



ACT
Government

Canberra Region Tourism Advisory Forum

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Minister for Tourism and Trade

Tourism in the ACT

Key statistics:

- **\$3.1 billion** - visitor spend in the year ending December 2024 (up from \$2.3 billion in December 2022).
- **22,200 jobs** - 1 in every 13 workers.
- **4,804 tourism-related businesses** - 1 in every 8 businesses.
- **The Territory ranks 2nd nationally for tourism business growth** over the past five years.



Strategy for Growth: T2030 Phase 2

Phase 2 target: Increase visitor expenditure by \$1 billion over the next five years.

Focus: Attract more tourists, longer stays, memorable experiences = **greater spend.**

T2030

ACT
TOURISM
STRATEGY

PHASE 2

2025 AND
BEYOND



Visitor Economy Growth Priorities

Four key economic drivers will support \$1B growth by 2030:

- Increasing domestic visitation and spend.
- Realising Canberra's potential in international markets.
- Making it easier and more affordable to visit.
- Leveraging events.



Targeting Domestic Overnight Stays

Destination marketing focus:

- Attract more of our priority market visitors.
- Convert day trips to overnight stays.
- Grow domestic spend.



International Markets & Programs



A strong platform for future growth:

- Tourism Australia Partnerships and in-market expansion.
- International Engagement Strategy.
- International education opportunity.



Aviation & Connectivity

The Aviation Stimulus Fund is expanding our domestic and international reach.



Events That Inspire & Deliver

- **Major Event Fund since 2011:**
 - ✓ 65 events, 6.9M attendees, \$1.29B economic return.
 - ✓ Return of \$112M in 2025 alone.
- **Floriade 2025:**
 - ✓ Total economic impact: \$56.7M, up 16.2%.
 - ✓ 520,000 attendees, 44% interstate visitors.
- **Growing Canberra's business events presence**



Upcoming Major Events



Investment & Infrastructure



Thank you.

