



Regional Tourism Profiles 2008/09

Australian Capital Territory

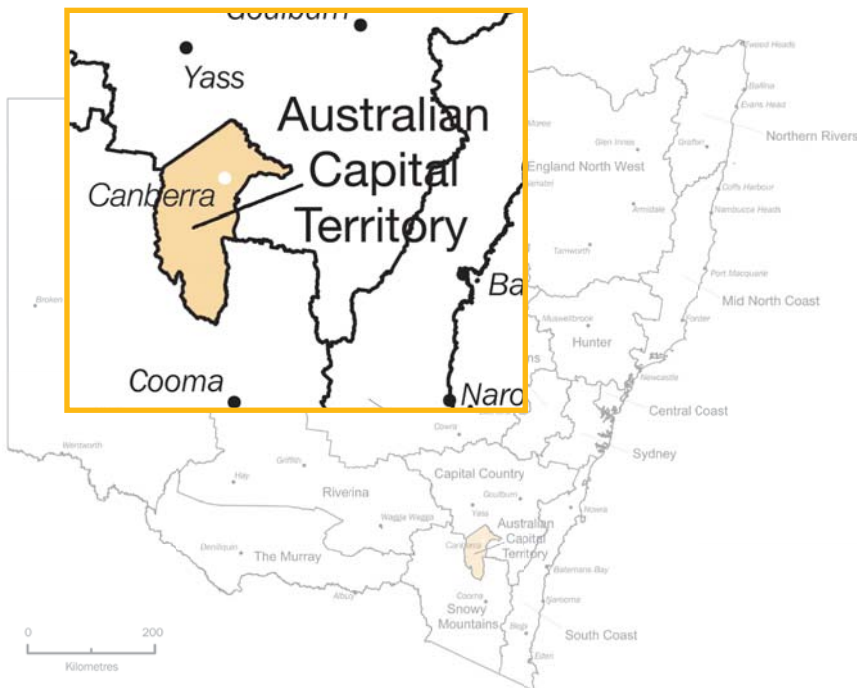
State summary

In 2008/09:

- \$1.3 billion was spent by visitors in the region – 67% was by domestic overnight visitors
- A total of 3.5 million visitors went to the region – 54% were domestic overnight visitors
- 8.1 million nights were spent in the region – 62% were by domestic overnight visitors

In June 2007, there were more than 6,300 tourism-related businesses in the region:

- 51% were non-employing businesses
- 40% were micro or small businesses



Australian Capital Territory summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	212	1 437	-	-	147	-
Domestic overnight	898	1 899	4 999	3	473	180
International	224	159	3 116	20	1 406	72



Visitors to Australian Capital Territory

Domestic overnight		Visitors			Nights			Share of visits			Share of nights			Average stay		
		'000	'000	%	'000	'000	%	%	%	Nights	Nights	%	Nights	Nights	%	
Tourism region visited																
Canberra		1 899	4 999	100	100	2 341	38	47	3.3	716	1 279	6	41	129.2	19.6	
Purpose of visit																
Holiday		573	1 634	30	33	2 341	38	47	3.3	716	1 279	6	41	129.2	19.6	
Visiting friends/relatives		631	1 935	33	39	2 126	52	43	2.2	980	690	29	22	14.9	4.2	
Business		580	1 191	31	24	208	4	4	2.6	80	199	39	6	3.2	14.4	
Other		117	239	6	5	239	6	5	2.0	12	1743	8	56	143.8	7.3	
Top 3 accommodation																
Property of friends/relatives		716	2 341	38	47	2 341	38	47	3.3	716	1 279	6	41	129.2	19.6	
Hotel, motel, serviced apartment		980	2 126	52	43	2 126	52	43	2.2	980	690	29	22	14.9	4.2	
Caravan or camping		80	208	4	4	208	4	4	2.6	80	199	39	6	3.2	14.4	
Transport																
Air		518	1 480	27	30	1 480	27	30	2.9	54	1 095	34	35	20.4	7.3	
Drive		1 292	3 224	68	64	3 224	68	64	2.5	63	753	40	24	12.0	14.4	
Other		95	293	5	6	293	5	6	3.1	54	1 268	34	41	23.5	7.3	
Experiences																
Culture and heritage		692	-	36	-	-	-	-	-	128	-	81	-	-	-	
Nature based		234	-	12	-	-	-	-	-	124	-	78	-	-	-	
Indigenous		np	-	np	-	-	-	-	-	47	-	29	-	-	-	
Food and wine		1 166	-	61	-	-	-	-	-	141	-	89	-	-	-	
Top 3 information sources																
Internet		787	2 068	41	41	2 068	41	41	2.6	75	1 015	47	33	13.5	7.3	
Previous visit		241	687	13	14	687	13	14	2.8	52	910	33	29	17.5	14.4	
Friends or relatives		199	591	10	12	591	10	12	3.0	33	232	21	7	7.1	7.3	
Top 3 visitor origins																
NSW		1 225	2 724	64	54	2 724	64	54	2.2	29	284	18	9	9.9	14.4	
Vic		286	711	15	14	711	15	14	2.5	16	184	10	6	11.6	7.3	
Old		214	859	11	17	859	11	17	4.0	14	156	9	5	11.1	14.4	
Lifecycle groups																
Young/midlife single		323	776	17	16	776	17	16	2.4	63	2 004	39	64	32	14.4	
Young/midlife couple, no kids		185	423	10	8	423	10	8	2.3	18	331	11	11	18.7	7.3	
Parent		640	1 453	34	29	1 453	34	29	2.3	31	413	20	13	13.3	14.4	
Older working		386	898	20	18	898	20	18	2.3	48	367	30	12	7.7	7.3	
Older non-working		361	1 417	19	28	1 417	19	28	3.9	48	367	30	12	7.7	7.3	
Total domestic overnight		1 899	4 999	100	100	4 999	100	100	2.6	1 899	3 116	100	100	19.6	19.6	
Total all visitors (including day visitors)		3 495	8 115	100	100	8 115	100	100	2.3	1 599	3 116	100	100	19.6	19.6	

Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large				
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)				
Tourism Characteristic Industries	249	324	198	6	777	708	1 485	
Tourism Connected Industries	1 206	771	324	9	2 310	2 544	4 854	
Total Tourism Characteristic and Connected Industries	1 455	1 095	522	15	3 087	3 252	6 339	

Accommodation supply

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	60	2 375	np	np
Caravan parks	3	np	np	np

Economic contribution of tourism in Australian Capital Territory 2007/08

		% share of national
Employment ('000)	189.9	2
Gross State Product (\$ billion)	23.4	2
Gross Value Added (\$ billion)	22.1	2

Key

np Not published due to reliability concerns.

Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra

Pambudi, et al., 2009, *Tourism Satellite Accounts 2007-08: Summary spreadsheets*, CRC for Sustainable Tourism, Gold Coast

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, ABS cat. no. 8635.5.55.001, ABS, Canberra

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Image: Lake Burley Griffin, Canberra, ACT
Courtesy of Tourism Australia

Publication date: February 2010