TOURISMINTHEACT

Year ending June 2024

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

HOW MANY CAME TO VISIT?



184 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

3.1 MILLION DOMESTIC OVERNIGHT VISITORS

2.1 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲14 %	▲35%
▲1%	▲2%
▼3%	▼7%

HOW LONG DID THEY STAY?



4.8 MILLION INTERNATIONAL VISITOR NIGHTS

8.5 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

AUSTRALIA WIDE GROWTH
▲44 %
▼1%

WHAT DID THEY SPEND?



\$568 MILLION INTERNATIONAL EXPENDITURE
\$2.6 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$593 MILLION DOMESTIC DAY EXPENDITURE

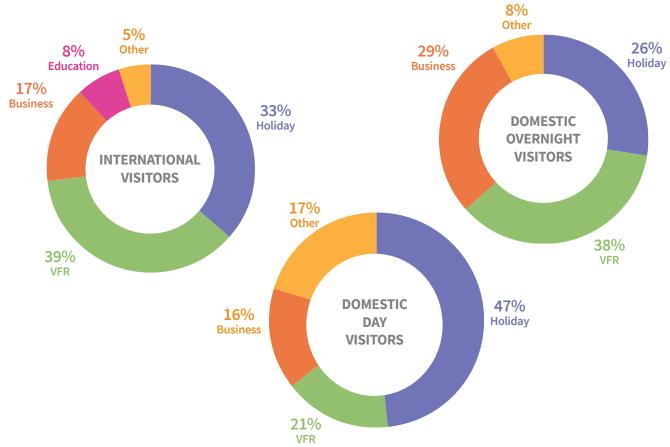
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲37%	▲38%
▲10%	1 %
▼3%	▼1%

WHAT DID THEY SPEND?



\$310 DOMESTIC OVERNIGHT SPEND PER NIGHT \$276 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	11%
Job .	NEW ZEALAND	8%
\$	UNITED KINGDOM	6%
*	INDIA	5%
*	GERMANY	4%
3	VIET NAM	3%
VE N	INDONESIA	3%
1	PHILIPPINES	3%
Served to	JAPAN	3%

DOMESTIC OVERNIGHT VISITORS		
₩	SYDNEY	35%
	REGIONAL NSW	25%
bo	MELBOURNE	15%
	REGIONAL VIC	7%
L	BRISBANE + GOLD COAST	7%
	REGIONAL QLD	3%*
	SA	3%*
	WA	2%*
V	TAS	1%*
	NT	0%*
•	ACT	1%*

DOMESTIC DAY VISITORS		
4	SYDNEY	20%
	REGIONAL NSW	54%
lb.p-	MELBOURNE	1%
	REGIONAL VIC	0%
L	BRISBANE + GOLD COAST	0%
	REGIONAL QLD	0%
4	SA	0%
	WA	0%
V	TAS	0%
	NT	0%
-	ACT	25%

^{*} Low base size

