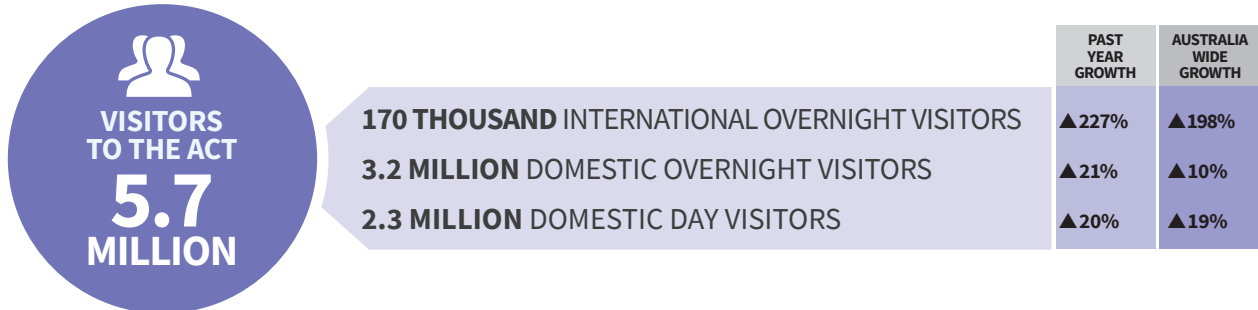


# TOURISM IN THE ACT

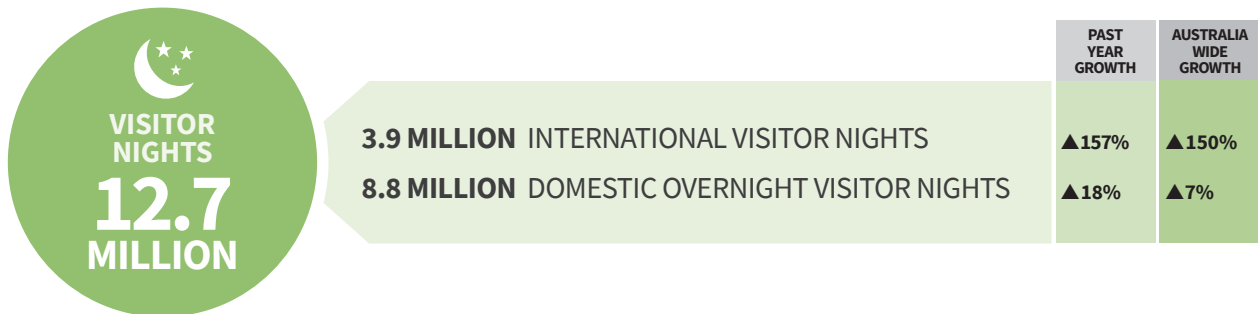
Year ending September 2023

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

## HOW MANY CAME TO VISIT?



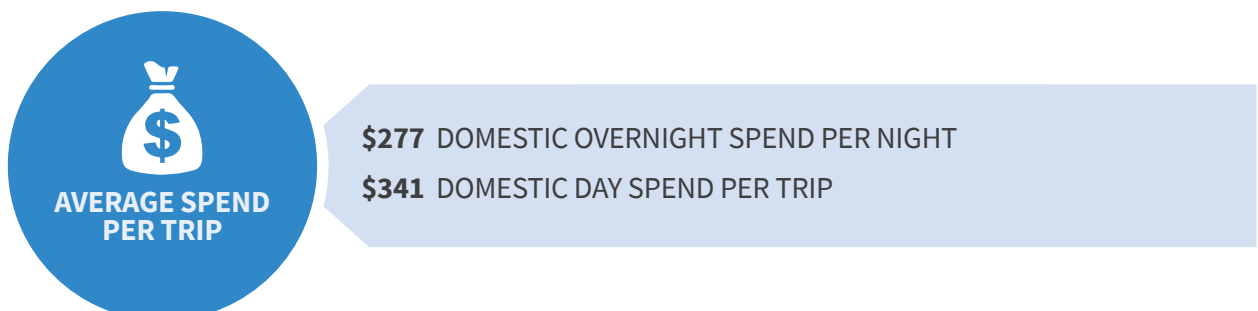
## HOW LONG DID THEY STAY?



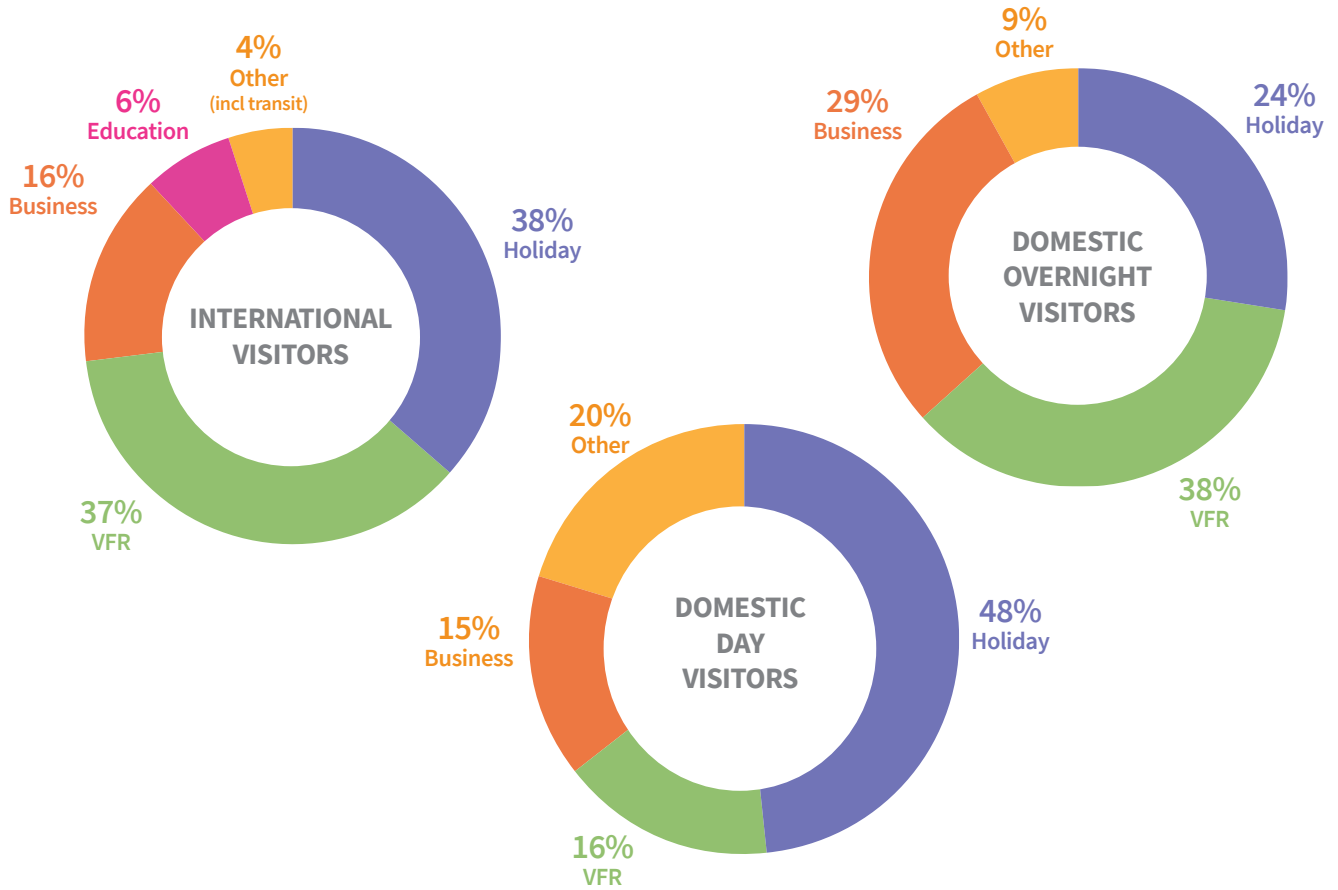
## WHAT DID THEY SPEND?



## 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	13%		SYDNEY	39%		SYDNEY	21%
	INDIA	12%		REGIONAL NSW	28%		REGIONAL NSW	52%
	CHINA	10%		MELBOURNE	12%		MELBOURNE	1%
	NEW ZEALAND	9%		REGIONAL VIC	6%		REGIONAL VIC	1%
	UNITED STATES OF AMERICA	9%		BRISBANE + GOLD COAST	7%		BRISBANE + GOLD COAST	1%
	GERMANY	4%		REGIONAL QLD	3%*		REGIONAL QLD	0%
	PHILIPPINES	3%		SA	3%*		SA	0%
	VIET NAM	3%		WA	1%*		WA	0%
	JAPAN	3%		TAS	1%*		TAS	0%
	CANADA	2%		NT	0%*		NT	0%
				ACT	0%*		ACT	24%

\* Low base size

