

Understanding the ACT Visitor Economy

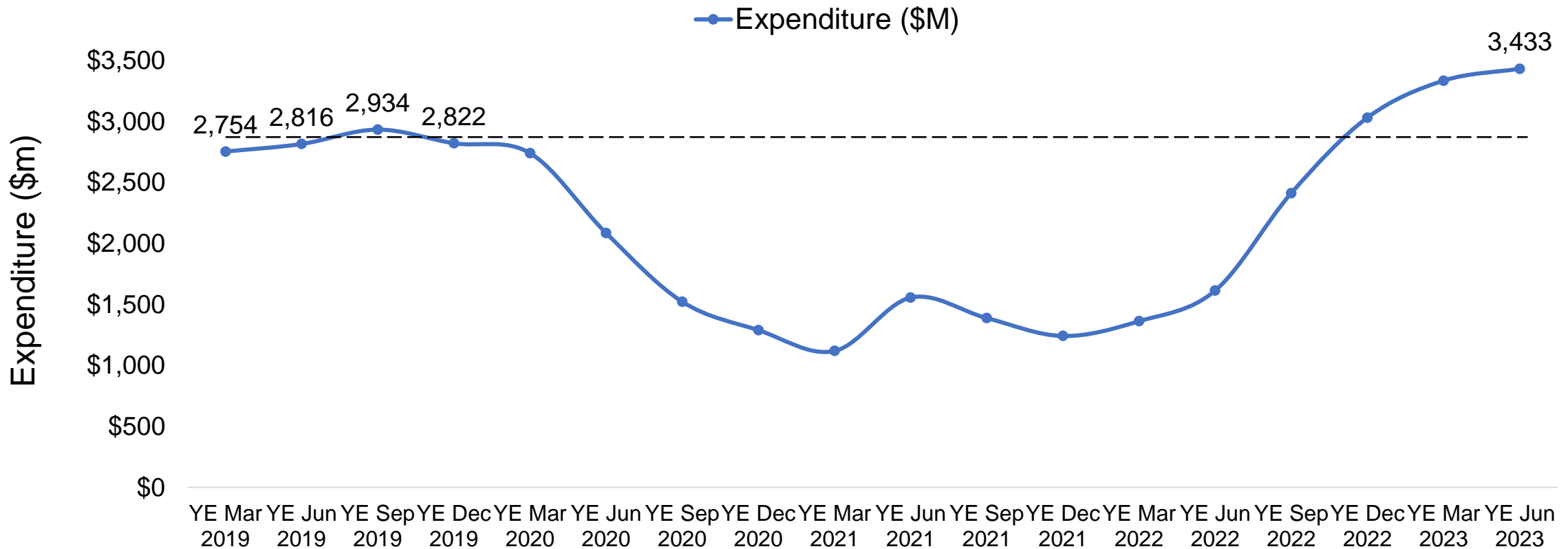
Tourism Trends and Opportunities for Industry

Garrett Tyler-Parker

Garrett.tyler-parker@act.gov.au

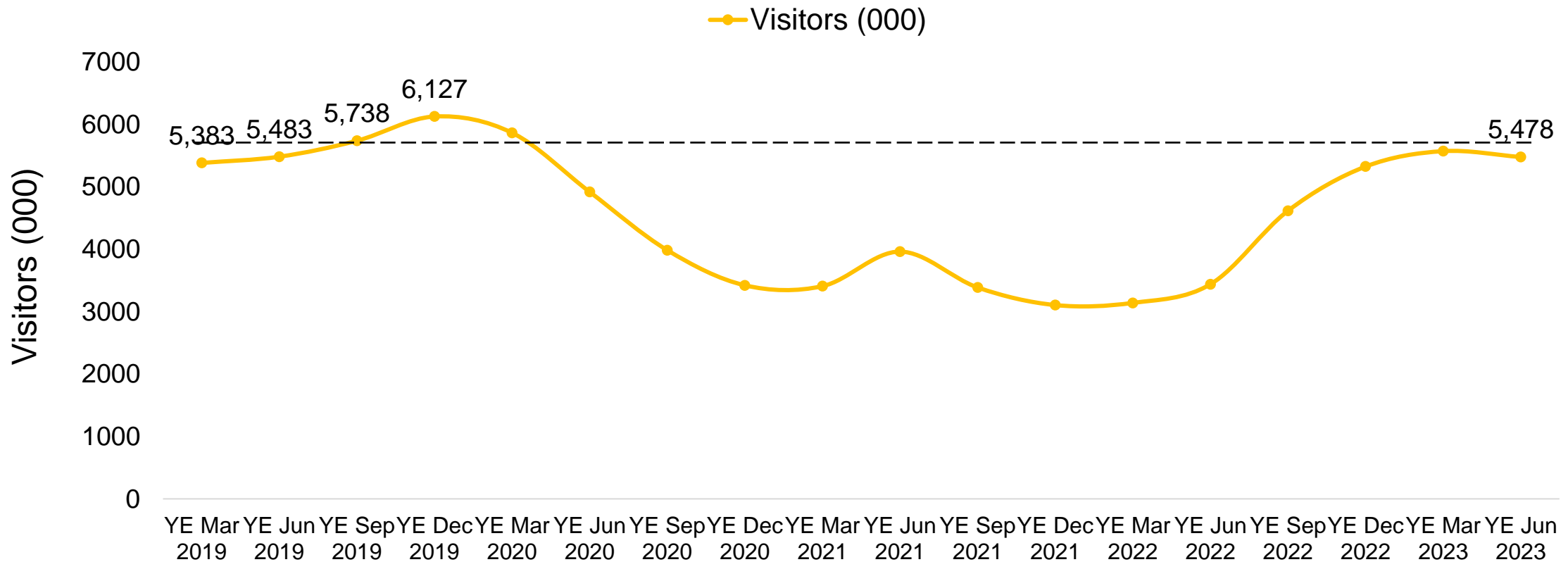
Since year ending December'22, the ACT has had record breaking levels of visitor spend

Although looking at quarterly spend, visitor expenditure is slowing



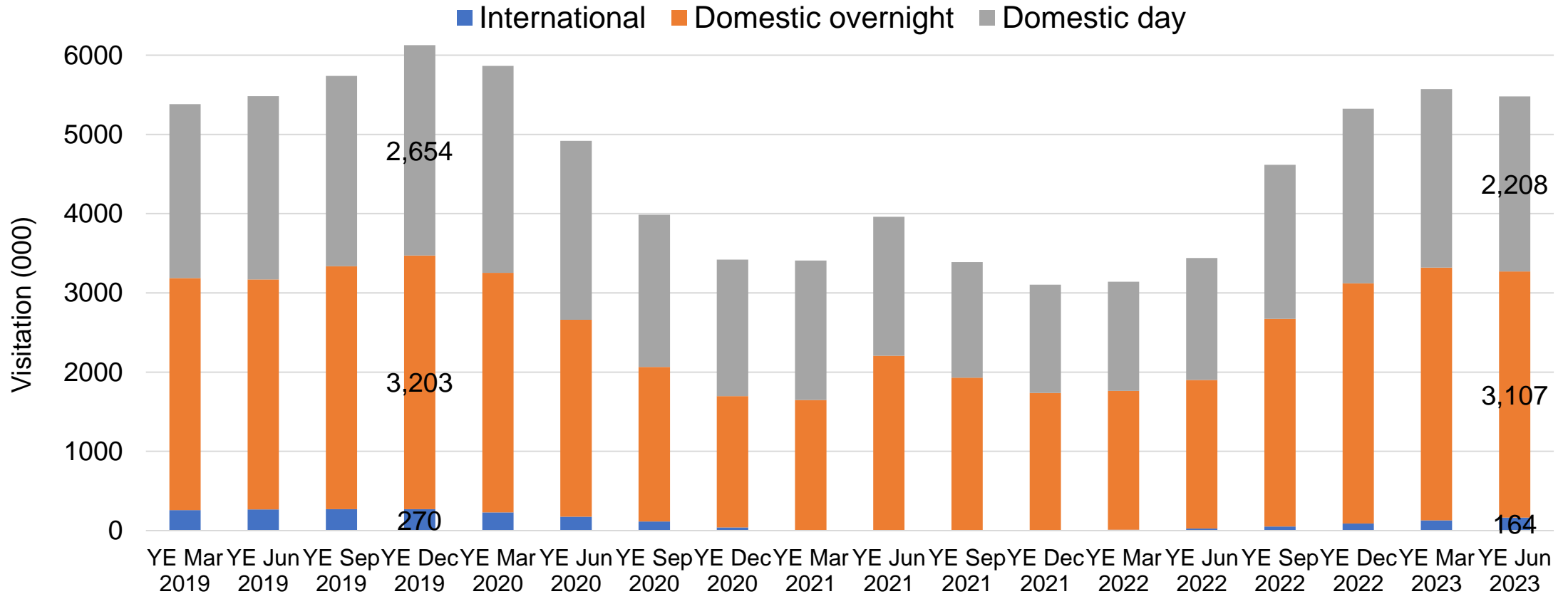
Number of visitors to Canberra is at pre-Covid levels

6th highest ever number of visitors in a 12-month period for the ACT however similar to spend, number of visitors is slowing



ACT visitor breakdown

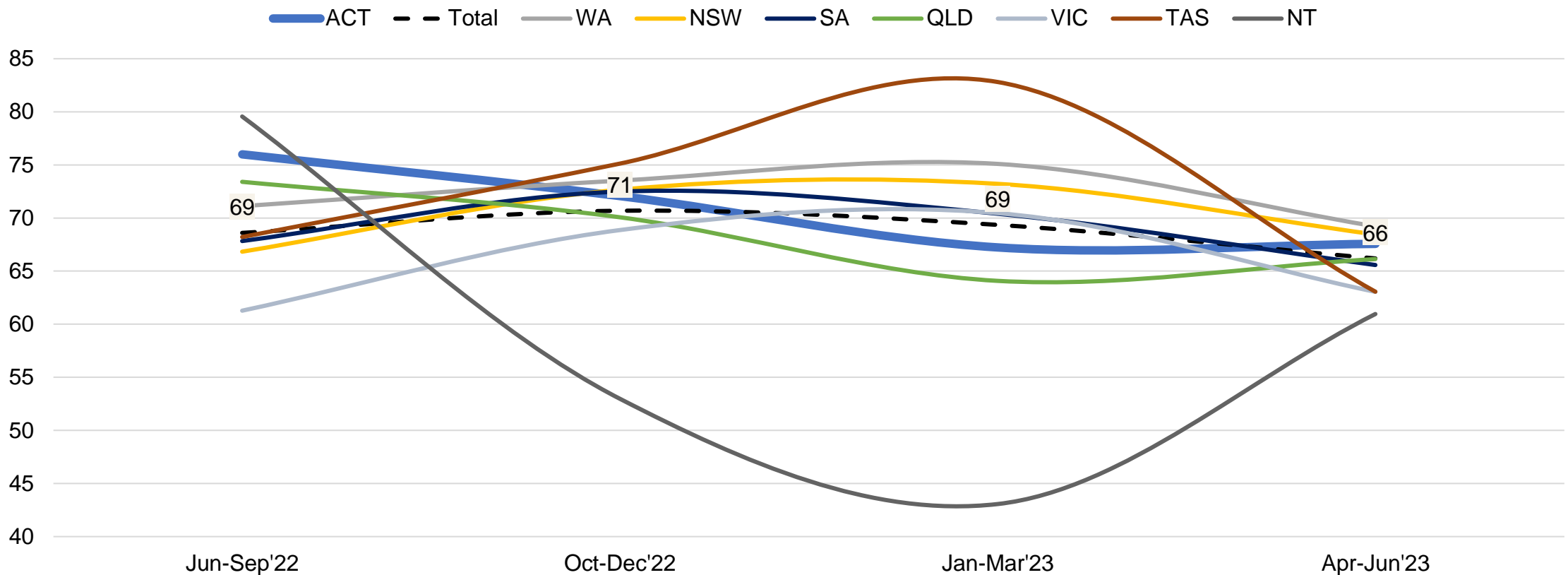
**Domestic visitation is at 91% of the highest domestic visitation ever
international visitation is at 61% of the highest domestic visitation ever**



ACT had the 3rd highest hotel occupancy rate for FY 22/23

FY 22/23 hotel occupancy steady or lower across all states and territories

ACT has a much steadier occupancy rate than other small states of TAS and NT



International visitation – top 10 markets to the ACT

Top markets are India & UK – some markets recovered to pre-Covid levels or are close

ACT top 10 INT markets		Year ending Jun-23	% recovery vs Dec'19
1	India	21,500	130%
2	United Kingdom	20,600	97%
3	United States of America	16,200	69%
4	China	15,600	28%
5	New Zealand	15,600	80%
6	Germany	7,100	73%
7	Vietnam	5,500	103%
8	Philippines	4,700	63%
9	Canada	4,000	45%
10	Korea	3,900	111%
TOTAL ACT INT Visitors		163,700	61%

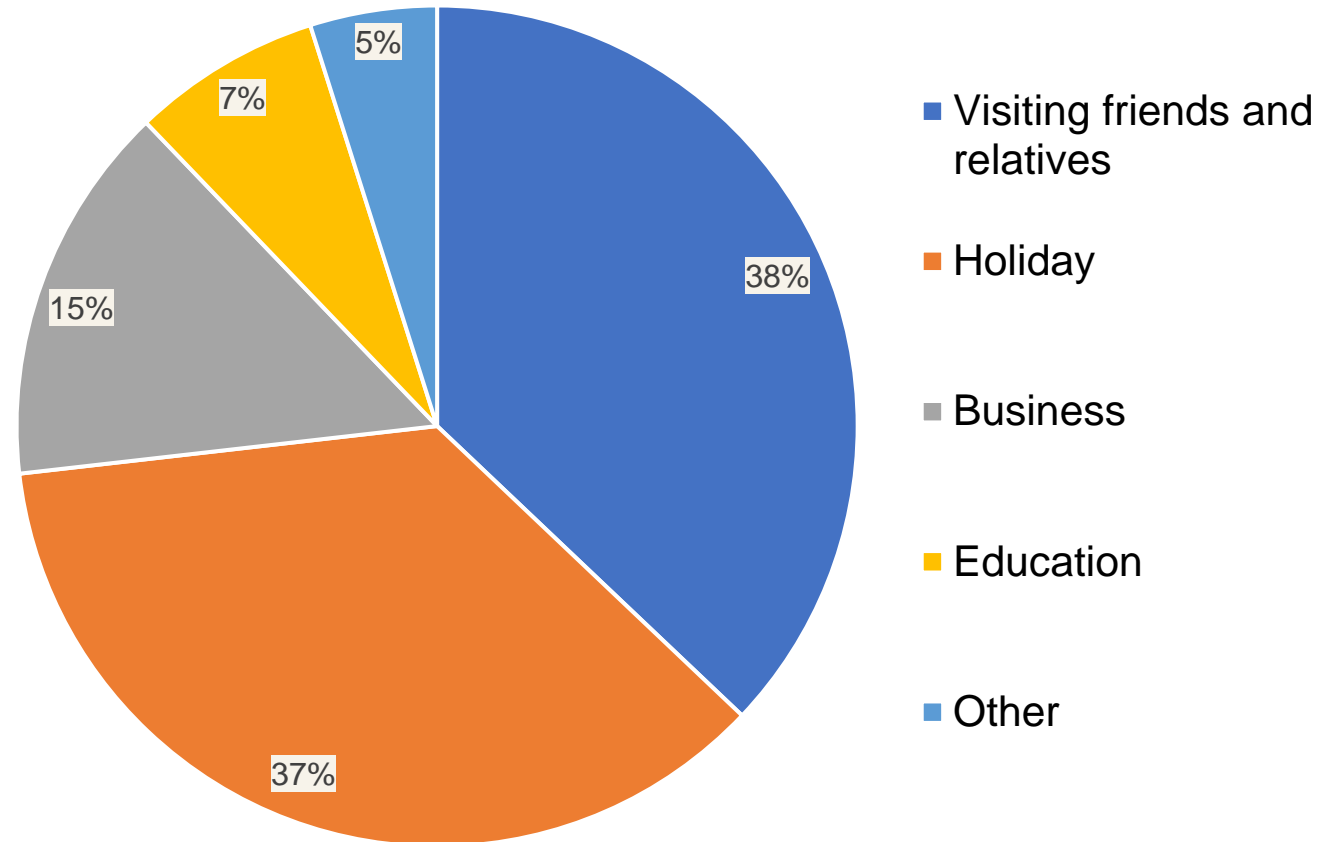
International expenditure is at 74% of pre-COVID levels (vs. Dec'19)

Top reasons for internationals visiting the ACT is VFR & holiday

VFR has been the top reason for visitation since international borders reopened

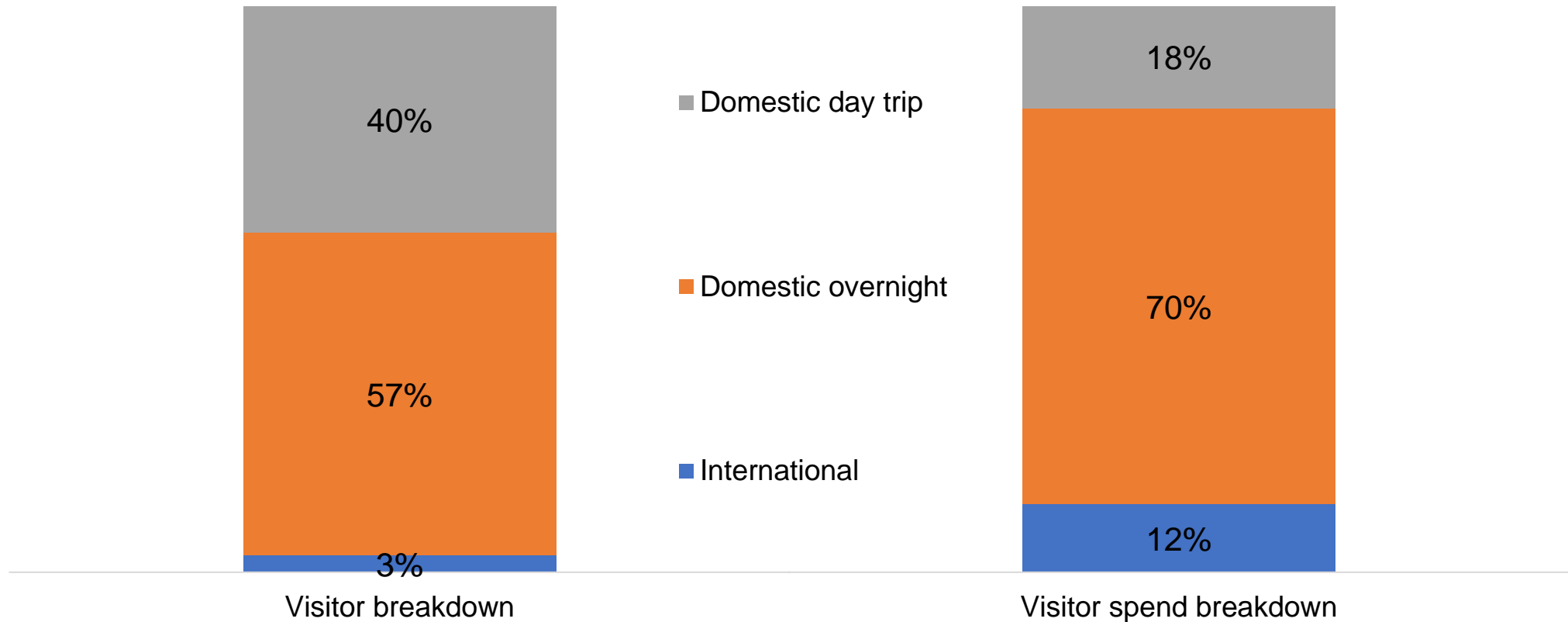
Holiday is growing – was 31% of international visitors for year ending Dec'22

Reason for visiting the ACT



Over half our visitors are domestic o/n, which account for \$7 in every \$10 spent in the visitor economy

International = small visitor group with a big spend

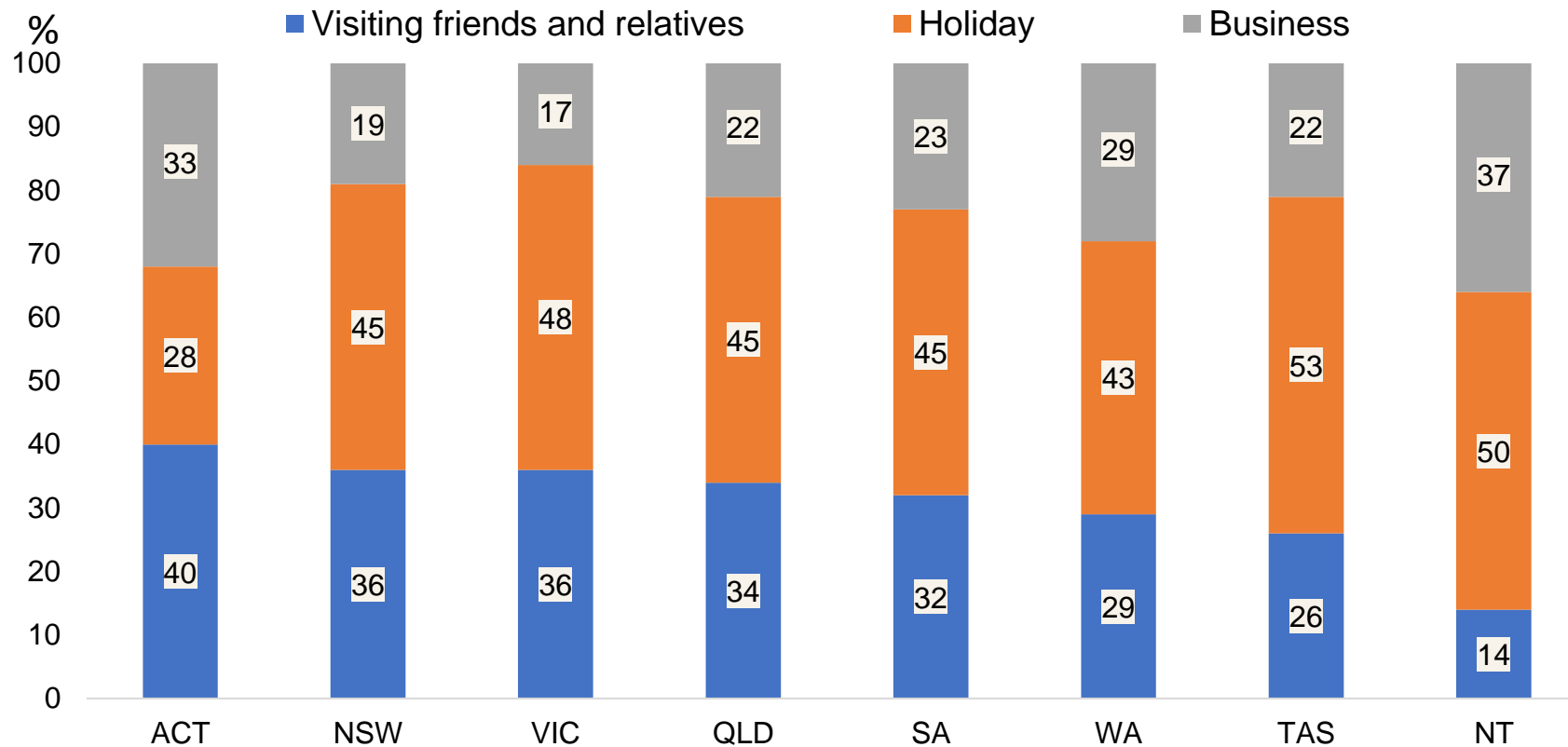


A family of four is seen from behind, standing on a metal bridge overlooking a large body of water. The woman on the left wears a blue coat and has her arm around a child. The man on the right is carrying a baby wrapped in a floral blanket. In the background, a tall, slender concrete monument stands on the left, and a group of people is visible on a small boat on the water. The sky is clear and blue, suggesting a bright day.

Most spend in the ACT visitor economy is from the domestic traveller

Why do domestic o/n visitors come to Canberra? (%)

**Mostly to visit friends and relatives –
while the top reason for all other states and territories is for holidays**

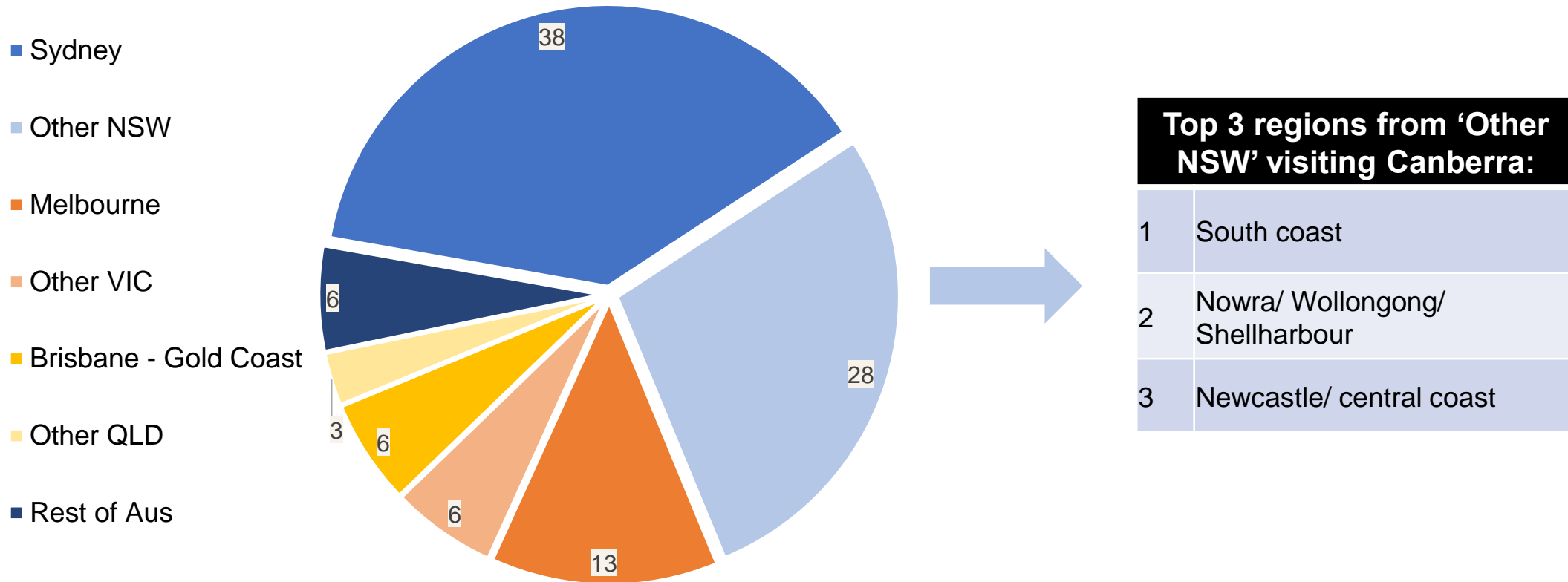


The ACT has a unique visitor purpose profile when to the other states and territories

Our citizens play a bigger part in the visitor economy than that of other states and territories

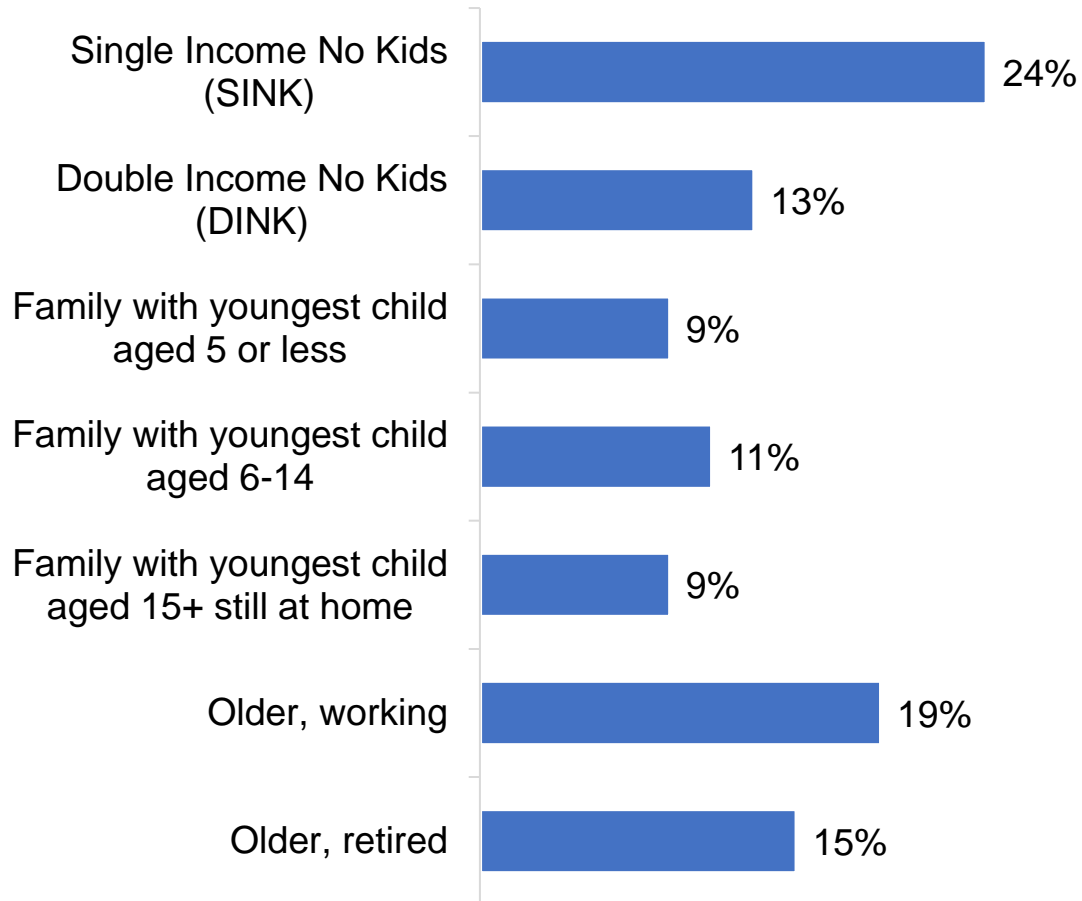
Where our visitors are coming from

2 in 3 domestic overnight visitors are from NSW - This is similar to pre-Covid



Domestic overnight visitors to the ACT breakdown

Are life-stage:



Are female:

50%

Higher than most other states

Have a disability:

19%

Lower than all states except NT & WA

Are studying:

5%

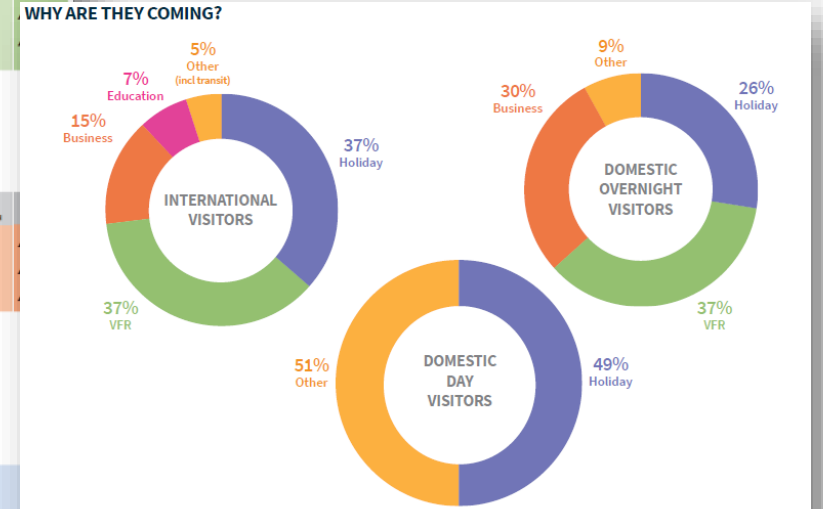
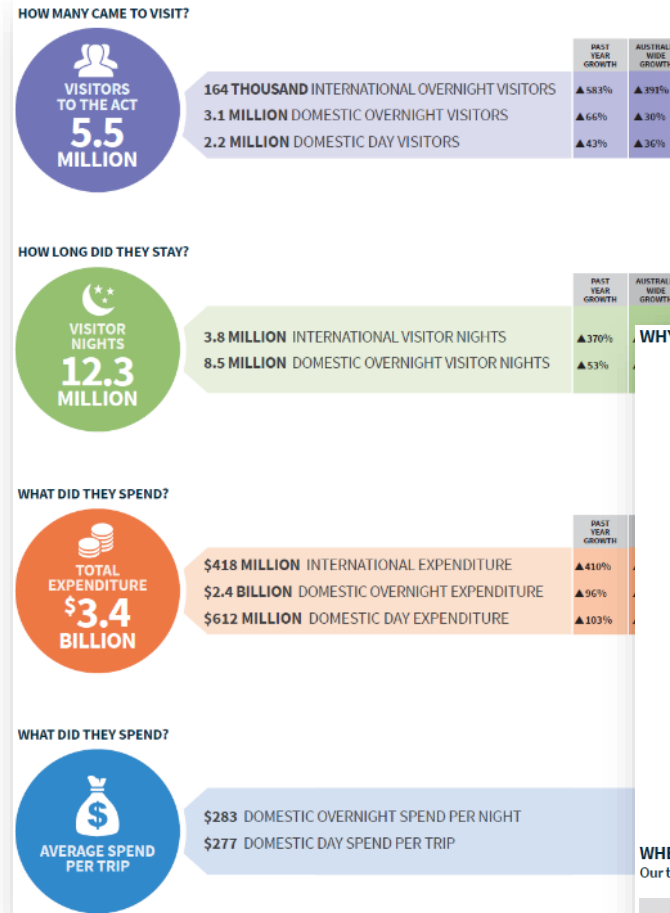
Higher than all other states

Tourism ACT snapshot available at <https://tourism.act.gov.au/insights/research>

TOURISM IN THE ACT

Year ending June 2023

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

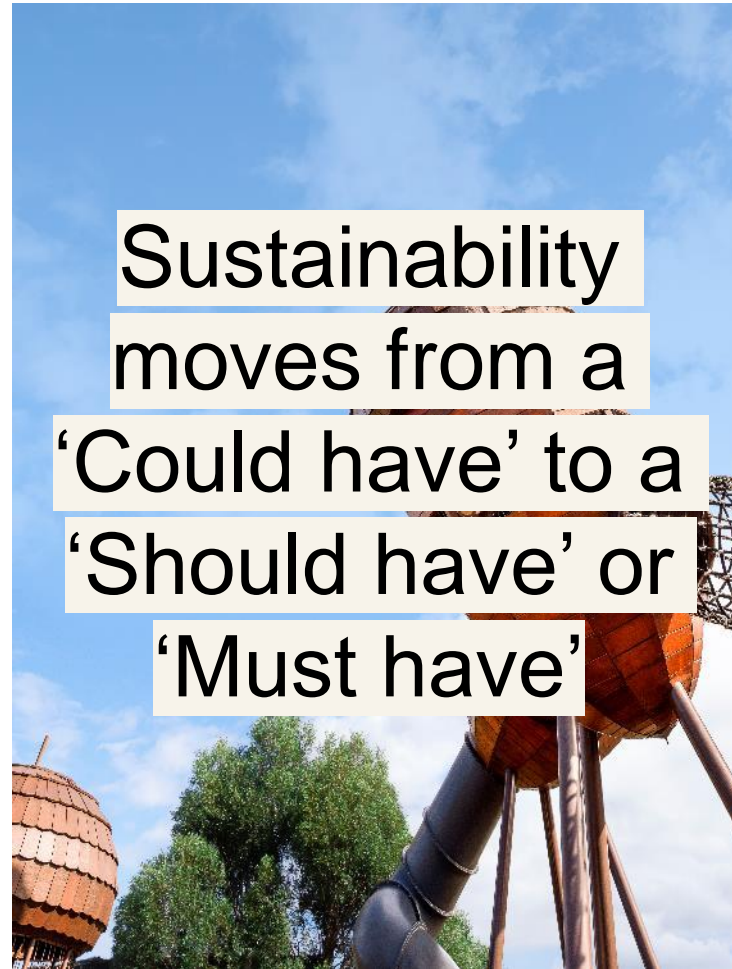
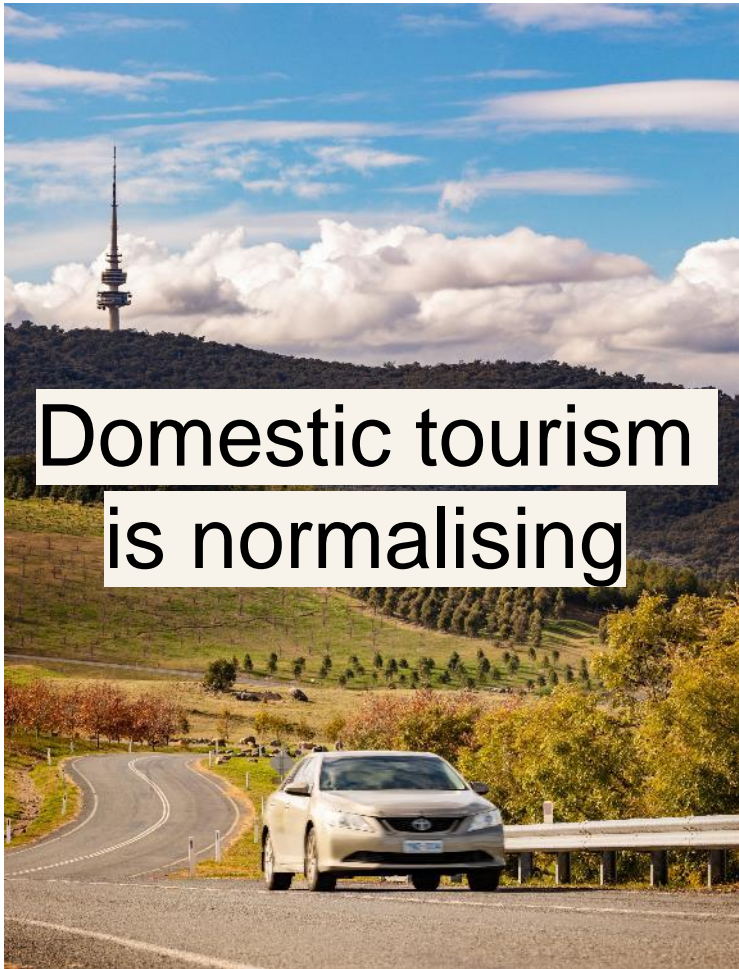


WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		DOMESTIC OVERNIGHT VISITORS		DOMESTIC DAY VISITORS	
INDIA	13%	SYDNEY	38%	SYDNEY	24%
UNITED KINGDOM	13%	REGIONAL NSW	28%	REGIONAL NSW	50%
UNITED STATES OF AMERICA	10%	MELBOURNE	13%	MELBOURNE	1%
CHINA	10%	REGIONAL VIC	6%	REGIONAL VIC	1%
NEW ZEALAND	10%	BRISBANE + GOLD COAST	7%	BRISBANE + GOLD COAST	1%
GERMANY	4%	REGIONAL QLD	3%*	REGIONAL QLD	0%
VIET NAM	3%	SA	3%*	SA	0%
PHILIPPINES	3%	WA	2%*	WA	0%
CANADA	2%	TAS	1%*	TAS	0%
KOREA	2%	NT	0%*	NT	0%
		ACT	0%*	ACT	23%

Two trends and an opportunity we're seeing in tourism



Domestic travel is normalising

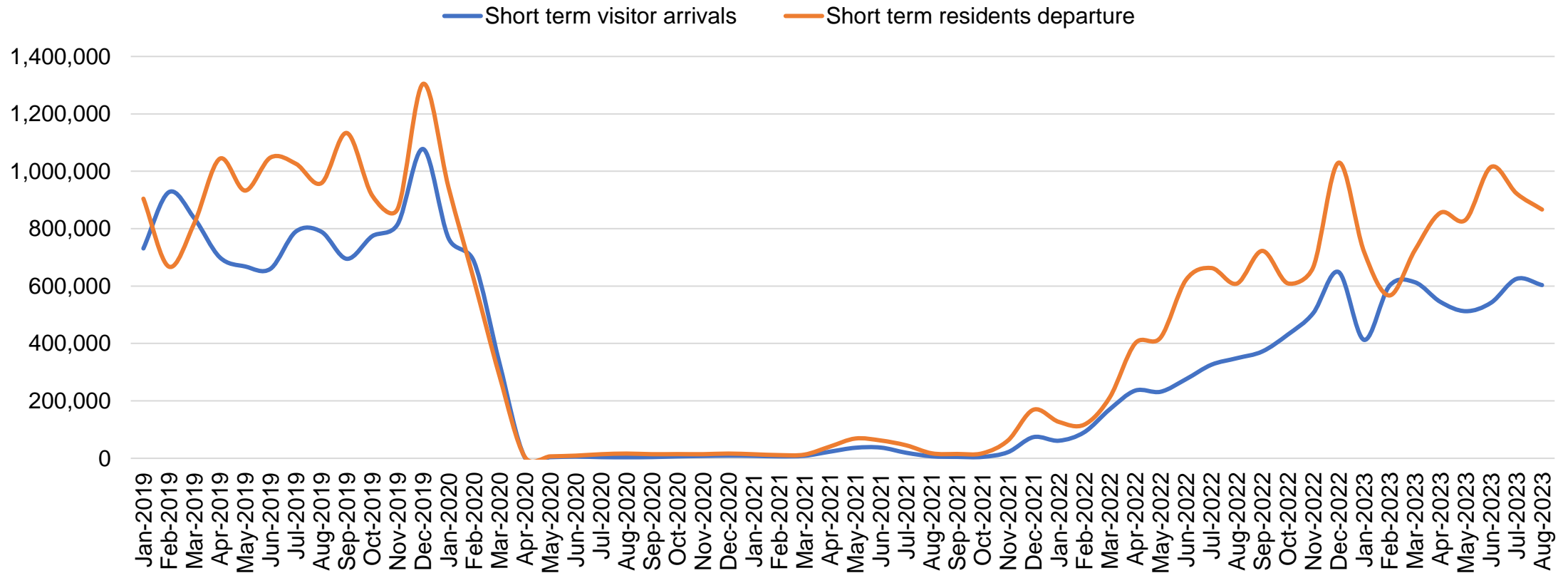
When it was impossible
for Australians to go
overseas, domestic
tourism increased

Now: domestic tourism is no
longer increasing but is
flattening out



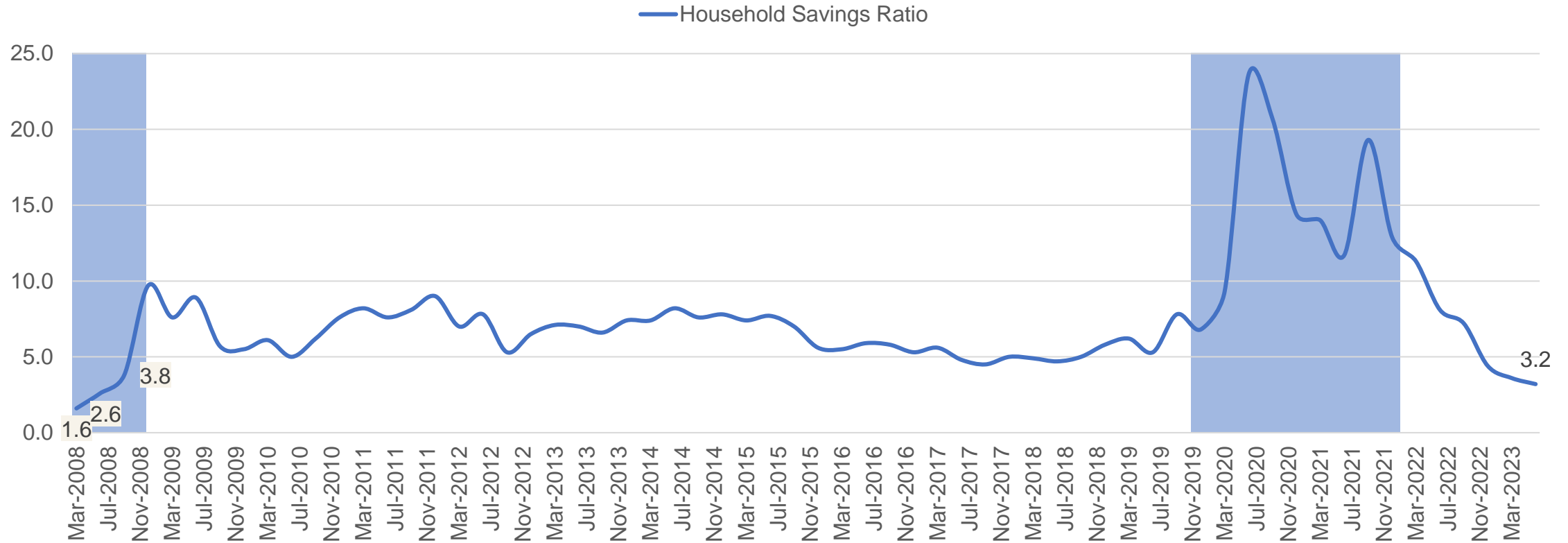
Australians are going overseas and inbound does not replace all the outbound (and it never has)

The gap between Australians leaving vs. tourism inbound is bigger than it used to be



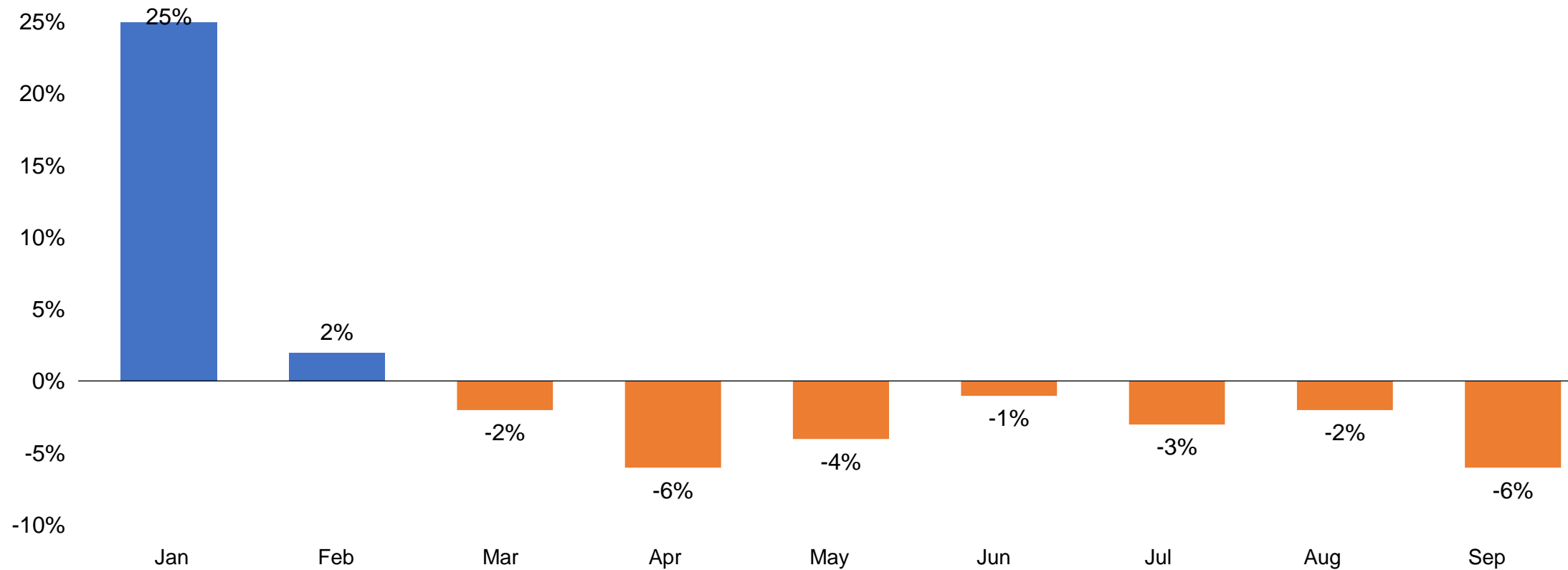
The household savings ratio is the lowest it has been in 15 years

Covid household savings are spent, and cost of living pressures are requiring Australians to dip into their savings to fund their lifestyle



New data: Mobility data shows a decline in domestic overnight trips to the ACT vs. 2022

Domestic visitation is slowing – or normalising – after post-Covid travel behaviours



Current level of attendance would 'definitely' or 'likely' increase over the following year?

Oct 2022:

51%

Current level of attendance would 'definitely' or 'likely' increase over the following year?

Aug 2023:

27%

Big increases in attendance appear unlikely in the next 12 months, with 2 in 3 audiences expecting their attendance will stay the same

Source: Creative Australia Audience Outlook Monitor, August 2023

Anticipated level of future attendance at arts and culture organisations, including museums, galleries, performing arts organisations and festivals.

Latest research insights - August 2023

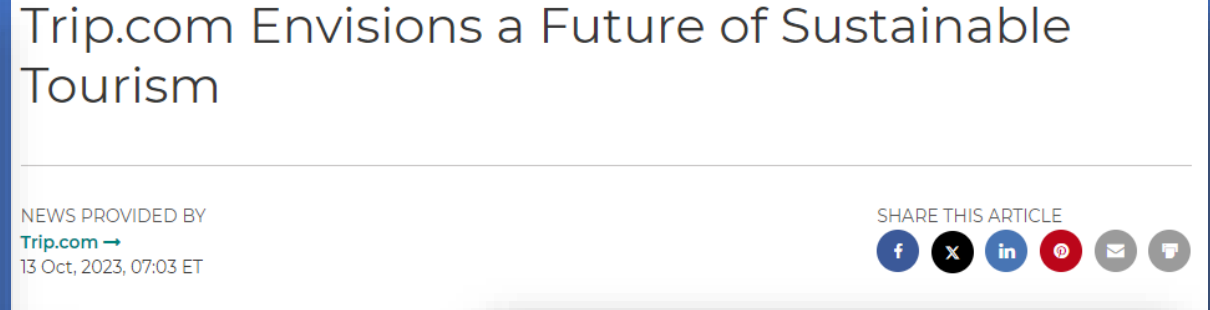
Sustainable tourism is becoming a necessity for successful future operations



The Sydney Morning Herald
Traveller
DESTINATION GUIDES INSPIRATION REVIEWS & ADVICE TRAVEL NEWS
SEARCH

Inspiration Tips & advice

Recycled trains and mini-breaks: 10 sustainable travel trends you'll want to get behind



Trip.com Envisions a Future of Sustainable Tourism

NEWS PROVIDED BY Trip.com →
13 Oct, 2023, 07:03 ET

SHARE THIS ARTICLE

f x in p e t



Search for news, symbols or companies

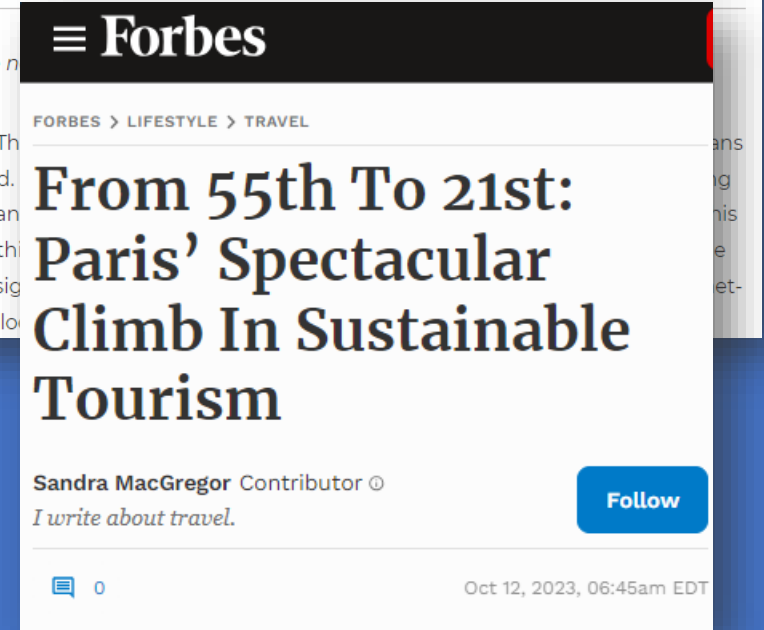
Sustainable Tourism Market Size, Growth Trends, Supplier Analysis, Forecasts, and Share Analysis, 2023-2030 | RationalStat Study

Rationalstat LLC
September 5, 2023 · 7 min read

Global Revenues of the Sustainable Tourism Market to hit US\$ 336.2 billion by 2030, registering a CAGR of over 13.4%.

Wilmington, Delaware, Sept. 05, 2023 (GLOBE NEWSWIRE) -- [Global Sustainable Tourism Market](#) is valued at **US\$ 157.7 billion in 2022** and is expected to grow at a significant **CAGR of over 13.4%** over the forecast period of 2023-2030, according to the latest market report by [RationalStat](#)

TRENDING



From 55th To 21st: Paris' Spectacular Climb In Sustainable Tourism

Sandra MacGregor Contributor @
I write about travel.

Follow

Oct 12, 2023, 06:45am EDT

4 in 10 travellers will pay for sustainability

Expedia's 2022 study: **90% of travellers look for sustainable options when travelling**

Skift's 2023 report: **69% actively seek sustainable travel options** and **42% paid extra for a more sustainable travel option**

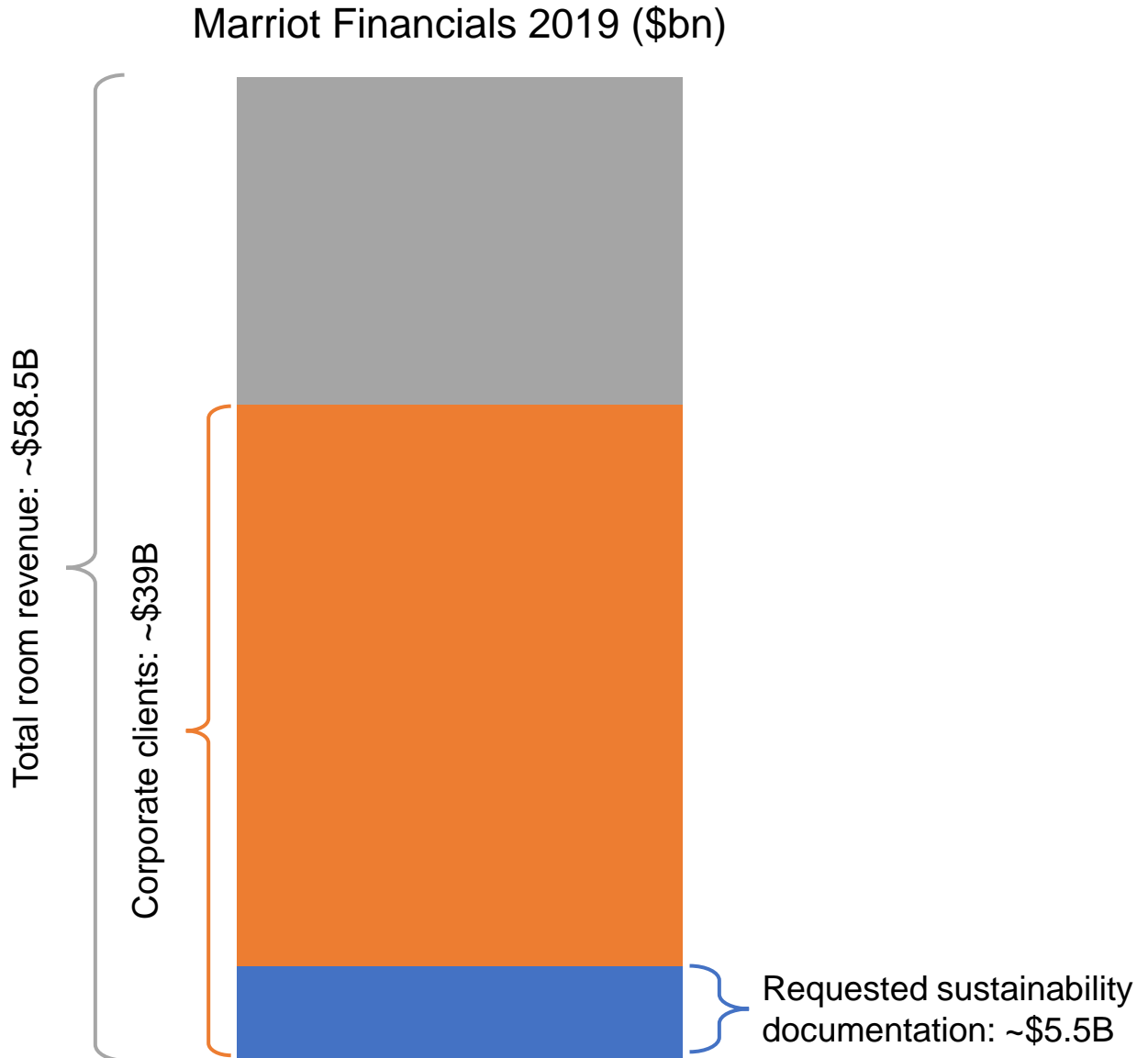
Tourism Australia's Nov 2022 Report: **4 in 10 travellers are 'Devotees' or 'Believers' for sustainable travel**



The potential loss of not being sustainable is significant

Marriot International: 1 in 7 corporate clients asked for sustainability credentials before booking

The fact the company could deliver these gave it a \$5.5 billion sales opportunity

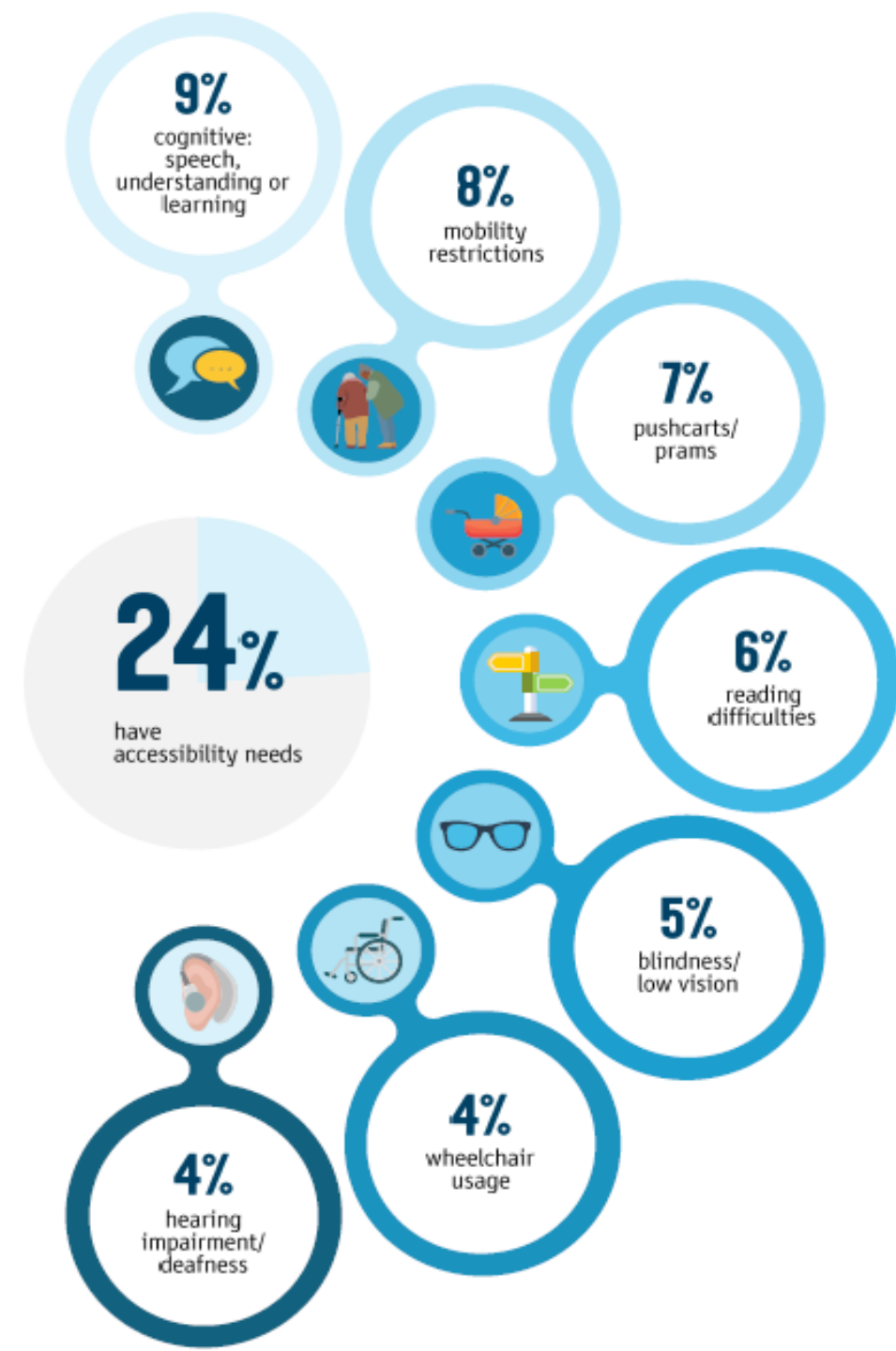


A quarter of travellers have accessibility needs when travelling

More likely to:

- Go for longer vacations – average of 22 nights vs. 12 nights
- Have luxury/ premium accommodation budgets
- Travel with others
- Travel as part of an organised tour
- Spend USD\$500 more than travellers without a disability per trip

Sources: Tourism Australia, MMGY Travel Intelligence 2022,



The accessible tourism market is 17% of all domestic spend – nearly \$1 in every \$5 spent


Accessible tourism benefits the wider community: with an aging population, accessibility will become more sought after

Boomers have money and will be travelling: by 2025, one in 8 international trips will be taken by someone aged 60+

+ 28% in revenue for organisations that prioritise people with a disability



Industry opportunities

A scenic photograph of a sunset over a lake. In the foreground, a white motorboat with 'GOBOAT' written on its side is on the water. Several people are on board, silhouetted against the bright sun. The sun is low on the horizon, creating a golden glow and reflecting on the water's surface. In the background, there are hills and a tall tower on a peak. The sky is filled with soft, colorful clouds.

Free Strive 4 Sustainability Scorecards for Industry

Free access to the pre-certification Strive 4 Sustainability Scorecard program

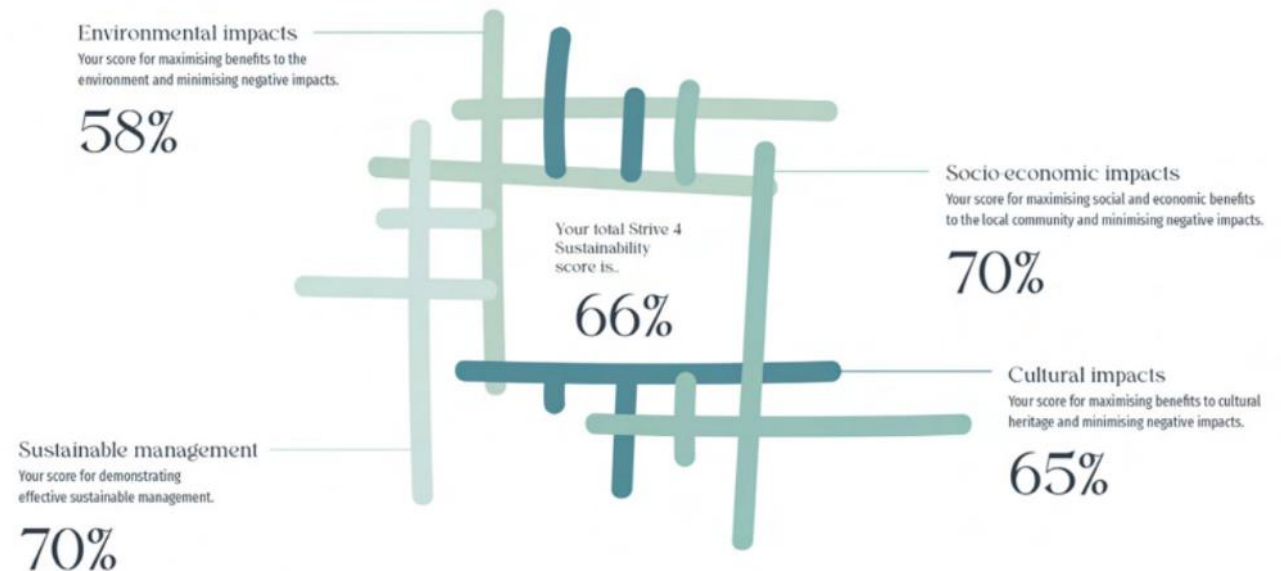
Assess and enhance sustainability practices, keeping in line with the increasing trend of environmentally conscious travel preferences among visitors

Register here:

<https://www.ecotourism.org.au/strive-4-sustainability/ACT>



Business Name
Strive 4 Sustainability Scorecard
Rating for 2022/23



Australian Tourism Industry Council (ATIC) accreditation

Federal funding to support businesses to achieve accreditations

- Free Quality Tourism Accreditation for members of the Canberra Region Tourism Industry Council
- Non-members watch out for special workshops for the opportunity to become Accredited at a discount rate and become a member
- Several accreditations available:



The Accessible Tourism Badges:



Free Australian Tourism Export Council (ATEC) Courses

Free courses for Canberra operators :

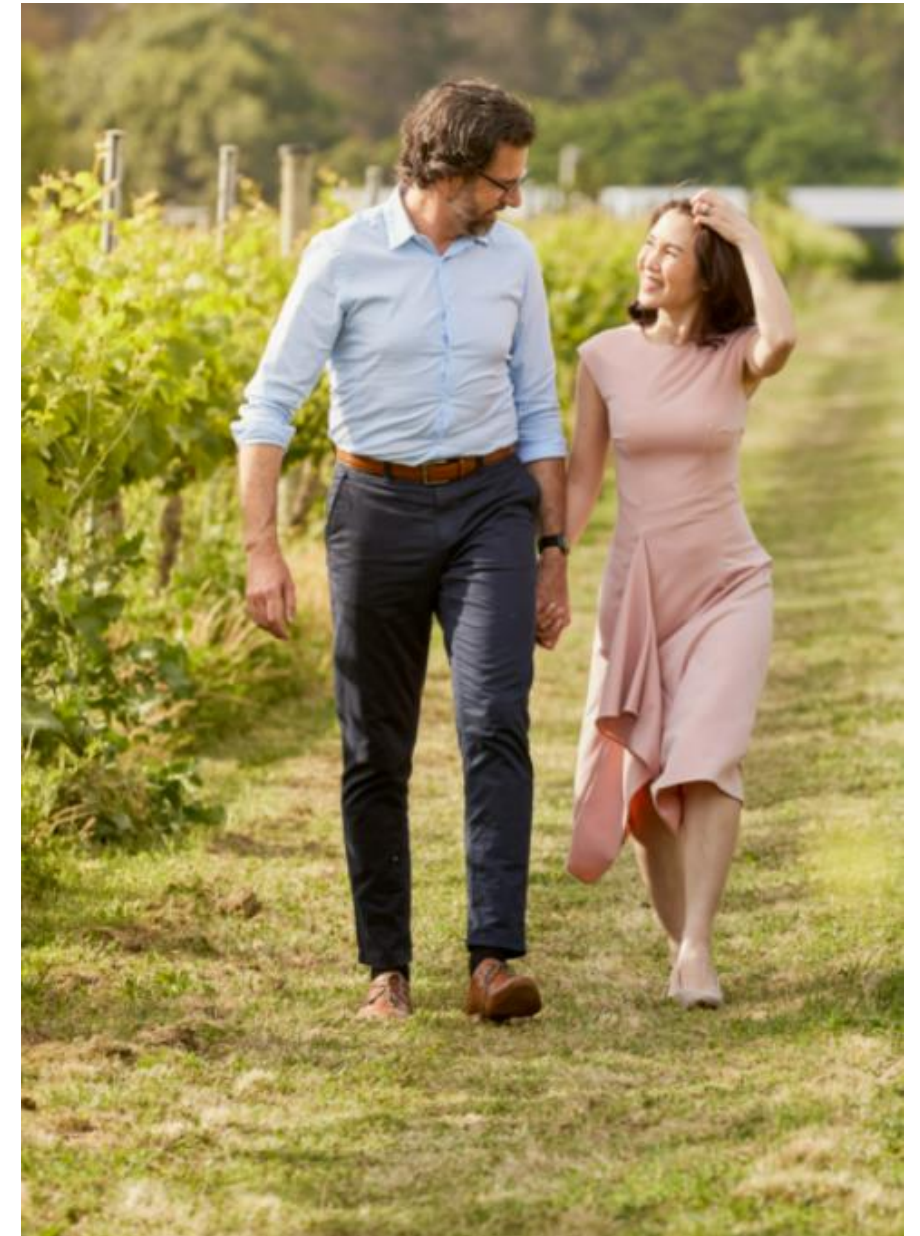
1. ATEC's Tourism Trade Ready course

Assisting operators to fine tune their products and services to deliver unique, memorable and quality tourism experiences

2. ATEC's India Host course

Better understand what travellers from India desire; key factors contributing to decisions; and focus areas to attract, serve, and sustain Indian visitation

More to come



Tourism Product Development Fund (TPDF) opening soon

\$500,000 in funding for the development of tourism products and infrastructure

Requires a 1:1 matched cash contribution from applicants

Get thinking now about ideas so you can apply when it opens

More info and previously successful grant recipients here: <https://tourism.act.gov.au/funding/tourism-product-development-fund/>

The TPDF has provided \$1.5m of investment in the tourism, hospitality and events industries and supported 26 projects across the ACT

