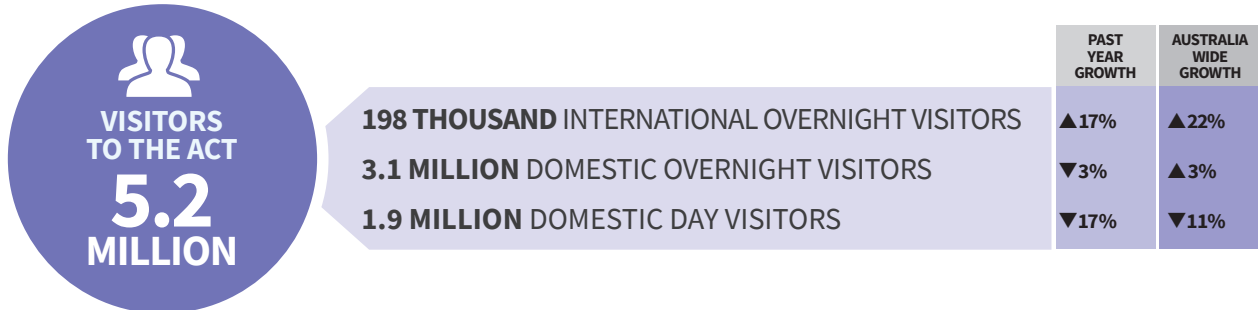


TOURISM IN THE ACT

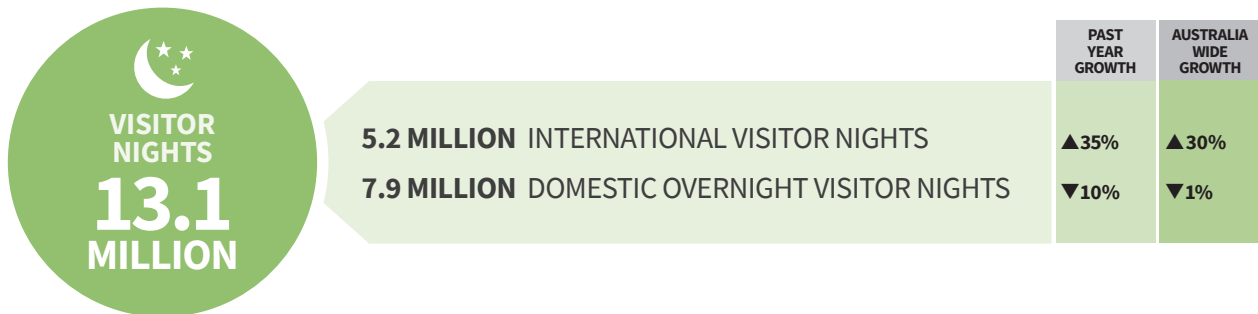
Year ending September 2024

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

HOW MANY CAME TO VISIT?



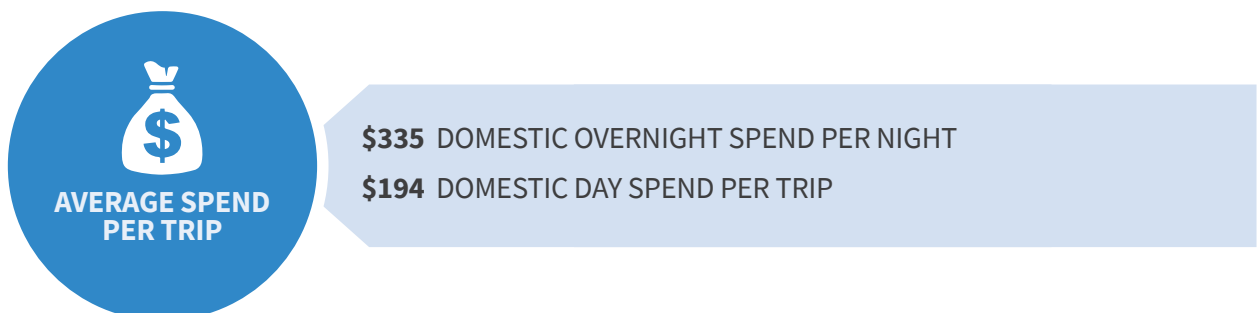
HOW LONG DID THEY STAY?



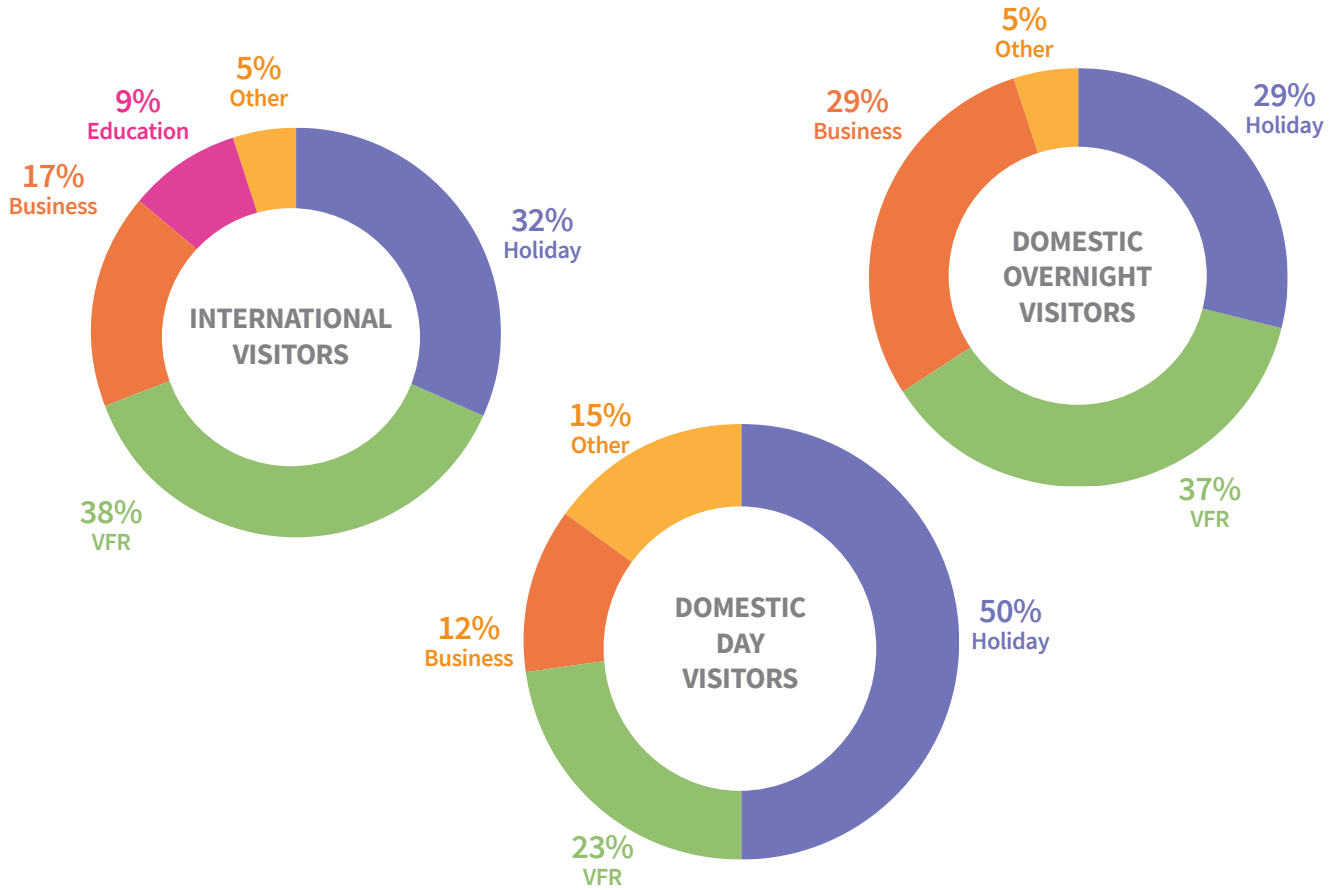
WHAT DID THEY SPEND?



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	15%		SYDNEY	32%		SYDNEY	17%
	UNITED STATES OF AMERICA	12%		REGIONAL NSW	26%		REGIONAL NSW	60%
	NEW ZEALAND	9%		MELBOURNE	15%		MELBOURNE	2%
	UNITED KINGDOM	7%		REGIONAL VIC	7%		REGIONAL VIC	0%
	INDIA	6%		BRISBANE + GOLD COAST	9%		BRISBANE + GOLD COAST	0%
	GERMANY	4%		REGIONAL QLD	4%*		REGIONAL QLD	0%
	CANADA	4%		SA	3%*		SA	0%
	INDONESIA	3%		WA	3%*		WA	0%
	PHILIPPINES	3%		TAS	1%*		TAS	0%
	VIET NAM	2%		NT	0%*		NT	0%
				ACT	1%*		ACT	21%

* Low base size

