TOURISMINTHEACT

Year ending March 2024

Source: Tourism Research Australia International & National Visitor Surveys. Year ending March 2024.

HOW MANY CAME TO VISIT?



190 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

3.1 MILLION DOMESTIC OVERNIGHT VISITORS

2.2 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲48%	▲55 %
▼3%	▲1%
▼2%	▼3%

HOW LONG DID THEY STAY?



4.7 MILLION INTERNATIONAL VISITOR NIGHTS

8.6 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲50%	▲ 56%
1 %	▼2%

WHAT DID THEY SPEND?



\$581 MILLION INTERNATIONAL EXPENDITURE
\$2.5 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$641 MILLION DOMESTIC DAY EXPENDITURE

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲84%	▲62%
▲3%	▲1%
▲8%	▲4%

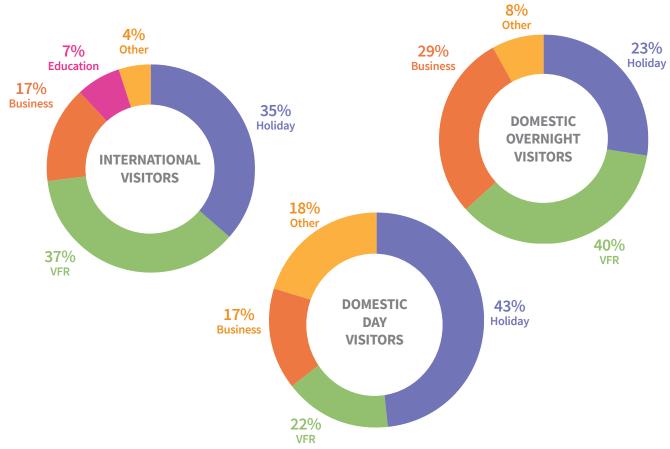
WHAT DID THEY SPEND?



\$289 DOMESTIC OVERNIGHT SPEND PER NIGHT

\$291 DOMESTIC DAY SPEND PER TRIP

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		
**	CHINA	14%
	UNITED STATES OF AMERICA	12%
1	NEW ZEALAND	9%
\$	UNITED KINGDOM	7%
*	INDIA	7%
*	GERMANY	4%
Vir.	INDONESIA	3%
	PHILIPPINES	3%
red .	JAPAN	3%
	SINGAPORE	3%

DOMESTIC OVERNIGHT VISITORS		
"	SYDNEY	37%
	REGIONAL NSW	27%
	MELBOURNE	13%
	REGIONAL VIC	7%
1	BRISBANE + GOLD COAST	8%
	REGIONAL QLD	2%*
	SA	2%*
	WA	1%*
V	TAS	1%*
Ĩ	NT	0%*
1	ACT	0%*

DOMESTIC DAY VISITORS		
-	SYDNEY	20%
	REGIONAL NSW	52%
	MELBOURNE	0%
	REGIONAL VIC	1%
L	BRISBANE + GOLD COAST	1%
	REGIONAL QLD	0%
- A	SA	0%
	WA	0%
V	TAS	0%
	NT	0%
1	ACT	27%

^{*} Low base size

