TOURISMINTHEACT

Year ending September 2024

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

HOW MANY CAME TO VISIT?



198 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

3.1 MILLION DOMESTIC OVERNIGHT VISITORS

1.9 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲17 %	▲22%
▼3%	▲3%
▼17%	▼11 %

HOW LONG DID THEY STAY?



5.2 MILLION INTERNATIONAL VISITOR NIGHTS7.9 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲35%	▲30%
▼10%	▼1%

WHAT DID THEY SPEND?



\$625 MILLION INTERNATIONAL EXPENDITURE
\$2.7 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$377 MILLION DOMESTIC DAY EXPENDITURE

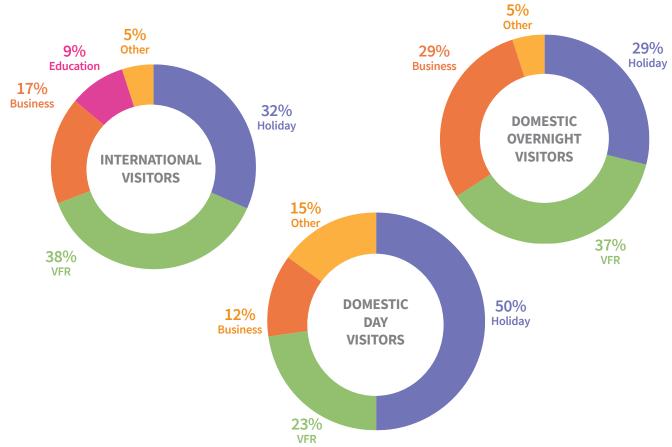
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲50 %	▲22%
▲8%	▲1%
▼53%	▼9%

WHAT DID THEY SPEND?



\$335 DOMESTIC OVERNIGHT SPEND PER NIGHT \$194 DOMESTIC DAY SPEND PER TRIP

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

INTERNATIONAL VISITORS		
**	CHINA	15%
	UNITED STATES OF AMERICA	12%
J. br	NEW ZEALAND	9%
\$	UNITED KINGDOM	7%
**	INDIA	6%
· ·	GERMANY	4%
	CANADA	4%
Tr. sa	INDONESIA	3%
	PHILIPPINES	3%
3	VIET NAM	2%

DOMESTIC OVERNIGHT VISITORS		
"	SYDNEY	32%
	REGIONAL NSW	26%
bo	MELBOURNE	15%
	REGIONAL VIC	7%
L	BRISBANE + GOLD COAST	9%
	REGIONAL QLD	4%*
	SA	3%*
	WA	3%*
V	TAS	1%*
	NT	0%*
•	ACT	1%*

DOMESTIC DAY VISITORS		
~	SYDNEY	17%
	REGIONAL NSW	60%
bo	MELBOURNE	2%
	REGIONAL VIC	0%
L	BRISBANE + GOLD COAST	0%
	REGIONAL QLD	0%
4	SA	0%
	WA	0%
V	TAS	0%
	NT	0%
-	ACT	21%

^{*} Low base size

