



23 MILLION
VISITORS IN 2018

10 MILLION WERE
OVERNIGHT TRIPS



OVERNIGHT VISITORS
SPENT **\$1.7 BILLION**

**72% OF OVERNIGHT
TRAVELERS ARE
REPEAT VISITORS.**



**TOURISM =
3RD LARGEST
EMPLOYER**

PUTTING **MORE THAN 20,000**
OF OUR FRIENDS, FAMILY
AND NEIGHBORS TO WORK.



IN 2018 VISITORS SPENT
A TOTAL OF **\$2.4 BILLION**
= **\$6.6 MILLION PER DAY**



**BUSINESS IS THE PRIMARY
REASON A PERSON STAYS AN
EXTRA NIGHT IN THE REGION**

TOP 5 REASONS PEOPLE VISIT



47% leisure trips



40% trips to visit friends and relatives



8% business trips



5% a combination of business and leisure trips

**OVERNIGHT VISITORS
SPEND AN AVERAGE OF 3.2
NIGHTS IN THE REGION**