# TOURISMINTHEACT

## **Year ending June 2025**

#### **HOW MANY CAME TO VISIT?**



217 THOUSAND INTERNATIONAL OVERNIGHT VISITORS2.2 MILLION DOMESTIC OVERNIGHT VISITORS2.0 MILLION DOMESTIC DAY VISITORS

| PAST<br>YEAR<br>GROWTH | AUSTRALIA<br>WIDE<br>GROWTH |
|------------------------|-----------------------------|
| ▲18%                   | ▲6%                         |
| ▼1%                    | ▶0%                         |
| ▲8%                    | ▲8%                         |

#### **HOW LONG DID THEY STAY?**



5.8 MILLION INTERNATIONAL VISITOR NIGHTS6.3 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

| WIDE<br>GROWTH |
|----------------|
|                |
| ▲8%            |
| ▼2%            |
|                |

#### WHAT DID THEY SPEND?



\$599 MILLION INTERNATIONAL EXPENDITURE
\$1.9 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$379 MILLION DOMESTIC DAY EXPENDITURE

| PAST<br>YEAR<br>GROWTH | AUSTRALIA<br>WIDE<br>GROWTH |
|------------------------|-----------------------------|
| <b>▲9</b> %            | ▲16%                        |
| ▼1%                    | ▼1%                         |
| ▼7%                    | ▲6%                         |

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### WHAT THEY SPENT PER TRIP

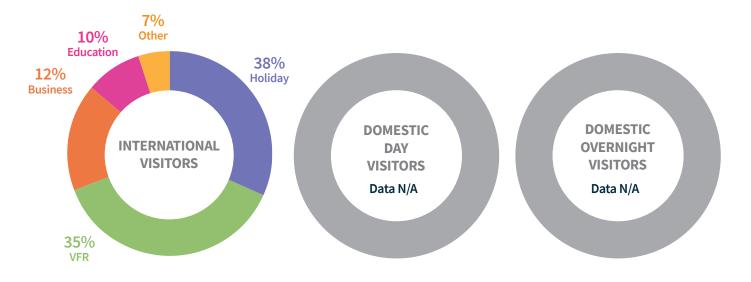


\$2,760 PER INTERNATIONAL TRIP\$855 PER DOMESTIC OVERNIGHT TRIP\$189 PER DOMESTIC DAY TRIP

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as "n/a" is due to a change in Tourism Research Australia's methodology following the National Visitor Survey being superseded by Domestic Tourism Statistics (DoTS).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 March 2026 quarter, which will be reported in June 2026.

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 |                             |     |
|-----------------------------|-----------------------------|-----|
| **                          | CHINA                       | 16% |
| \$                          | UNITED KINGDOM              | 11% |
| J. J.                       | NEW ZEALAND                 | 11% |
| •                           | UNITED STATES OF<br>AMERICA | 10% |
| <b>*</b> ′                  | INDIA                       | 9%  |

| DOMESTIC OVERNIGHT VISITORS |                          |     |
|-----------------------------|--------------------------|-----|
|                             | SYDNEY                   | N/A |
|                             | REGIONAL NSW             | N/A |
|                             | MELBOURNE                | N/A |
|                             | REGIONAL VIC             | N/A |
|                             | BRISBANE +<br>GOLD COAST | N/A |
|                             | REGIONAL QLD             | N/A |
| 1                           | SA                       | N/A |
|                             | WA                       | N/A |
| V                           | TAS                      | N/A |
|                             | NT                       | N/A |
| 1                           | ACT                      | N/A |

| DOMESTIC DAY VISITORS |                          |     |
|-----------------------|--------------------------|-----|
| -                     | SYDNEY                   | N/A |
|                       | REGIONAL NSW             | N/A |
| bo                    | MELBOURNE                | N/A |
|                       | REGIONAL VIC             | N/A |
| 4                     | BRISBANE +<br>GOLD COAST | N/A |
|                       | REGIONAL QLD             | N/A |
| 1                     | SA                       | N/A |
|                       | WA                       | N/A |
| V                     | TAS                      | N/A |
|                       | NT                       | N/A |
| -                     | ACT                      | N/A |

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