TOURISMINTHEACT

Year ending March 2025

HOW MANY CAME TO VISIT?

		PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
44	214 THOUSAND INTERNATIONAL OVERNIGHT VISITORS	▲13 %	▲7%
VISITORS	2.2 MILLION DOMESTIC OVERNIGHT VISITORS	▼1%	▼1%
TO THE ACT	N/A DOMESTIC DAY VISITORS		
HOW LONG DID THEY STAY?			
now long bid met star:		DACT	AUSTRALIA
		PAST YEAR GROWTH	WIDE GROWTH
**	4.9 MILLION INTERNATIONAL VISITOR NIGHTS	A 40/	A 110/
VISITOR	6.3 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS	▲ 4% ▼ 3%	▲ 11% ▼ 2%
NIGHTS	U.S MILLION DOMESTIC OVERMONT VISITOR MONTS	▼ 3%0	▼ ∠%0
WHAT DID THEY SPEND?		PAST	AUSTRALIA WIDE
		YEAR GROWTH	GROWTH
	\$566 MILLION INTERNATIONAL EXPENDITURE	▲0%	▲12%
TOTAL	\$2.9 BILLION DOMESTIC OVERNIGHT EXPENDITURE	▲ 10%	▼2%
EXPENDITURE	N/A DOMESTIC DAY EXPENDITURE		
WHAT THEY SPENT PER TRIP			
\$	\$2,645 PER INTERNATIONAL TRIP		
Ŷ	\$1,288 PER DOMESTIC OVERNIGHT TRIP		
AVERAGE SPEND	N/A PER DOMESTIC DAY TRIP		

Data shown as "n/a" is due to a change in Tourism Research Australia's methodology following the National Visitor Survey being superseded by Domestic Tourism Statistics (DoTS). These data will be available for the June 2025 quarter, which will be reported in September 2025.

Data prior to January 2025 (NVS data) has been adjusted using DoTS methodology to provide reliable estimates for domestic tourism between 2019 and 2024. NVS data published prior to January 2025 should not be compared to the published DoTS data.

WHY ARE THEY COMING?



WHERE DO THEY COME FROM?

Our top local and international markets

TOP 5 INTERNATIONAL MARKETS		ETS	DOMESTIC OVERNIGHT VISITORS			
**	CHINA	16%	-	SYDNEY	N/A	
				REGIONAL NSW	N/A	
~	UNITED STATES OF AMERICA	11%		MELBOURNE	N/A	
				REGIONAL VIC	N/A	
*	UNITED KINGDOM	11%	k .	BRISBANE + GOLD COAST	N/A	
				REGIONAL QLD	N/A	
jst ∳*	NEW ZEALAND INDIA	10% 7%		SA	N/A	
				WA	N/A	
				TAS	N/A	
				NT	N/A	
				ACT	N/A	

DOMESTIC DAY VISITORS				
-	SYDNEY	N/A		
	REGIONAL NSW	N/A		
b ,	MELBOURNE	N/A		
	REGIONAL VIC	N/A		
4	BRISBANE + GOLD COAST	N/A		
	REGIONAL QLD	N/A		
		IN/A		
	SA	N/A		
	WA	N/A		
	TAS	N/A		
	NT	N/A		
(ACT	N/A		

Data shown as "n/a" is due to a change in Tourism Research Australia's methodology following the National Visitor Survey being superseded by Domestic Tourism Statistics (DoTS). These data will be available for the June 2025 quarter, which will be reported in September 2025.

Data prior to January 2025 (NVS data) has been adjusted using DoTS methodology to provide reliable estimates for domestic tourism between 2019 and 2024. NVS data published prior to January 2025 should not be compared to the published DoTS data.

