

TOURISM IN THE ACT

Year ending September 2025

HOW MANY CAME TO VISIT?



208 THOUSAND INTERNATIONAL OVERNIGHT VISITORS
2.2 MILLION DOMESTIC OVERNIGHT VISITORS
2.1 MILLION DOMESTIC DAY VISITORS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲5%	▲7%
▼1%	▲1%
▲9%	▲10%

HOW LONG DID THEY STAY?



5.9 MILLION INTERNATIONAL VISITOR NIGHTS
6.2 MILLION DOMESTIC OVERNIGHT VISITOR NIGHTS

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▲14%	▲8%
▼3%	▼1%

WHAT DID THEY SPEND?



\$599 MILLION INTERNATIONAL EXPENDITURE
\$2.1 BILLION DOMESTIC OVERNIGHT EXPENDITURE
\$445 MILLION DOMESTIC DAY EXPENDITURE

PAST YEAR GROWTH	AUSTRALIA WIDE GROWTH
▼4%	▲10%
▼14%	▼2%
▲49%	▲16%

WHAT THEY SPENT PER TRIP



\$2,880 PER INTERNATIONAL TRIP
\$933 PER DOMESTIC OVERNIGHT TRIP
\$215 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as "n/a" is due to a change in Tourism Research Australia's methodology following the National Visitor Survey being superseded by Domestic Tourism Statistics (DoTS).

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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