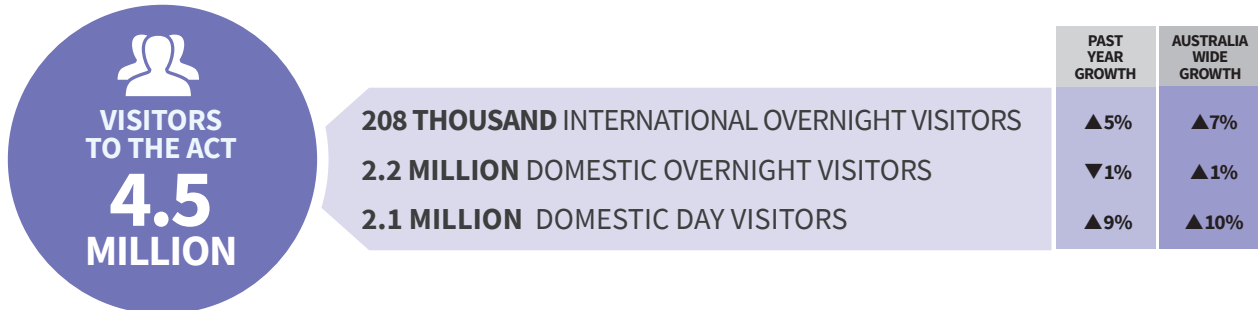


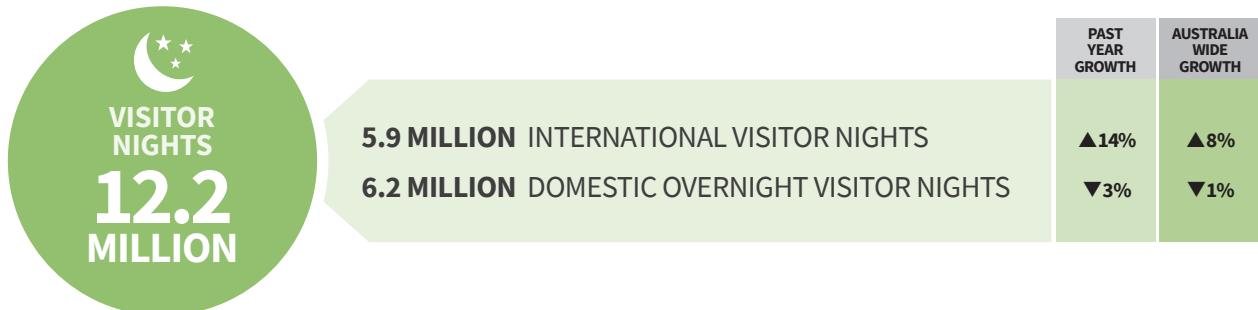
TOURISM IN THE ACT

Year ending September 2025

HOW MANY CAME TO VISIT?



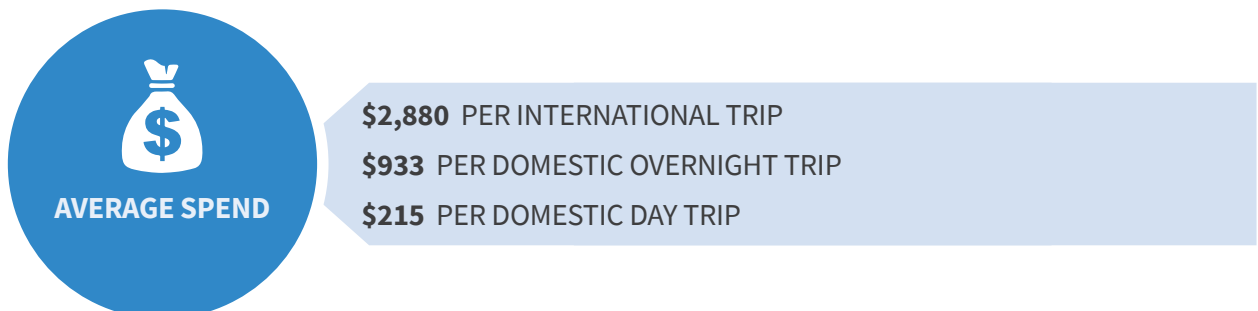
HOW LONG DID THEY STAY?



WHAT DID THEY SPEND?



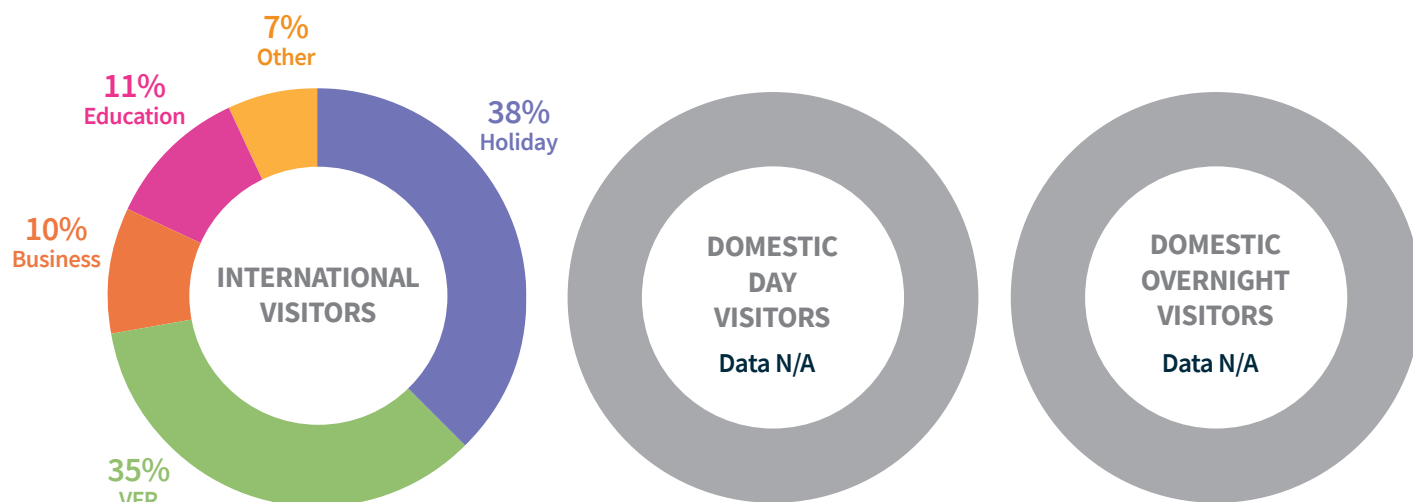
WHAT THEY SPENT PER TRIP



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as “n/a” is due to a change in Tourism Research Australia’s methodology following the National Visitor Survey being superseded by Domestic Tourism Statistics (DoTS).






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	17%
	UNITED KINGDOM	11%
	UNITED STATES OF AMERICA	11%
	NEW ZEALAND	9%
	INDIA	7%

DOMESTIC OVERNIGHT VISITORS		
	SYDNEY	N/A
	REGIONAL NSW	N/A
	MELBOURNE	N/A
	REGIONAL VIC	N/A
	BRISBANE + GOLD COAST	N/A
	REGIONAL QLD	N/A
	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
	MELBOURNE	N/A
	REGIONAL VIC	N/A
	BRISBANE + GOLD COAST	N/A
	REGIONAL QLD	N/A
	SA	N/A
	WA	N/A
	TAS	N/A
	NT	N/A
	ACT	N/A

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