

DOMESTIC & INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) SEPT 2019

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

COMBINED TOTAL VISITOR EXPENDITURE

\$ 2.6 BILLION

FROM A TOTAL 1.95 MILLION DOMESTIC & INTERNATIONAL VISITORS

TOTAL VISITORS



1.95M

YE SEPT 2019
↑ 6.7%

1.83M

YE SEPT 2018

AVERAGE NIGHTS



6.3

YE SEPT 2019
↓ 0.8 NIGHTS

7.2

YE SEPT 2018

AVERAGE SPEND PER PERSON



\$1,331

YE SEPT 2019
↑ 10%

\$1,206

YE SEPT 2018

VISITORS BY PURPOSE OF VISIT



HOLIDAY

973,000

↑ 8.1%



VISITING FRIENDS & RELATIVES

224,000

↓ 8.1%



BUSINESS

691,000

↑ 9.9%



OTHER*

131,000

↑ 14%

TOP 3 NATIONAL MARKETS



NEW SOUTH WALES

VISITORS 281,000 ↑ 35%
EXPENDITURE \$359M



VICTORIA

VISITORS 254,000 ↑ 19%
EXPENDITURE \$409M



QUEENSLAND

VISITORS 237,000 ↑ 26%
EXPENDITURE \$302M

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

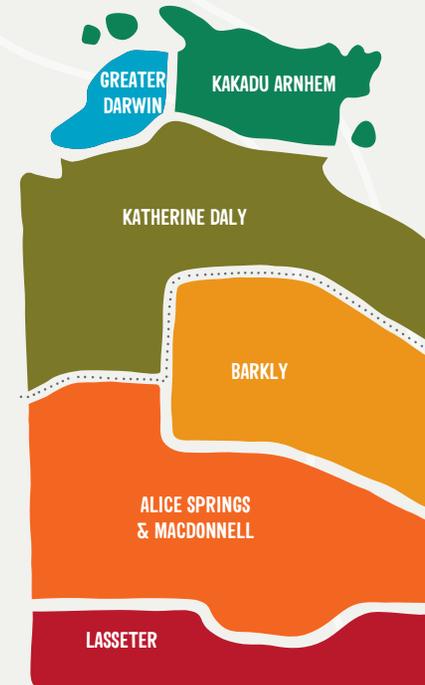
VISITORS 25,000 ↓ 8.4%
EXPENDITURE \$35M



CHINA**

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

TOTAL VISITORS BY REGION



TOP END

YE SEPT 2019
VISITORS 1,341,000 ↑ 8.0%
EXPENDITURE \$1.51B

GREATER DARWIN
VISITORS 1,037,000 ↑ 16%
***EXPENDITURE \$1.06B

KAKADU ARNHEM
VISITORS 258,000 ↑ 28%
***EXPENDITURE \$238M

KATHERINE DALY
VISITORS 293,000 ↓ 15%
EXPENDITURE \$206M

CENTRAL

YE SEPT 2019
VISITORS 773,000 ↑ 8.6%
EXPENDITURE \$1.08B

BARKLY
VISITORS 118,000 ↓ 4.7%
EXPENDITURE \$140M

ALICE SPRINGS & MACDONNELL
VISITORS 484,000 ↑ 13%
EXPENDITURE \$470M

LASSETER
VISITORS 438,000 ↑ 13%
EXPENDITURE \$467M

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

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending SEPT 2019. Period-to-period percentage changes may differ slightly due to rounding.
* Other includes employment, education and other visitors for stopover reasons. ** China includes Mainland China, Hong Kong and Taiwan. *** Spend for Darwin region only - excludes outer Darwin.
**** Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin.