TOURISMINTHEACT

Year ending September 2023

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

HOW MANY CAME TO VISIT?

R		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
visitors to the act 5.7	170 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▲227%	▲198 %
	3.2 MILLION DOMESTIC OVERNIGHT VISITORS	▲ 21%	▲10%
	2.3 MILLION DOMESTIC DAY VISITORS	▲20 %	▲19 %

HOW LONG DID THEY STAY?

(**		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
VISITOR NIGHTS	3.9 MILLION INTERNATIONAL VISITOR NIGHTS	▲157%	▲150 %
12.7	8.8 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▲18%	▲7%
MILLION			

WHAT DID THEY SPEND?

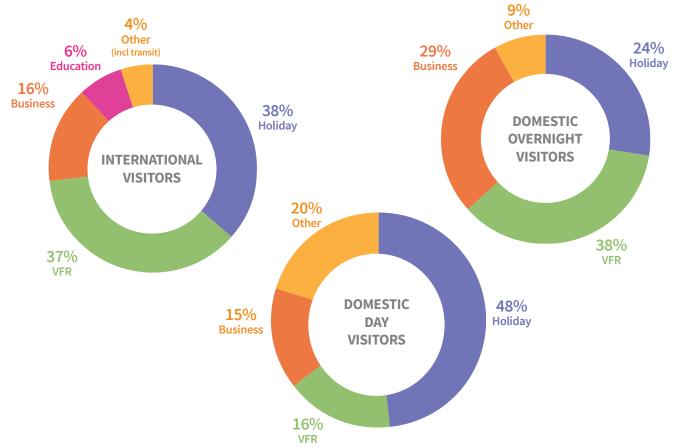
		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
total expenditure \$ 3.7	\$417 MILLION INTERNATIONAL EXPENDITURE	▲114%	▲210%
	\$2.4 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▲34%	▲24%
	\$799 MILLION DOMESTIC DAY EXPENDITURE	▲104 %	▲34%
BILLION			

WHAT DID THEY SPEND?



\$277 DOMESTIC OVERNIGHT SPEND PER NIGHT\$341 DOMESTIC DAY SPEND PER TRIP

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		
5	UNITED KINGDOM	13%
. ∲⊄	INDIA	12%
**	CHINA	10%
July .	NEW ZEALAND	9%
	UNITED STATES OF AMERICA	9%
X	GERMANY	4 %
1	PHILIPPINES	3%
3	VIET NAM	3%
تعبير	JAPAN	3%
	CANADA	2%

DOMESTIC OVERNIGHT VISITORS		
-	SYDNEY	39 %
	REGIONAL NSW	28%
.	MELBOURNE	12%
	REGIONAL VIC	6%
L .	BRISBANE + GOLD COAST	7%
	REGIONAL QLD	3%*
	SA	3%*
	WA	1%*
	TAS	1%*
	NT	0%*
ſ	ACT	0%*

* Low base size



DOMESTIC DAY VISITORS		
	SYDNEY	21%
	REGIONAL NSW	52%
	MELBOURNE	1%
	REGIONAL VIC	1%
	BRISBANE + GOLD COAST	1%
	REGIONAL QLD	0%
	SA	0%
	WA	0%
	TAS	0%
	NT	0%
(ACT	24%