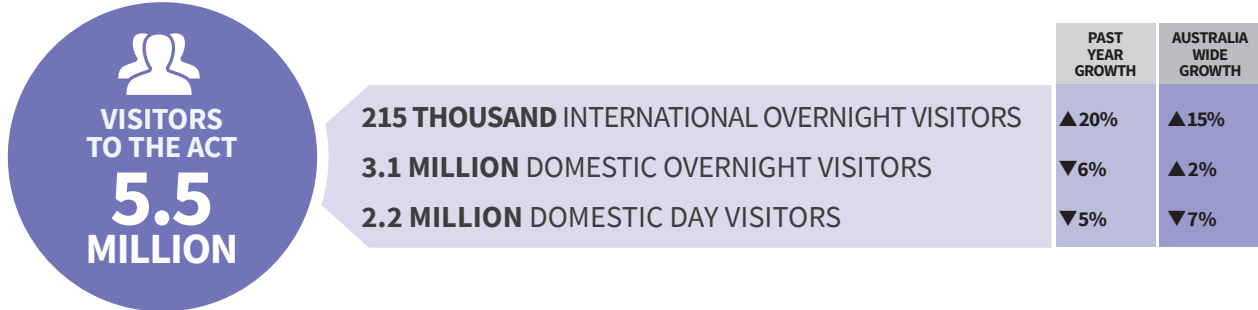


TOURISM IN THE ACT

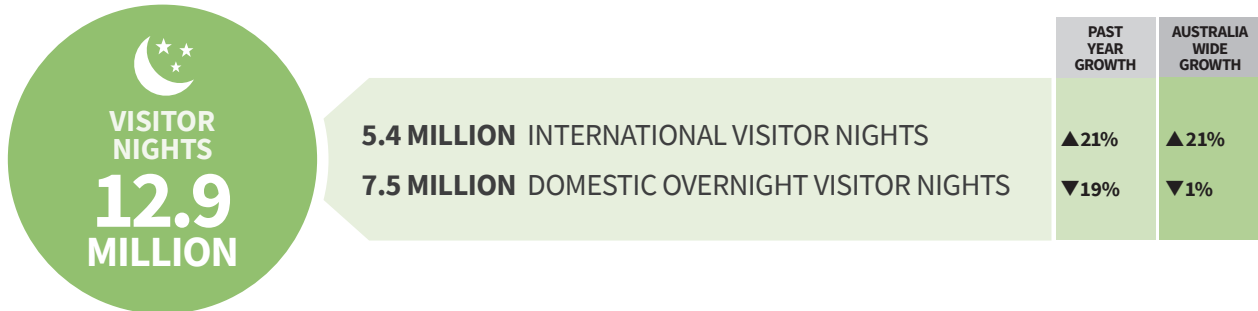
Year ending December 2024

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

HOW MANY CAME TO VISIT?



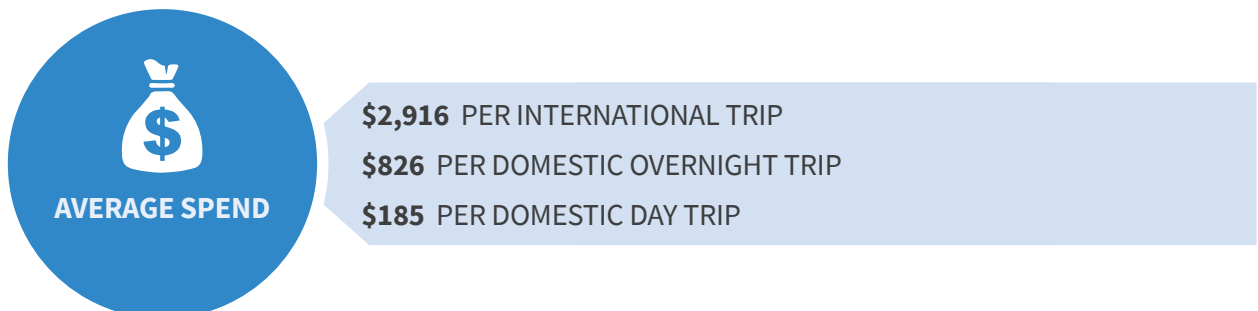
HOW LONG DID THEY STAY?



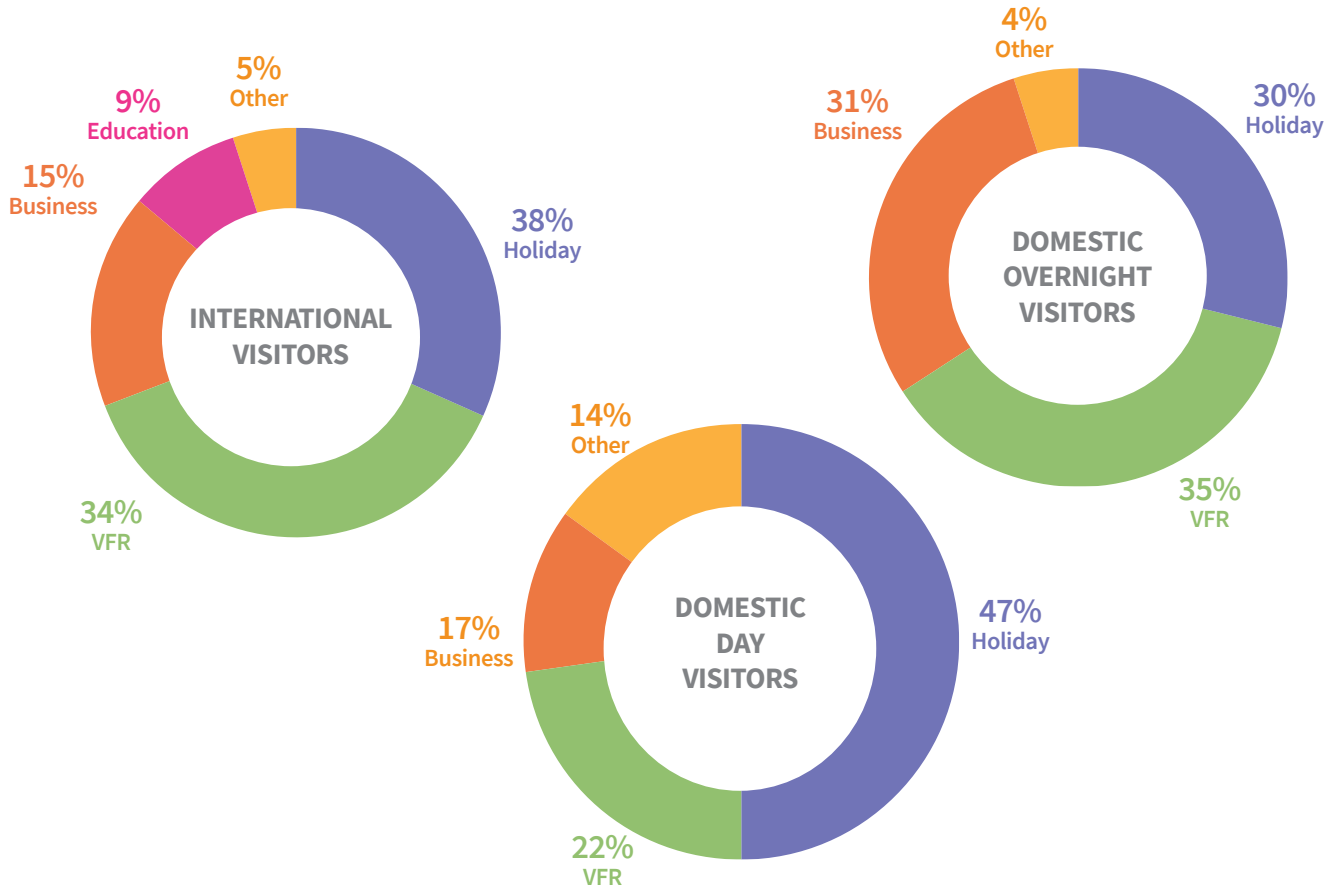
WHAT DID THEY SPEND?



WHAT THEY SPENT PER TRIP



WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

TOP 5 INTERNATIONAL MARKETS			DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
	CHINA	18%		SYDNEY	34%		SYDNEY	23%
	UNITED STATES OF AMERICA	12%		REGIONAL NSW	27%		REGIONAL NSW	53%
	NEW ZEALAND	10%		MELBOURNE	14%		MELBOURNE	1%
	UNITED KINGDOM	8%		REGIONAL VIC	6%		REGIONAL VIC	0%
	INDIA	6%		BRISBANE + GOLD COAST	9%		BRISBANE + GOLD COAST	0%
				REGIONAL QLD	3%*		REGIONAL QLD	0%
				SA	4%*		SA	0%
				WA	2%*		WA	0%
				TAS	1%*		TAS	0%
				NT	0%*		NT	0%
				ACT	1%*		ACT	23%

* Low base size

