

Current trends and forecasts

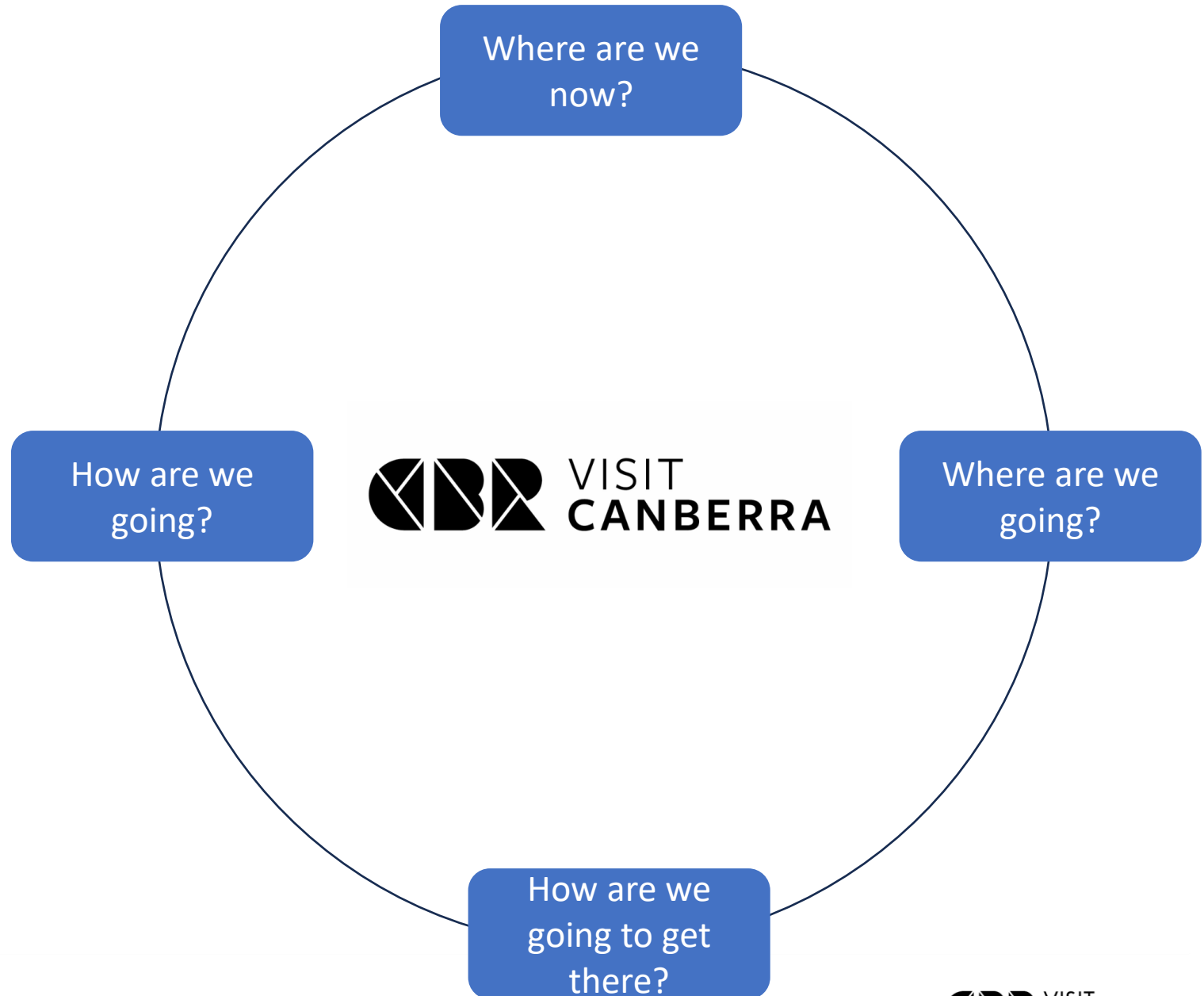
Where we are now, where we are going

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Strategic planning cycle

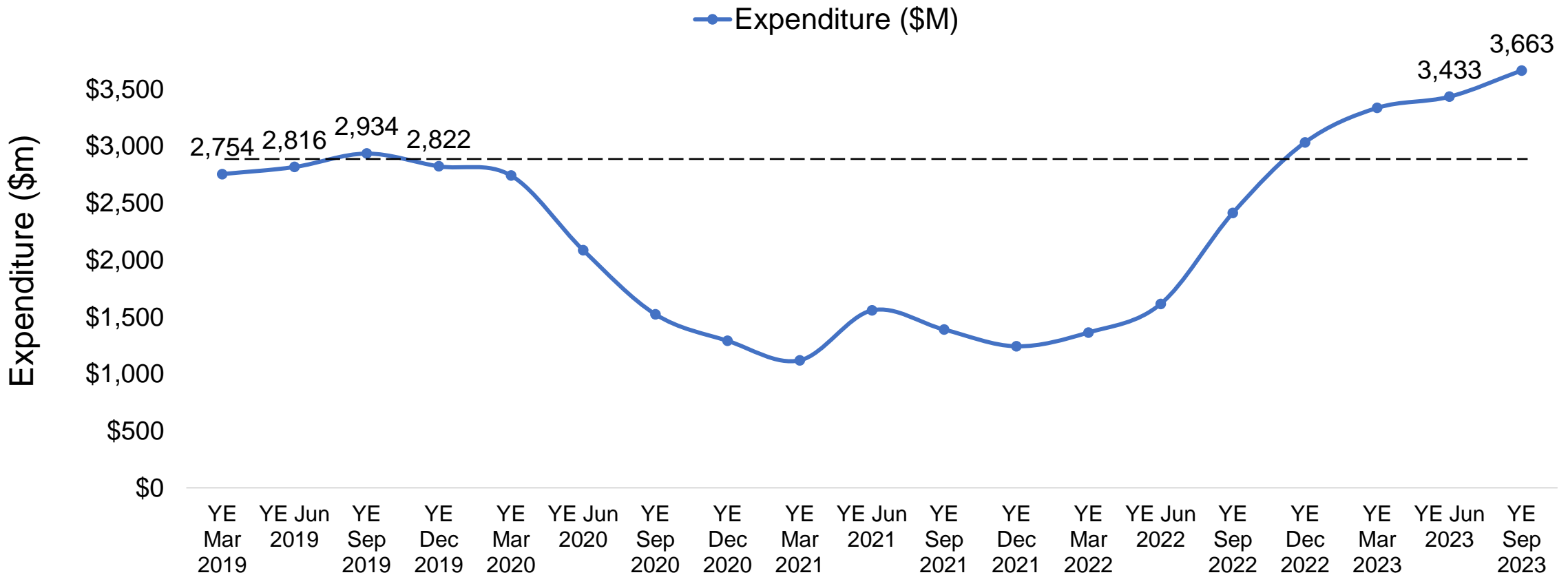
Research and insights inform all stages of the strategic planning cycle



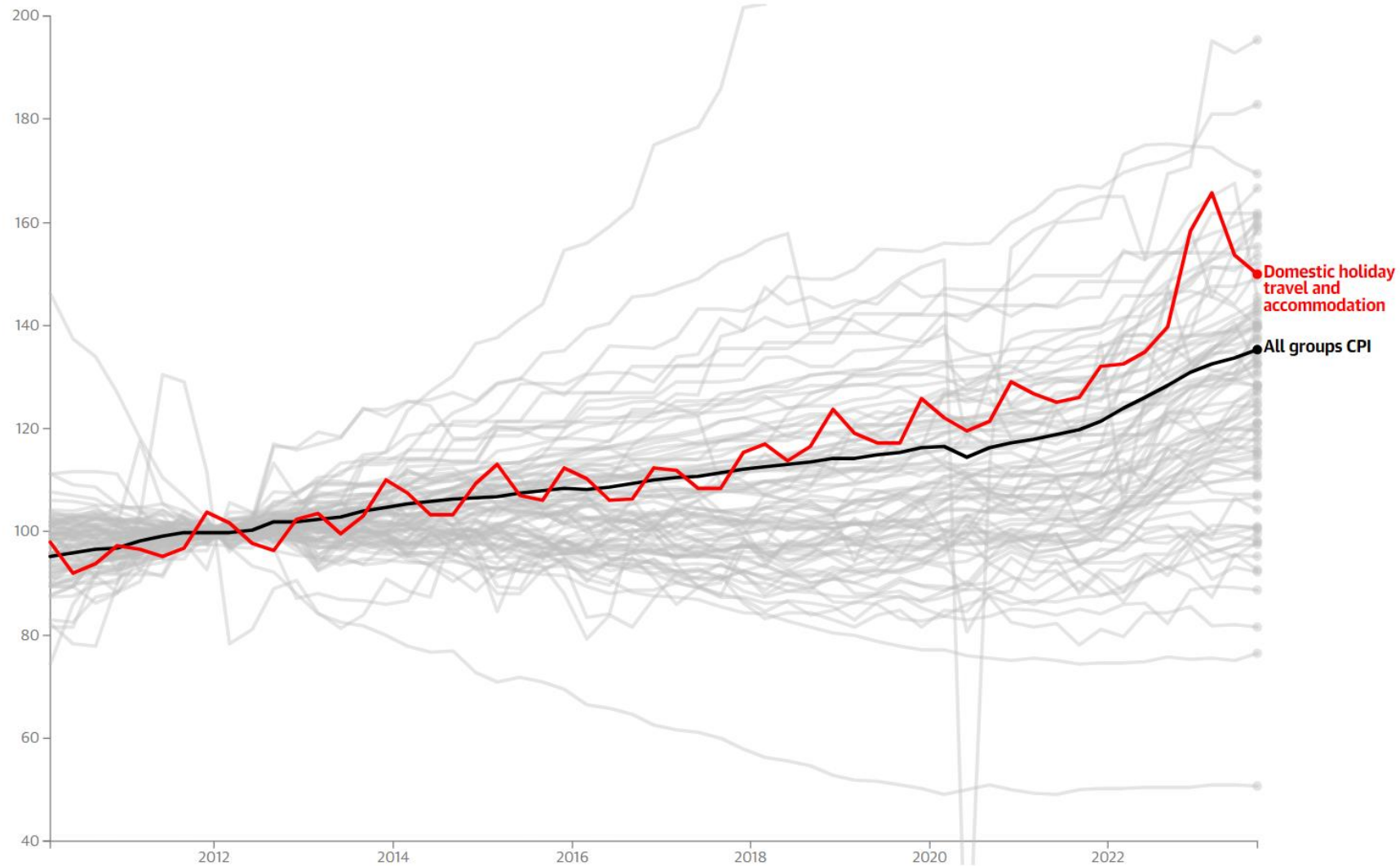
Where are we now?

Since year ending December'22, the ACT has had record breaking levels of visitor spend - \$3.66bn

Although looking at quarterly spend, visitor expenditure is slowing



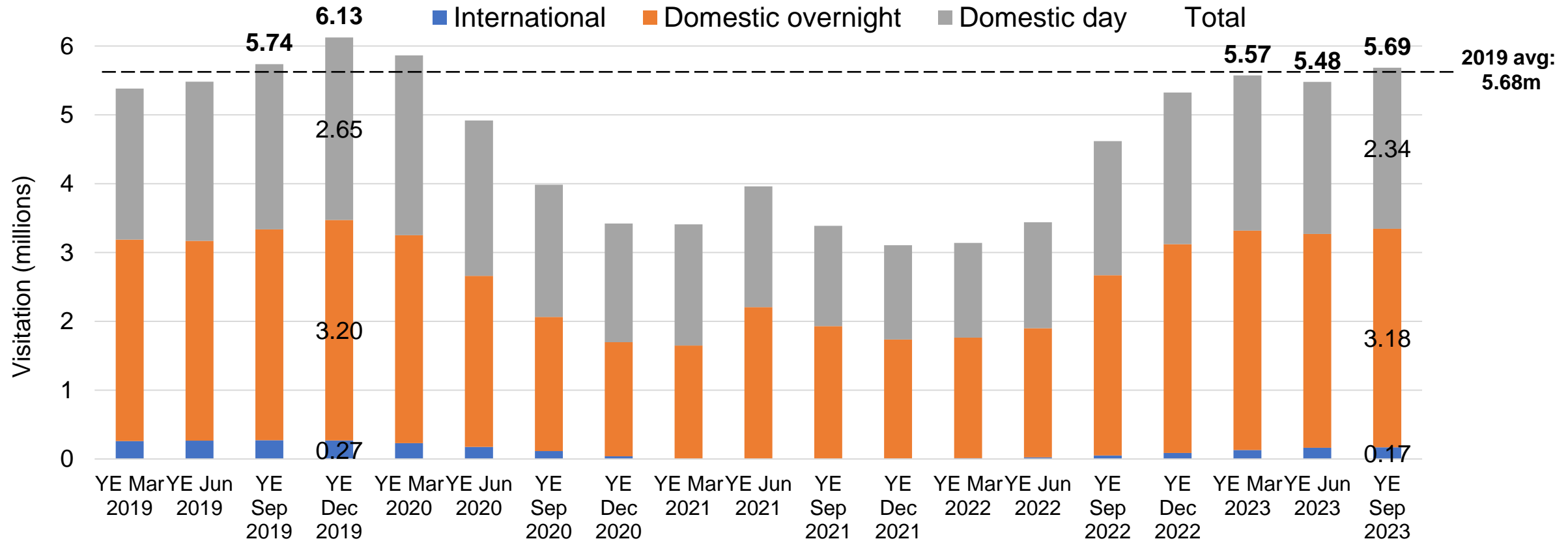
Travel and tourism costs rising faster than the average



Visitation to Canberra is at pre-Covid levels (4th highest ever)

Domestic visitation is at 94% of the highest domestic visitation ever

International visitation is at 63% of the highest international visitation ever



International visitation – top 10 markets to the ACT

Top markets are UK & India – both at higher than pre-Covid visitation levels

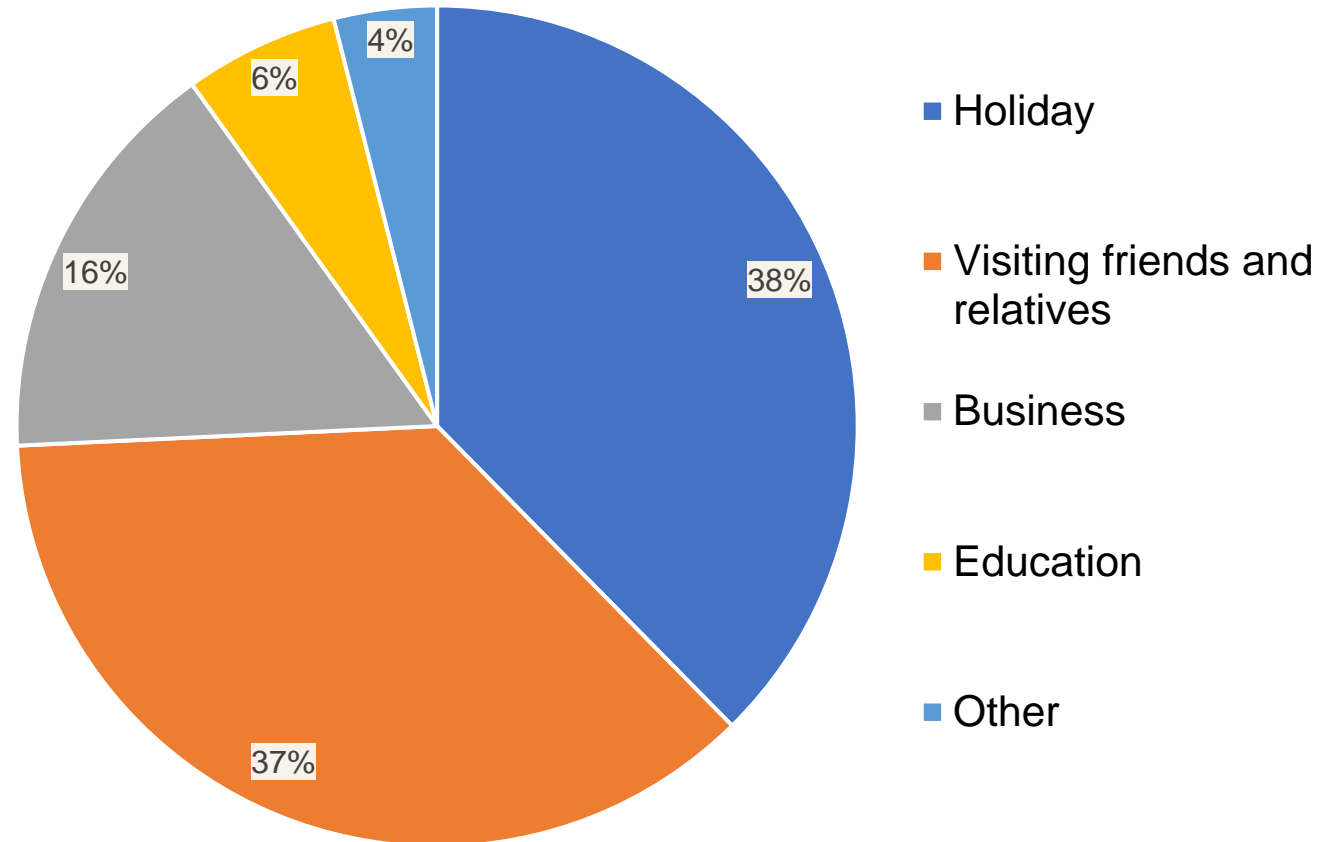
	Country	Year ending Sep-23	% recovery vs Dec'19
1	United Kingdom	22,032	104%
2	India	19,996	121%
3	China	16,547	30%
4	New Zealand	15,899	82%
5	United States of America	15,042	64%
6	Germany	7,523	77%
7	Philippines	5,872	79%
8	Viet Nam	5,006	95%
9	Japan	4,652	98%
10	Canada	4,028	45%
TOTAL ACT INT Visitors		169,753	63%

Top reasons for internationals visiting the ACT are holiday and VFR

VFR was the top reason for visitation since international borders reopened

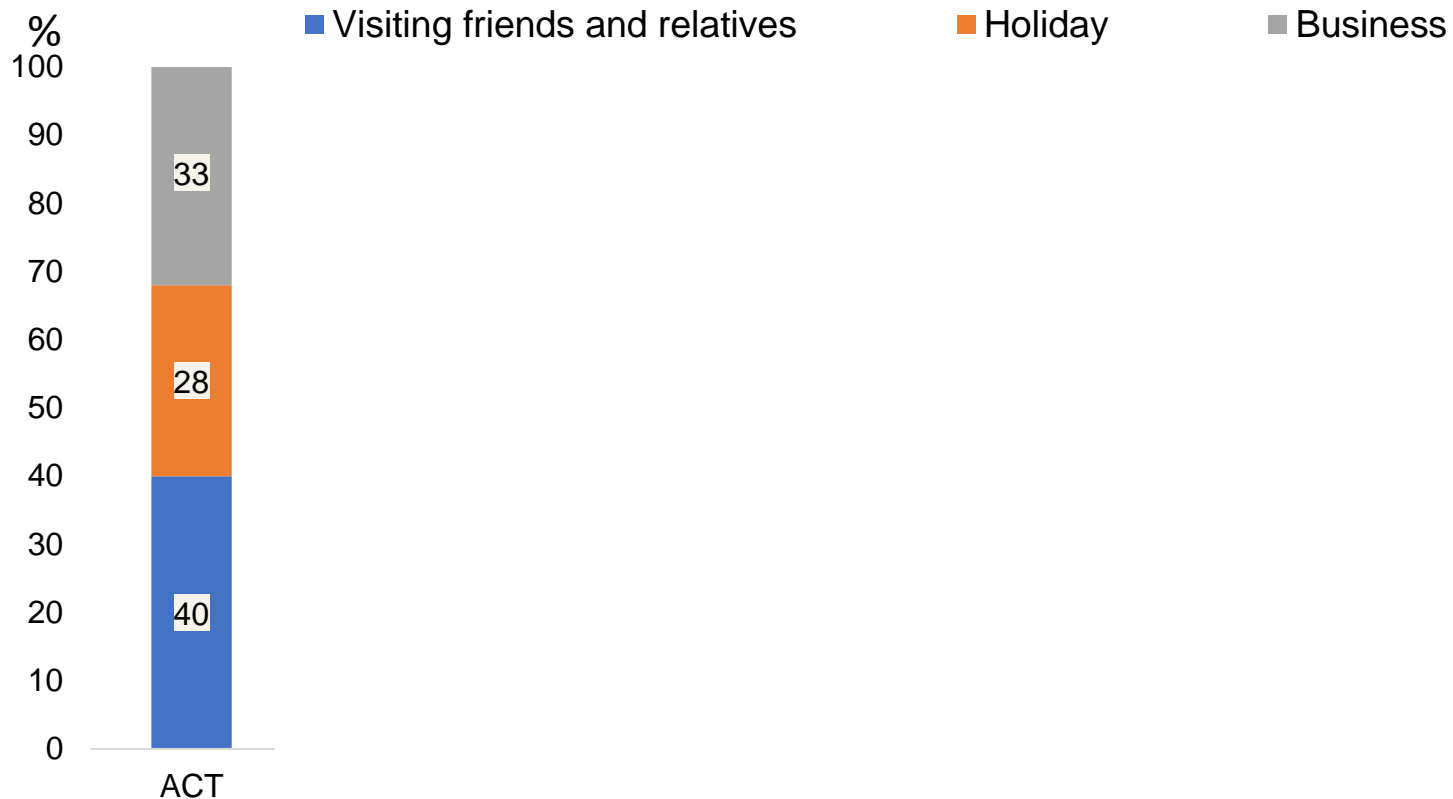
Holiday overtook VFR in year ending Sep'23 and is growing – was 31% of international visitors for year ending Dec'22

Reason for visiting the ACT



Domestically, 2 in 5 visitors are here for VFR (%)

**1 in 3 are here for business –
while the top reason for all other states and territories is for holidays**

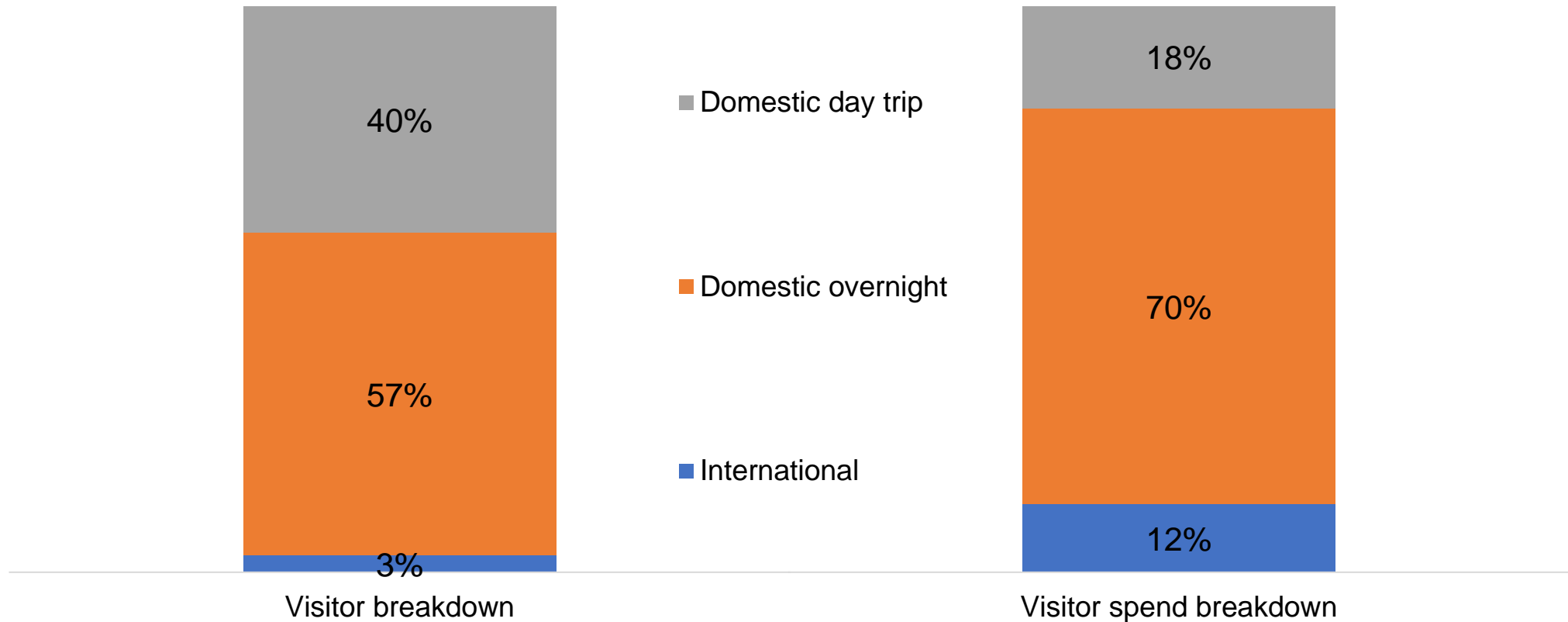


The ACT has a unique visitor purpose profile when to the other states and territories

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

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

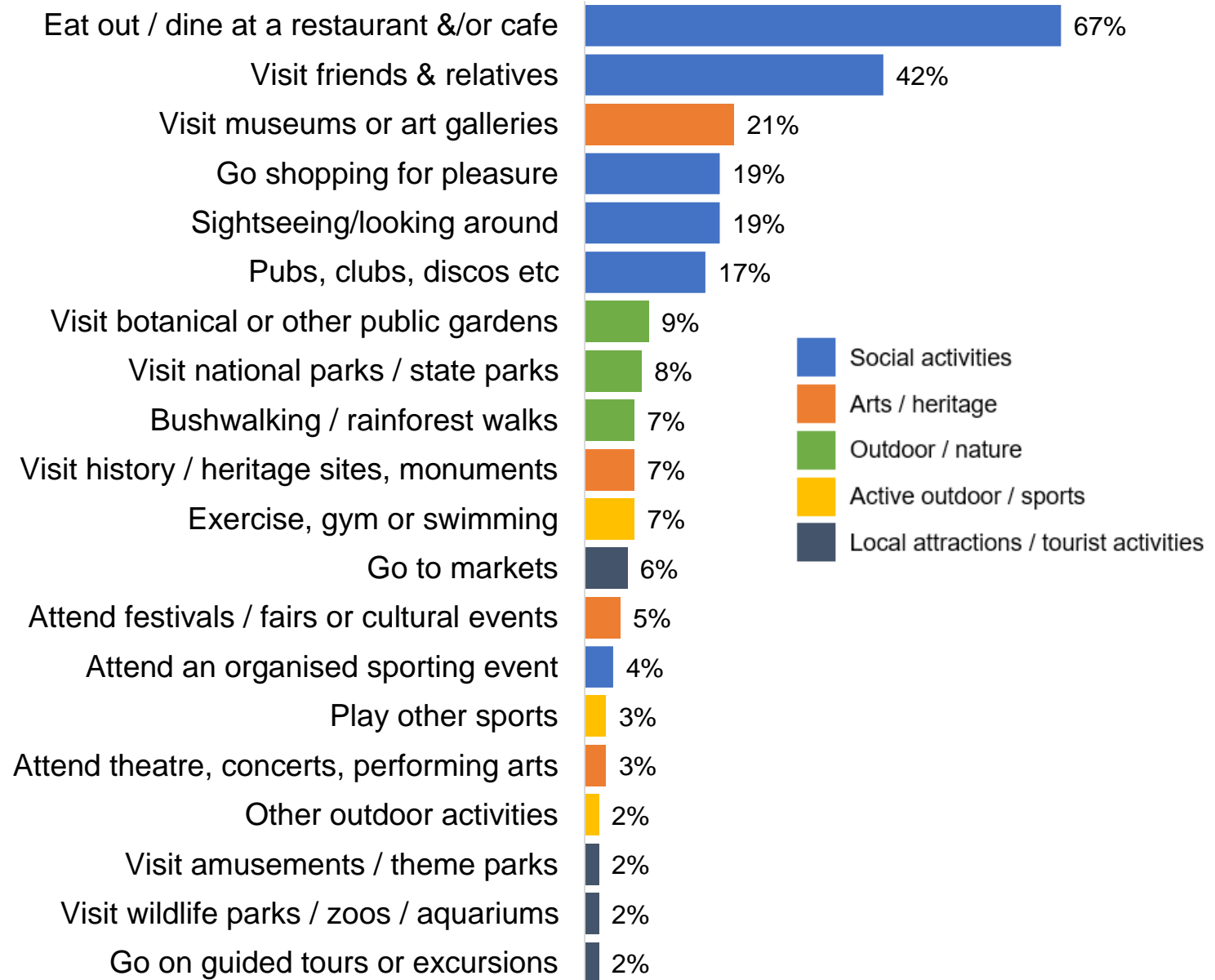
International = small visitor group with a big spend



Top 20 activities in Canberra

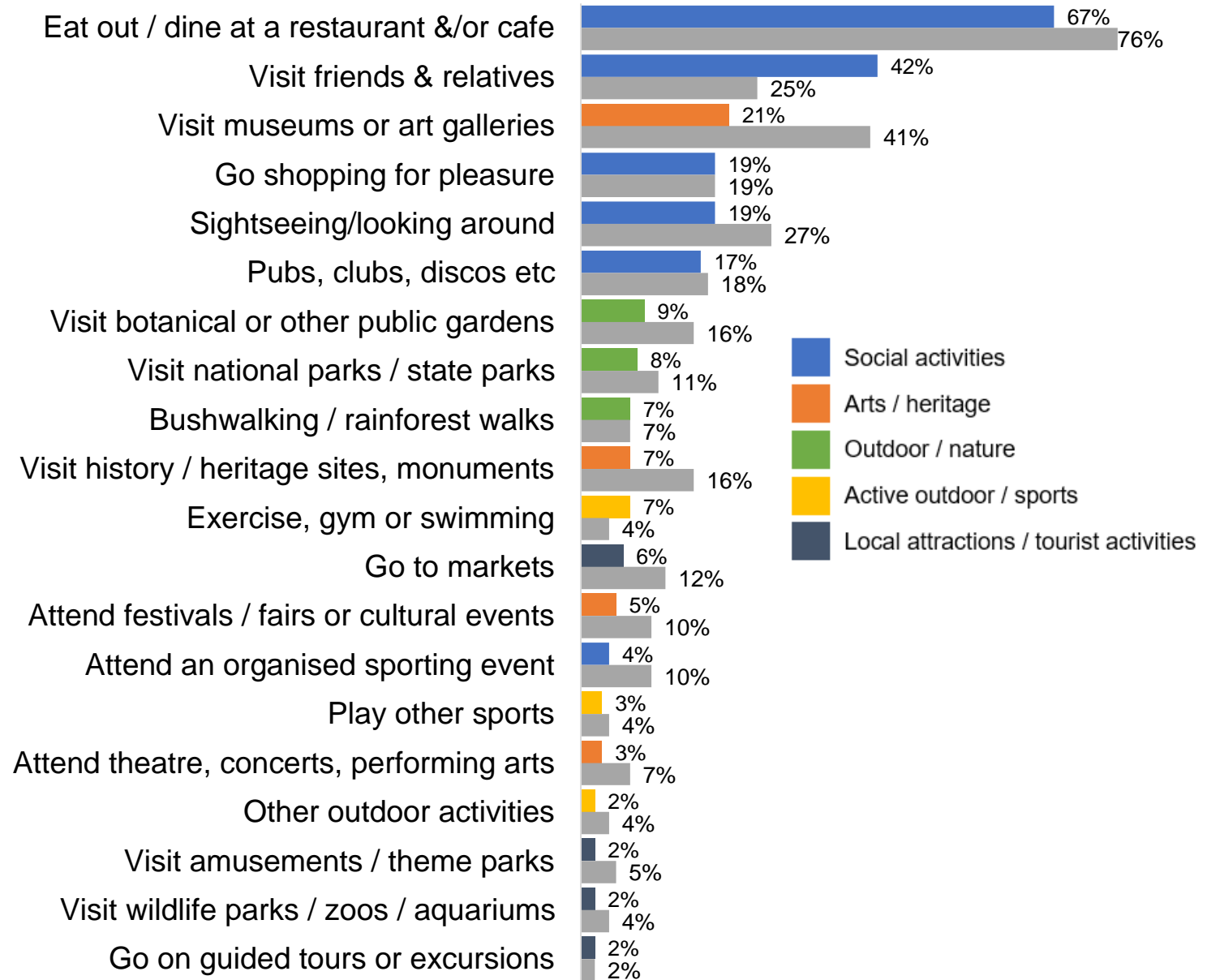
When looking at all visitors to Canberra, 5 of the top 6 activities in Canberra are social,

Overall activities is a good mix of social, arts & heritage, outdoor, active and local attractions



Visitors to Canberra for a holiday do the same top 20 activities

The order varies – more arts and heritage – but the activities those on holiday get up to are the same as overall visitors



Where are we
going?

Tourism is forecast to slow in 2024

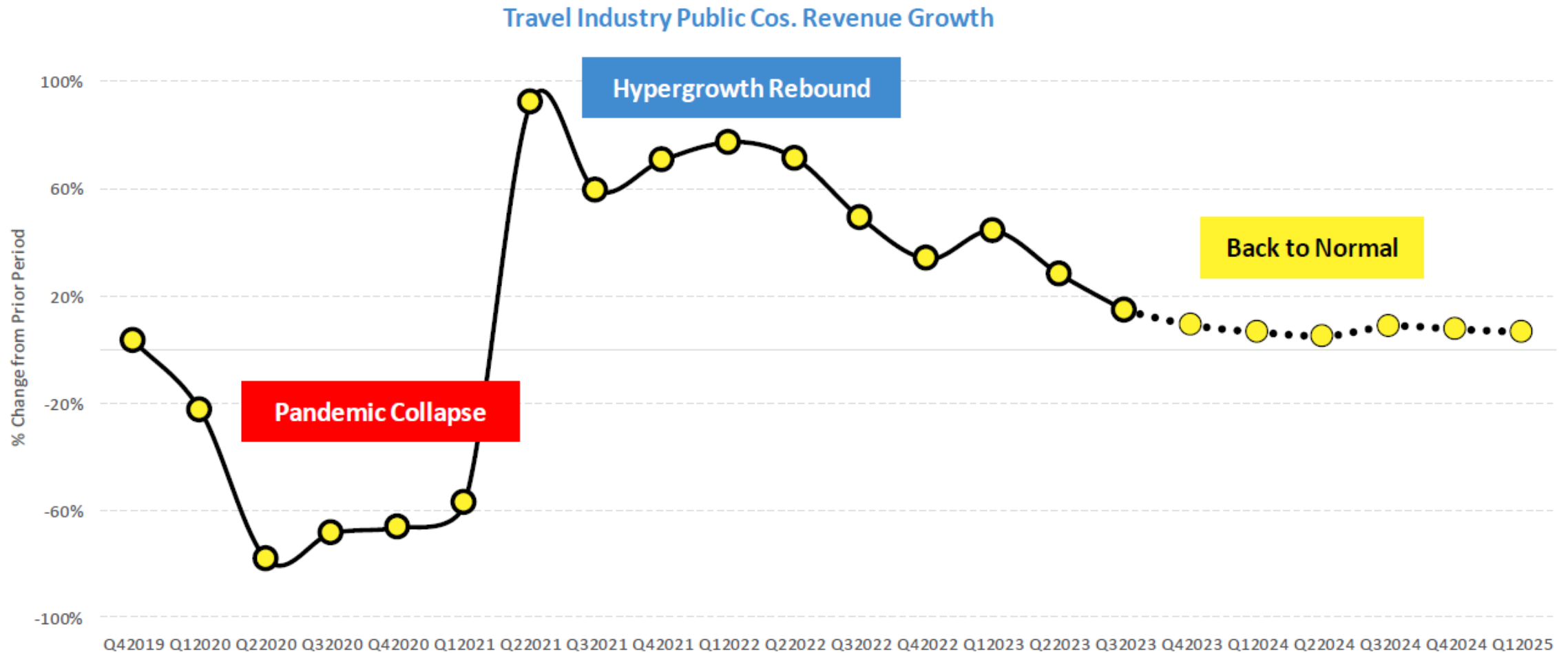
Skift Research 2024 Travel Outlook



“We should expect normalization toward single-digit growth rates in 2024 and beyond.... 2024 will be a year of normalization but there is still pent-up demand in the travel market.”

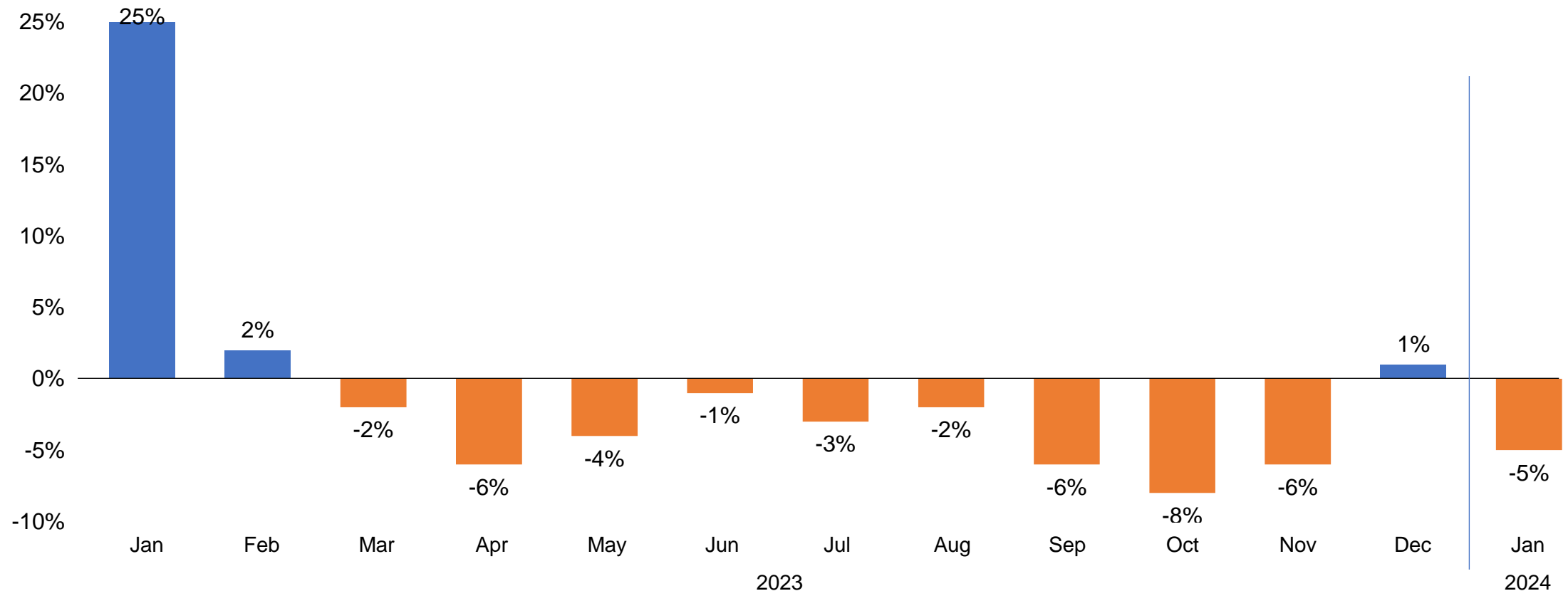
The “New Normal” Gives Way to Normal

The recent pace of travel industry growth is not sustainable.
The industry is now normalising and moving past wild swings up and down



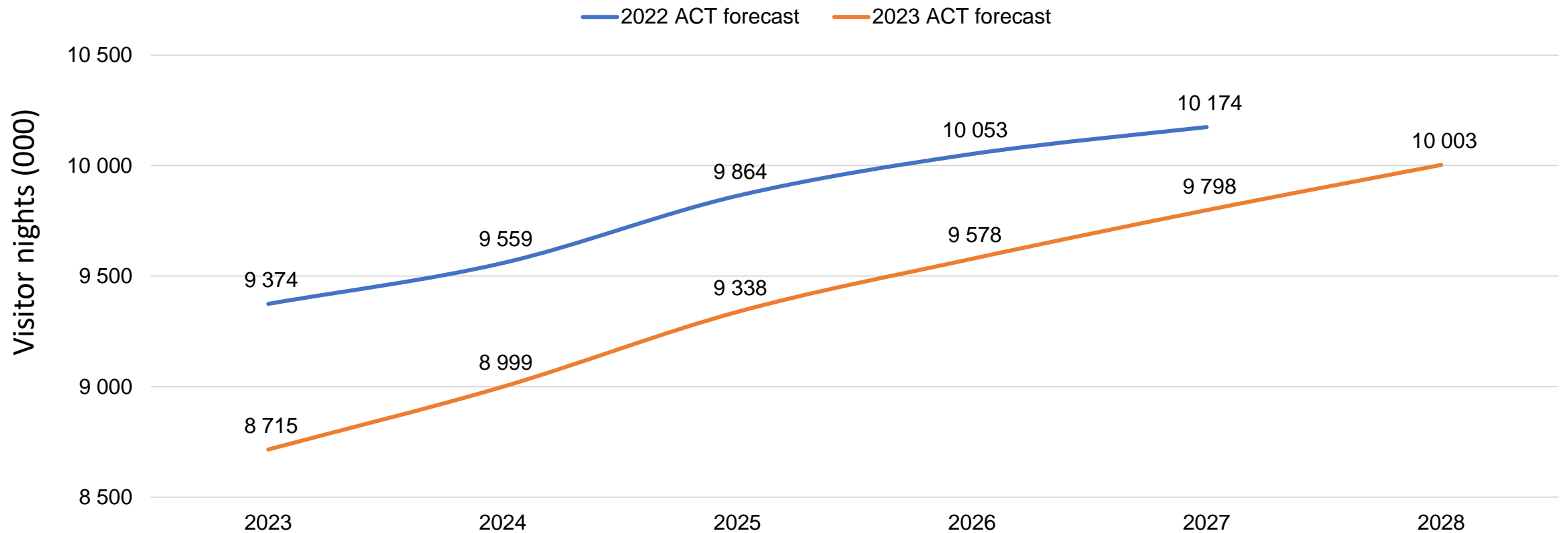
Mobility data shows a drop in domestic overnight trips to the ACT vs. the previous year

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

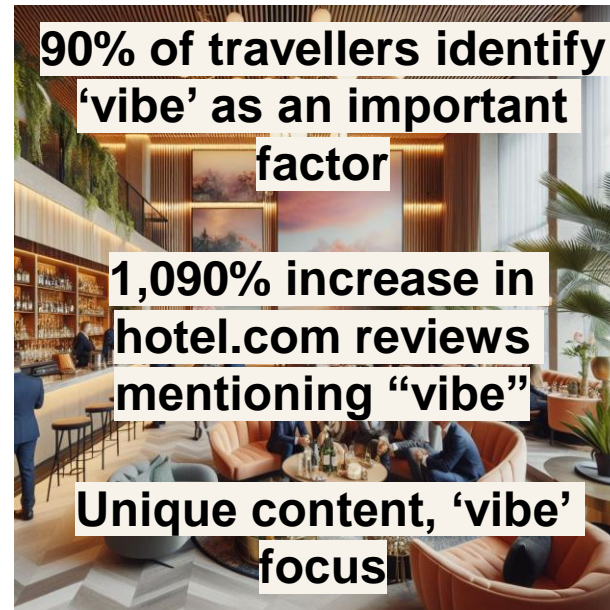


Domestic visitor nights to the ACT is forecasted to increase, at a rate of 2.8% over the next 5 years

However, TRA dropped the total numbers of visitor nights by about half a million/ year



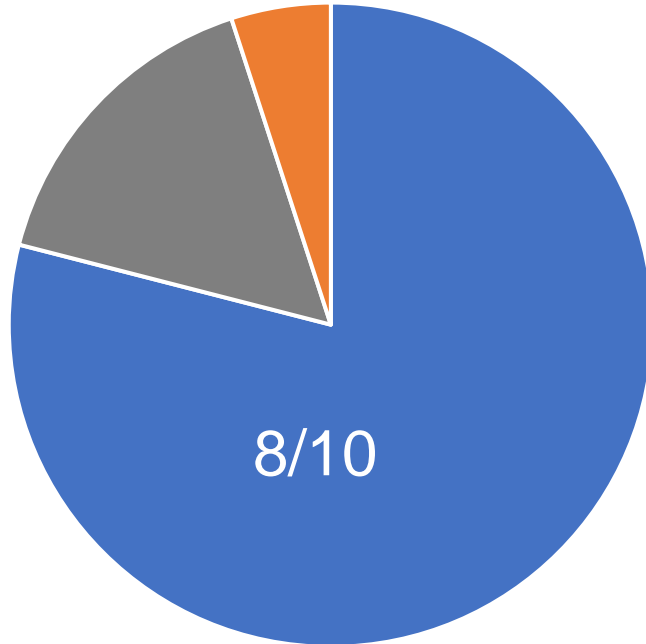
Some 2024 trends for the ACT to capitalise on



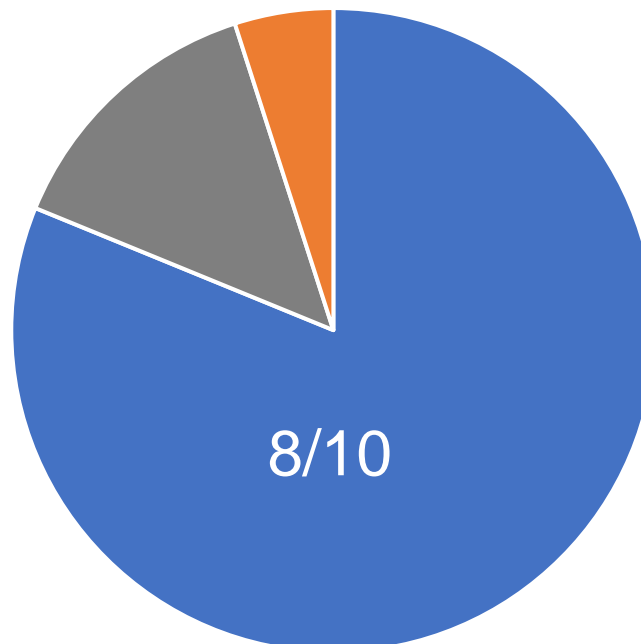
How are we going?

Canberrans support the promotion of Canberra as a tourist destination

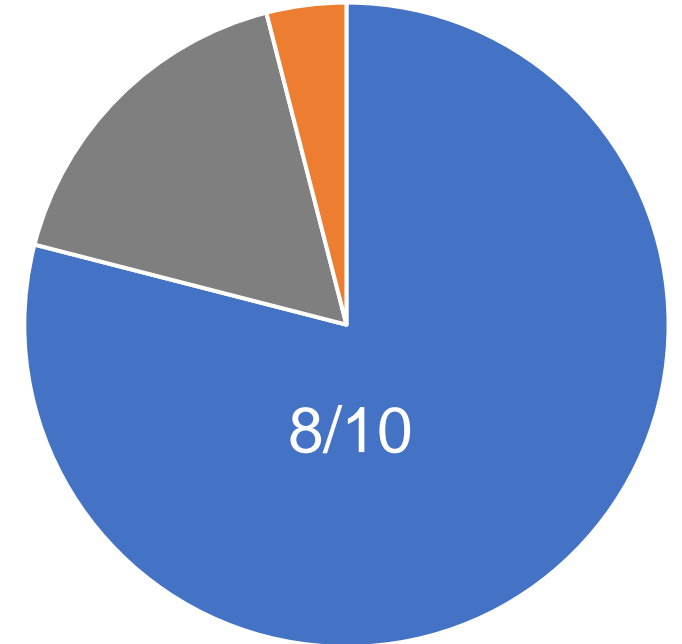
■ Agree ■ Neutral ■ Disagree



Canberrans support Canberra being actively promoted as a tourism destination



Canberrans believe tourism has a positive impact on Canberra



Canberrans are proud of Canberra being promoted as a tourism destination

Importance of community support



VisitCanberra campaign and media activities are driving positive perceptions of Canberra, consideration and action

	Key Metric Improvements – seen vs not seen VisitCanberra campaign	
Perception	Destination Brand There is always something happening in Canberra	+ 21%
	Destination Personality Canberra is interesting	+ 19%
	Destination Personality Canberra is boring	- 11%
Consideration	Consideration of Canberra as a destination	+ 14%
Action	Intent to Visit Canberra	+ 17%