TOURISMINTHEACT

Year ending December 2024

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

HOW MANY CAME TO VISIT?



215 THOUSAND INTERNATIONAL OVERNIGHT VISITORS

3.1 MILLION DOMESTIC OVERNIGHT VISITORS

2.2 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲20%	▲15%
▼ 6%	▲2%
▼5%	▼7%

HOW LONG DID THEY STAY?



5.4 MILLION INTERNATIONAL VISITOR NIGHTS7.5 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲21 %	▲21%
▼19%	▼1%

WHAT DID THEY SPEND?



\$627 MILLION INTERNATIONAL EXPENDITURE
\$2.6 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$407 MILLION DOMESTIC DAY EXPENDITURE

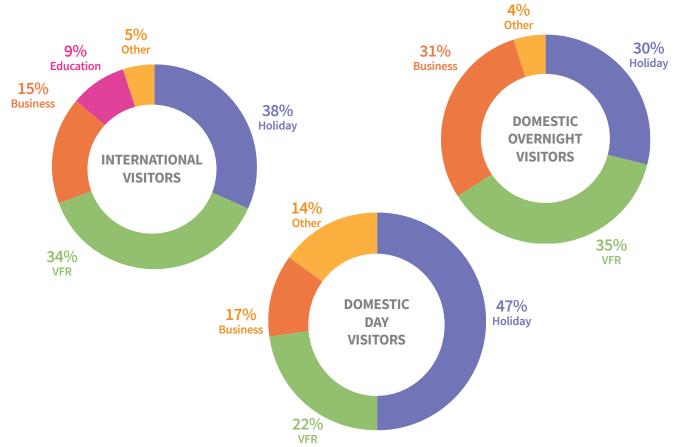
PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲27%	▲13%
▼1 %	▲1%
▼44%	▼7%

WHAT THEY SPENT PER TRIP



\$2,916 PER INTERNATIONAL TRIP\$826 PER DOMESTIC OVERNIGHT TRIP\$185 PER DOMESTIC DAY TRIP

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

TOP 5 INTERNATIONAL MARKETS		
**	CHINA	18%
~	UNITED STATES OF AMERICA	12%
J.F	NEW ZEALAND	10%
\$	UNITED KINGDOM	8%
∳ ′	INDIA	6%

DOMESTIC OVERNIGHT VISITORS		
	SYDNEY	34%
	REGIONAL NSW	27%
144	MELBOURNE	14%
•	REGIONAL VIC	6%
1	BRISBANE + GOLD COAST	9%
	REGIONAL QLD	3%*
-	SA	4%*
	WA	2%*
V	TAS	1%*
	NT	0%*
•	ACT	1%*

DOMESTIC DAY VISITORS		
•	SYDNEY	23%
	REGIONAL NSW	53%
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	23%

^{*} Low base size

