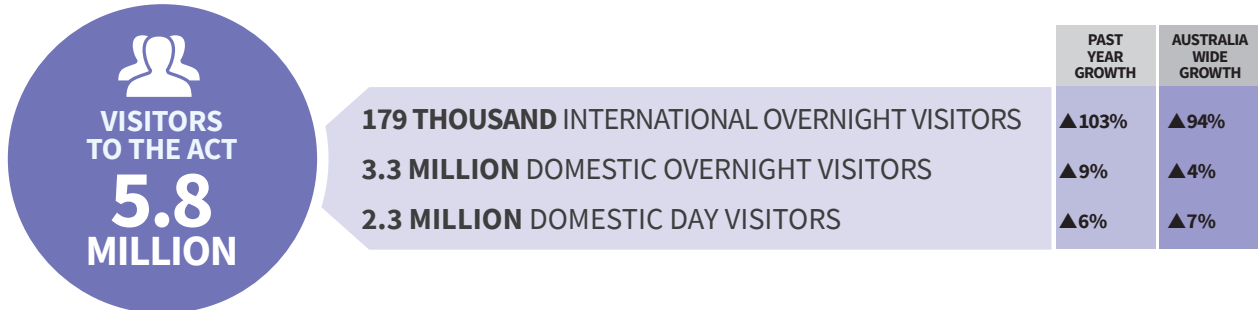


TOURISM IN THE ACT

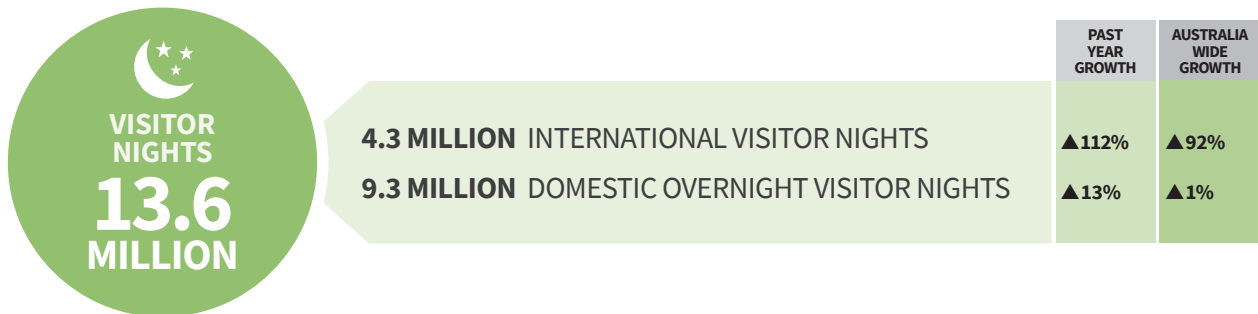
Year ending December 2023

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

HOW MANY CAME TO VISIT?



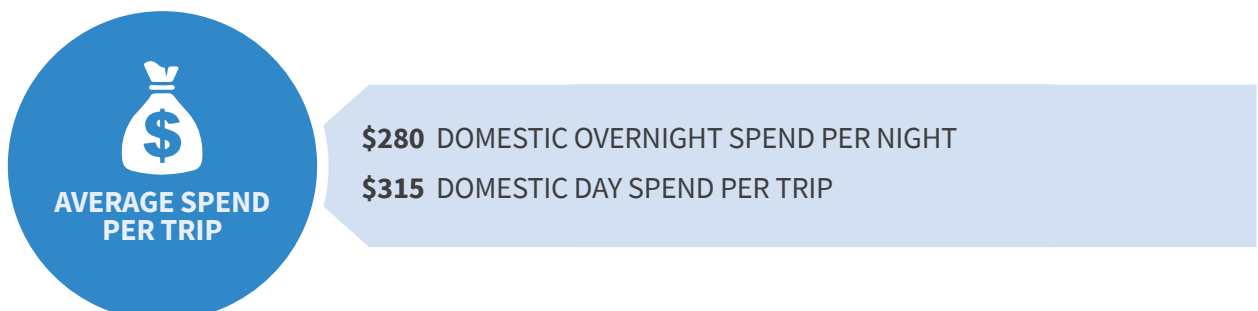
HOW LONG DID THEY STAY?



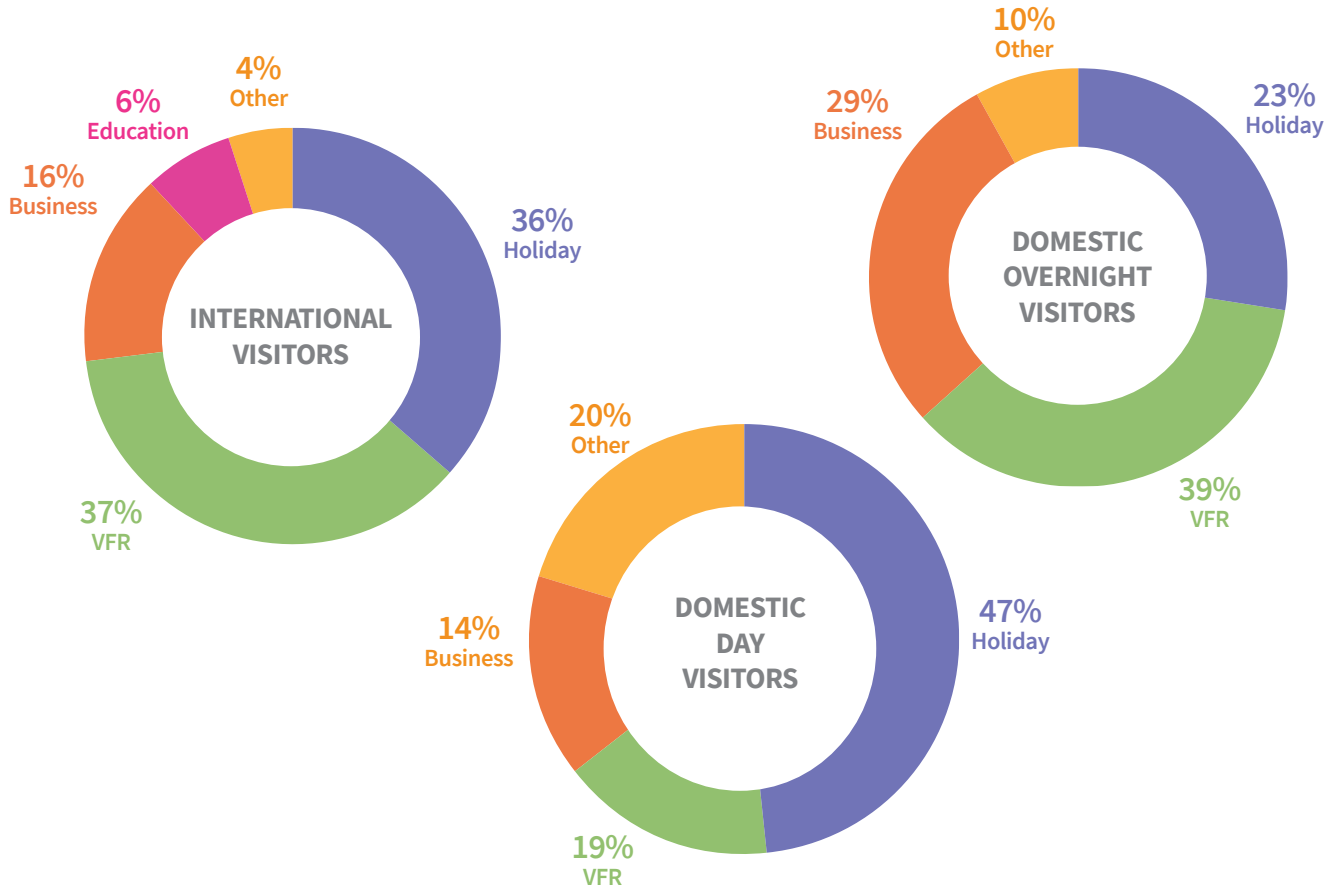
WHAT DID THEY SPEND?



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 STATES OF AMERICA	10%		SYDNEY	37%		SYDNEY	20%
	UNITED KINGDOM	10%		REGIONAL NSW	29%		REGIONAL NSW	54%
	CHINA	10%		MELBOURNE	13%		MELBOURNE	1%
	INDIA	10%		REGIONAL VIC	7%		REGIONAL VIC	1%
	NEW ZEALAND	8%		BRISBANE + GOLD COAST	7%		BRISBANE + GOLD COAST	1%
	GERMANY	4%		REGIONAL QLD	3%*		REGIONAL QLD	0%
	VIET NAM	3%		SA	2%*		SA	0%
	CANADA	3%		WA	1%*		WA	0%
	INDONESIA	3%		TAS	1%*		TAS	0%
	SINGAPORE	3%		NT	0%*		NT	0%
				ACT	0%*		ACT	25%

* Low base size

