

# INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) SEPT 2019

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

## TOTAL VISITOR EXPENDITURE

# \$470 MILLION

FROM A TOTAL **310,000** INTERNATIONAL VISITORS

## VISITOR BY PURPOSE OF VISIT



HOLIDAY

**262,000** ↑ 6.0%



VISITING FRIENDS & RELATIVES

**19,000** ↓ 7.8%



BUSINESS

**12,000** ↑ 33%



OTHER\*\*

**24,000** ↑ 8.6%

## TOP 5 INTERNATIONAL MARKETS



**JAPAN**  
VISITORS 47,000 ↑ 66%  
EXPENDITURE \$54M



**UNITED STATES OF AMERICA**  
VISITORS 42,000 ↑ 16%  
EXPENDITURE \$83M



**UNITED KINGDOM**  
VISITORS 32,000 ↓ 16%  
EXPENDITURE \$38M

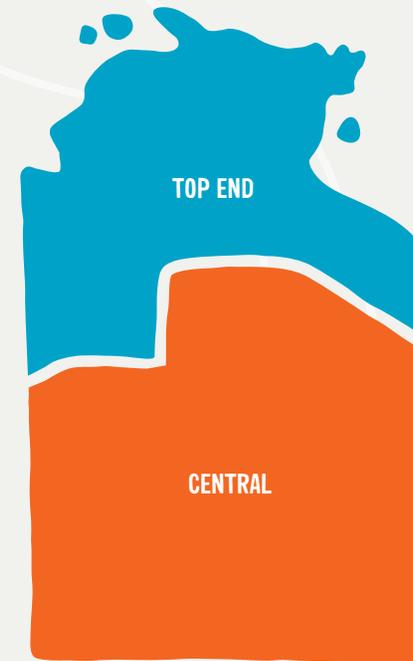


**GERMANY**  
VISITORS 25,000 ↓ 8.4%  
EXPENDITURE \$35M



**CHINA\***  
VISITORS 21,000 ↓ 4.9%  
EXPENDITURE \$38M

## TOTAL VISITORS BY REGION



### TOP END

**YE SEPT 2019**  
VISITORS 138,000 ↑ 5.0%  
\*\*\*EXPENDITURE \$185M

**YE SEPT 2018**  
VISITORS 132,000  
\*\*\*EXPENDITURE \$177M

### CENTRAL

**YE SEPT 2019**  
VISITORS 214,000 ↑ 5.9%  
\*\*\*EXPENDITURE \$284M

**YE SEPT 2018**  
VISITORS 202,000  
\*\*\*EXPENDITURE \$239M

Note: Total Visitors refers to all-purpose. Visitors includes; Holiday, Visiting Friends and Relatives (VFR), Business and Other\*\*.

### TOTAL VISITORS



**310,000**

YE SEPT 2019  
↑ 7.3%

**289,000**

YE SEPT 2018

### AVERAGE NIGHTS



**10.7**

YE SEPT 2019  
↓ 1.6 NIGHTS

**12.4**

YE SEPT 2018

### AVERAGE SPEND PER PERSON



**\$1,514**

YE SEPT 2019  
↑ 4.6%

**\$1,447**

YE SEPT 2018