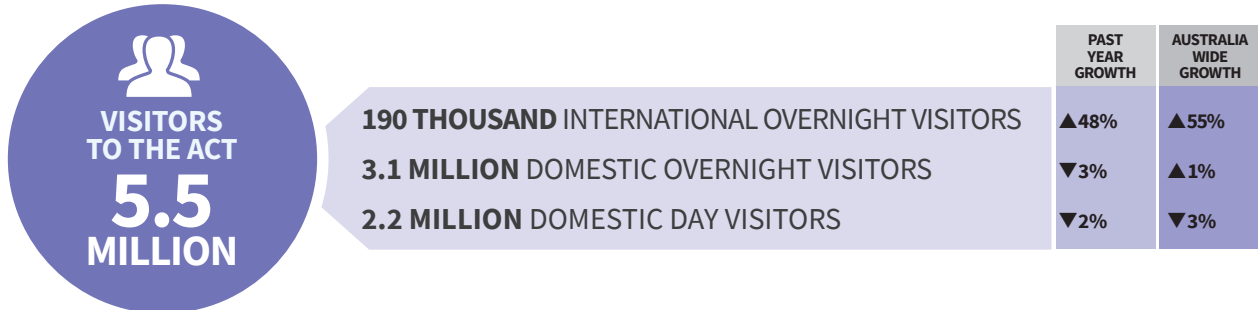


TOURISM IN THE ACT

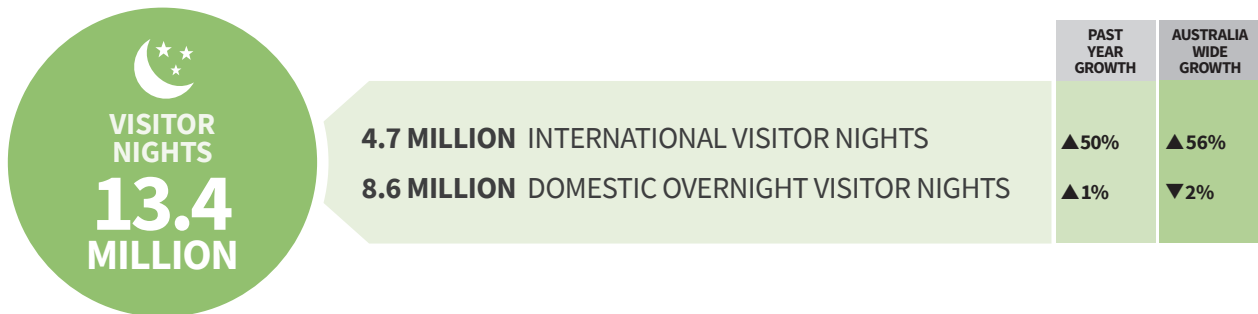
Year ending March 2024

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

HOW MANY CAME TO VISIT?



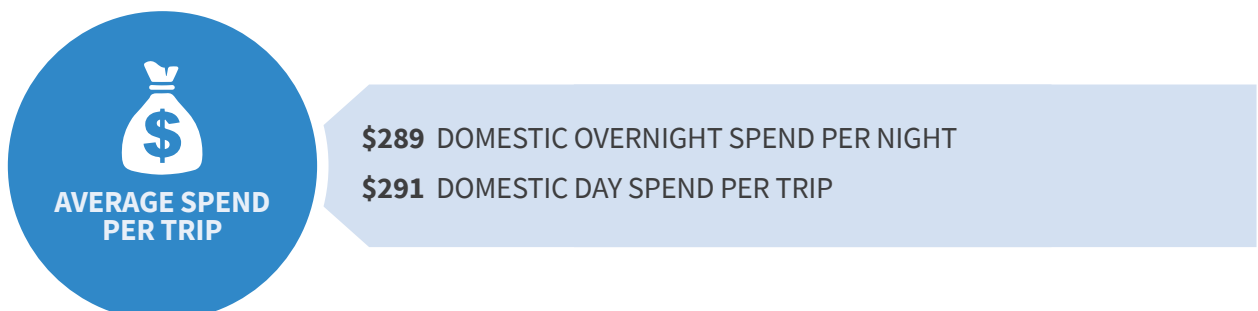
HOW LONG DID THEY STAY?



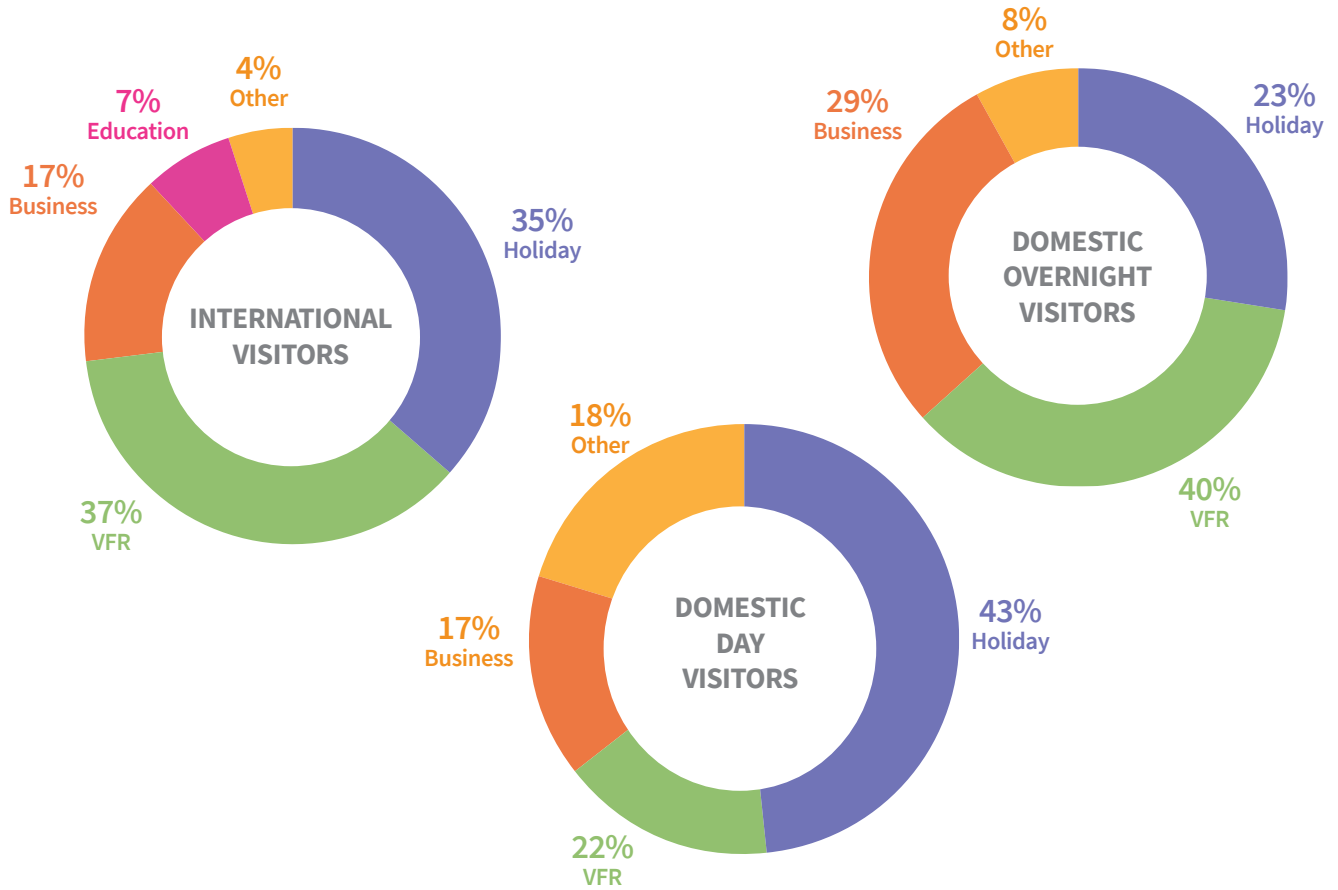
WHAT DID THEY SPEND?



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		
	CHINA	14%		SYDNEY	37%		SYDNEY	20%
	UNITED STATES OF AMERICA	12%		REGIONAL NSW	27%		REGIONAL NSW	52%
	NEW ZEALAND	9%		MELBOURNE	13%		MELBOURNE	0%
	UNITED KINGDOM	7%		REGIONAL VIC	7%		REGIONAL VIC	1%
	INDIA	7%		BRISBANE + GOLD COAST	8%		BRISBANE + GOLD COAST	1%
	GERMANY	4%		REGIONAL QLD	2%*		REGIONAL QLD	0%
	INDONESIA	3%		SA	2%*		SA	0%
	PHILIPPINES	3%		WA	1%*		WA	0%
	JAPAN	3%		TAS	1%*		TAS	0%
	SINGAPORE	3%		NT	0%*		NT	0%
				ACT	0%*		ACT	27%

* Low base size

