$151.4B OVERNIGHT SPEND IN 2026–27
△ 50% ON 2016–17, ANNUAL GROWTH OF 4.1%

15.0M INTERNATIONAL VISITORS IN 2026–27
△ 75% ON 2016–17, ANNUAL GROWTH OF 5.8%
CHINA: $26.2B, △ 168% ON 2016–17
NZ: $3.9B, △ 44% ON 2016–17
US: $6.3B, △ 77% ON 2016–17

$97.5B DOMESTIC SPEND IN 2026–27
△ 21% ON 2016–17, ANNUAL GROWTH OF 1.9%
DOMESTIC OVERNIGHT: $75.5B
DAY TRIP SPEND: $21.9B

14.8M OUTBOUND TRIPS IN 2026–27
△ 47% ON 2016–17, ANNUAL GROWTH OF 3.9%
VISITOR NIGHTS BY STATE AND TERRITORY, 2017–18

**NSW**
- Visitor Nights: **198M** ▲ 4.8%
  - International: **99M** ▲ 9.0%
  - Domestic: **99M** ▲ 0.9%

**QLD**
- Visitor Nights: **146M** ▲ 5.7%
  - International: **59M** ▲ 9.7%
  - Domestic: **87M** ▲ 3.1%

**VIC**
- Visitor Nights: **190M** ▲ 4.0%
  - International: **74M** ▲ 7.1%
  - Domestic: **66M** ▲ 0.7%

**WA**
- Visitor Nights: **74M** ▲ 4.1%
  - International: **31M** ▲ 9.3%
  - Domestic: **43M** ▲ 0.6%

**SA**
- Visitor Nights: **34M** ▲ 4.8%
  - International: **12M** ▲ 9.0%
  - Domestic: **22M** ▲ 2.7%

**TAS**
- Visitor Nights: **15M** ▲ 3.0%
  - International: **4M** ▲ 9.5%
  - Domestic: **11M** ▲ 0.8%

**NT**
- Visitor Nights: **13M** ▲ 3.5%
  - International: **4M** ▲ 8.9%
  - Domestic: **8M** ▲ 1.0%

**ACT**
- Visitor Nights: **12M** ▲ 7.0%
  - International: **5M** ▲ 12.2%
  - Domestic: **7M** ▲ 3.3%

**TOTAL**
- Visitor Nights: **631M** ▲ 4.7%
  - International Visitor Nights: **288M** ▲ 8.7%
  - Domestic Visitor Nights: **343M** ▲ 1.5%