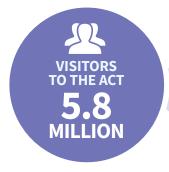
# TOURISMINTHEACT

## **Year ending December 2023**

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

#### **HOW MANY CAME TO VISIT?**



179 THOUSAND INTERNATIONAL OVERNIGHT VISITORS
3.3 MILLION DOMESTIC OVERNIGHT VISITORS

2.3 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
<b>▲103</b> %	▲94%
▲9%	▲4%
▲6%	▲7%

## **HOW LONG DID THEY STAY?**



4.3 MILLION INTERNATIONAL VISITOR NIGHTS

9.3 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

YEAR GROWTH	WIDE GROWTH
<b>▲112</b> %	▲92%
▲13%	▲1%

PAST AUSTRALIA

#### WHAT DID THEY SPEND?



**\$468 MILLION** INTERNATIONAL EXPENDITURE **\$2.6 BILLION** DOMESTIC OVERNIGHT EXPENDITURE **\$733 MILLION** DOMESTIC DAY EXPENDITURE

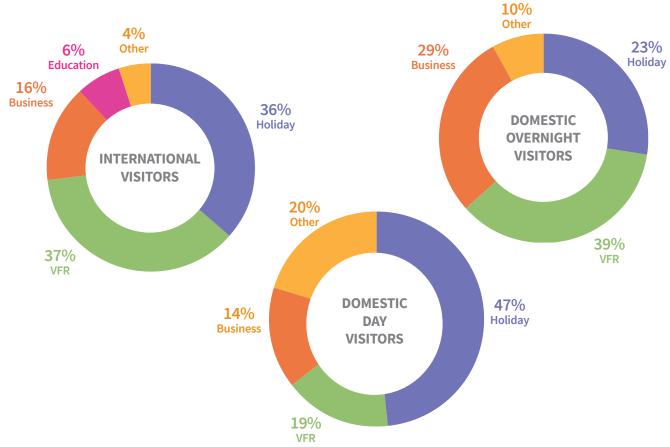
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲90%	▲118%
▲ 16%	▲8%
▲35%	▲13%

## WHAT DID THEY SPEND?



\$280 DOMESTIC OVERNIGHT SPEND PER NIGHT\$315 DOMESTIC DAY SPEND PER TRIP

# WHY ARE THEY COMING?



# WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		
	UNITED STATES OF AMERICA	10%
\$	UNITED KINGDOM	10%
45	CHINA	10%
*	INDIA	10%
J.	NEW ZEALAND	8%
*	GERMANY	4%
3	VIET NAM	3%
	CANADA	3%
View .	INDONESIA	3%
	SINGAPORE	3%

DOMESTIC OVERNIGHT VISITORS		
	SYDNEY	37%
	REGIONAL NSW	29%
	MELBOURNE	13%
	REGIONAL VIC	7%
1	BRISBANE + GOLD COAST	7%
	REGIONAL QLD	3%*
4	SA	2%*
	WA	1%*
V	TAS	1%*
	NT	0%*
•	ACT	0%*

DOMESTIC DAY VISITORS		
<b>~</b>	SYDNEY	20%
	REGIONAL NSW	54%
bo	MELBOURNE	1%
	REGIONAL VIC	1%
4	BRISBANE + GOLD COAST	1%
	REGIONAL QLD	0%
	SA	0%
	WA	0%
V	TAS	0%
	NT	0%
•	ACT	25%

<sup>\*</sup> Low base size

