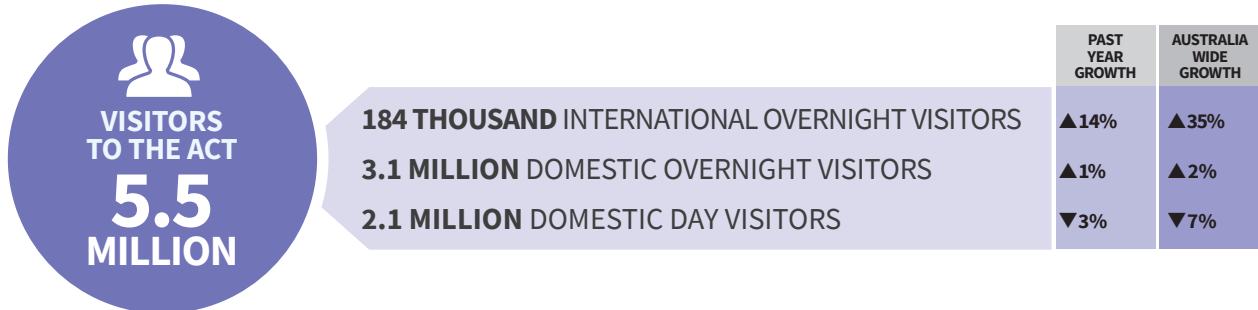


TOURISM IN THE ACT

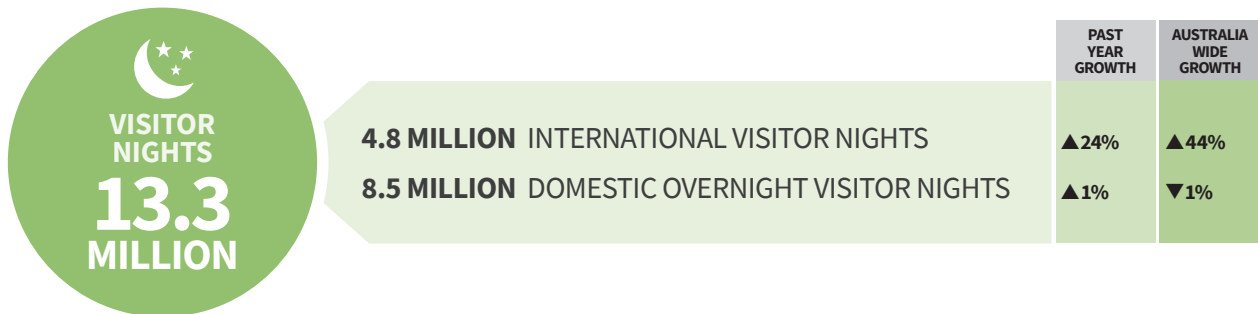
Year ending June 2024

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

HOW MANY CAME TO VISIT?



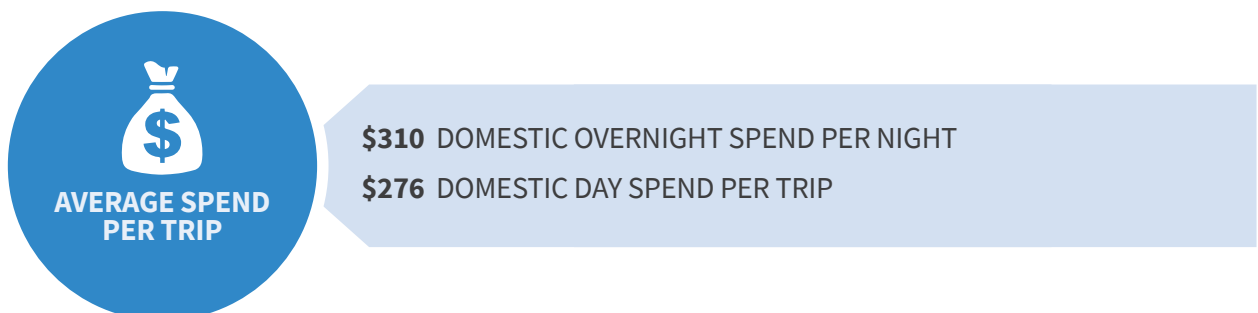
HOW LONG DID THEY STAY?



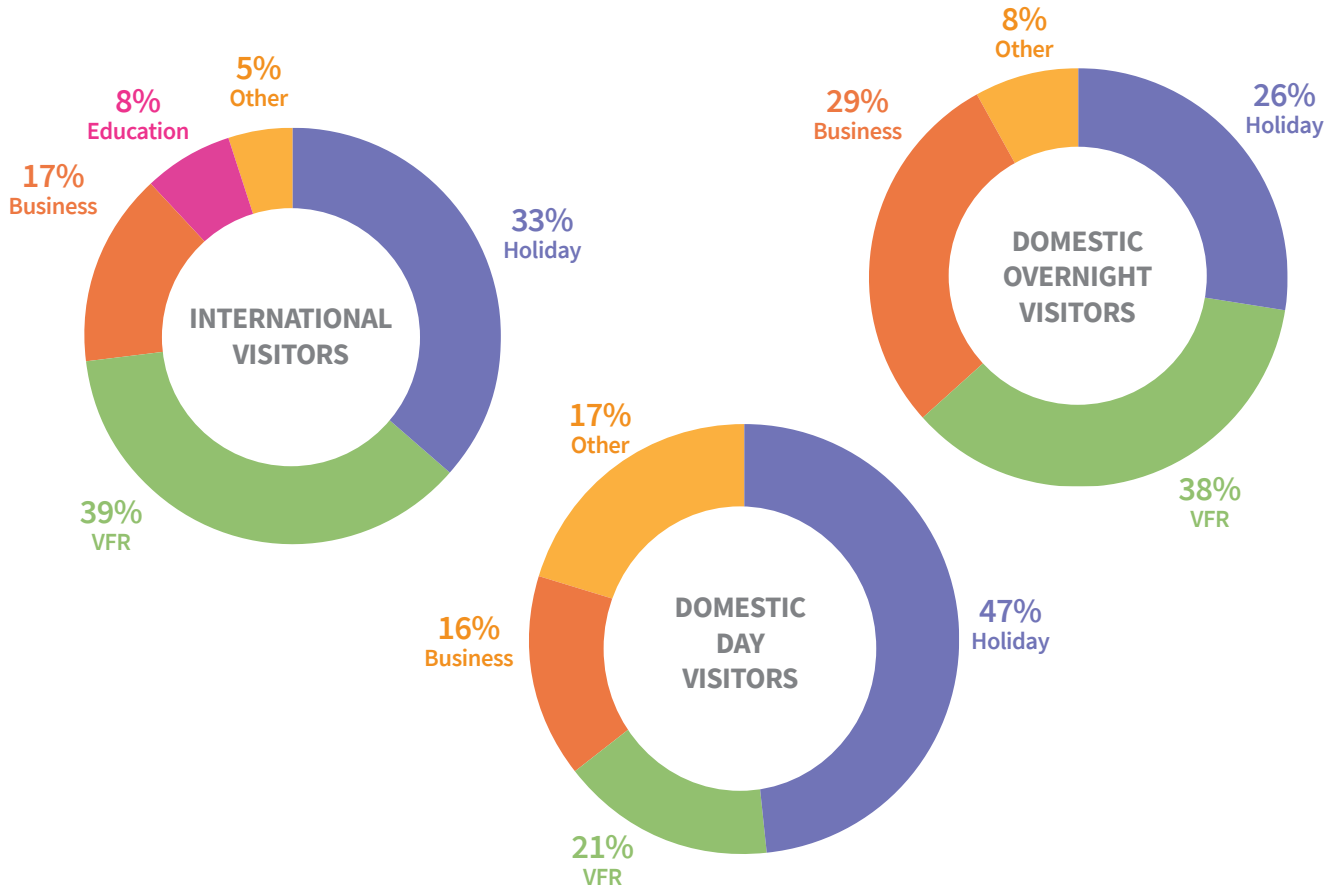
WHAT DID THEY SPEND?



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	35%		SYDNEY	20%
	UNITED STATES OF AMERICA	11%		REGIONAL NSW	25%		REGIONAL NSW	54%
	NEW ZEALAND	8%		MELBOURNE	15%		MELBOURNE	1%
	UNITED KINGDOM	6%		REGIONAL VIC	7%		REGIONAL VIC	0%
	INDIA	5%		BRISBANE + GOLD COAST	7%		BRISBANE + GOLD COAST	0%
	GERMANY	4%		REGIONAL QLD	3%*		REGIONAL QLD	0%
	VIET NAM	3%		SA	3%*		SA	0%
	INDONESIA	3%		WA	2%*		WA	0%
	PHILIPPINES	3%		TAS	1%*		TAS	0%
	JAPAN	3%		NT	0%*		NT	0%
				ACT	1%*		ACT	25%

* Low base size

