESTIC OVERNIGHT VISITORS	▲66%	▲30%
5.5	2.2 MILLION DOMESTIC DAY VISITORS	▲ 43%	▲36%

HOW LONG DID THEY STAY?

(**		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
VISITOR NIGHTS	3.8 MILLION INTERNATIONAL VISITOR NIGHTS	▲370 %	▲243 %
12.3	8.5 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▲53%	▲24%
MILLION			

WHAT DID THEY SPEND?

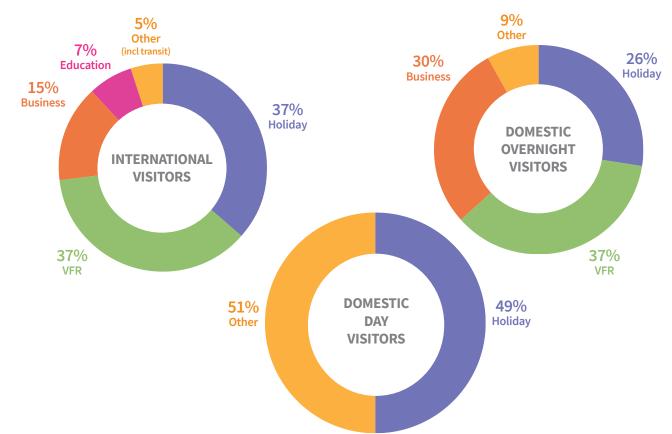
		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
total expenditure \$ 3.4	\$418 MILLION INTERNATIONAL EXPENDITURE	▲410 %	▲389%
	\$2.4 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▲96%	▲57%
	\$612 MILLION DOMESTIC DAY EXPENDITURE	▲103 %	▲60%
BILLION			

WHAT DID THEY SPEND?



\$283 DOMESTIC OVERNIGHT SPEND PER NIGHT\$277 DOMESTIC DAY SPEND PER TRIP

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		
•	INDIA	13%
\$	UNITED KINGDOM	13%
	UNITED STATES OF AMERICA	10%
**	CHINA	10%
- And	NEW ZEALAND	10%
, Č	GERMANY	4 %
3	VIET NAM	3%
1	PHILIPPINES	3%
	CANADA	2%
*	KOREA	2%

DOMESTIC OVERNIGHT VISITORS		
-	SYDNEY	38%
	REGIONAL NSW	28%
.	MELBOURNE	13%
	REGIONAL VIC	6%
.	BRISBANE + GOLD COAST	7%
	REGIONAL QLD	3%*
	SA	3%*
	WA	2%*
	TAS	1%*
	NT	0%*
1	ACT	0%*

* Low base size



DOMESTIC DAY VISITORS		
	SYDNEY	24%
	REGIONAL NSW	50%
	MELBOURNE	1%
	REGIONAL VIC	1%
	BRISBANE + GOLD COAST	1%
	REGIONAL QLD	0%
	SA	0%
	WA	0%
	TAS	0%
	NT	0%
t	АСТ	23%

VisitCanberra I Chief Minister, Treasury & Economic Development Directorate