

# International Snapshot Year Ending December 2019

# \$437 MILLION

**VISITOR EXPENDITURE YE DECEMBER 2019  
FROM 299,000 INTERNATIONAL VISITORS**

### TOTAL VISITORS



**299,000**  
YE DEC 2019

**298,000**  
YE DEC 2018

### AVERAGE NIGHTS



**10.6**  
YE DEC 2019

**12.0**  
YE DEC 2018

### AVERAGE SPEND PER PERSON



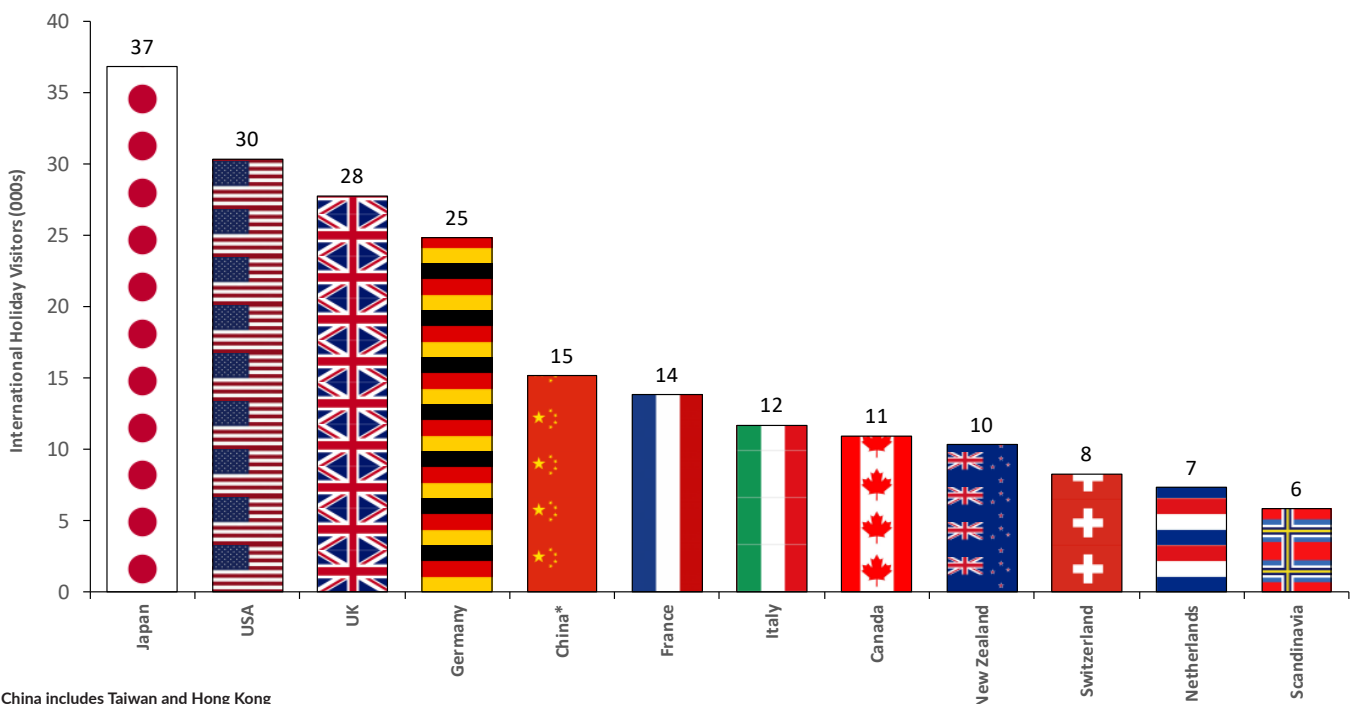
**\$1,462**  
YE DEC 2019

**\$1,585**  
YE DEC 2018

- International visits to the Northern Territory (NT) have increased since early 2018 following a period of stagnant to declining performance since around 2009. In this latest period international growth has stabilised and slowed for the NT.
- International growth to Australia has been driven mostly by growth in visitation from the USA and India. Growth in the China\* market slowed and stabilised in the latest period. This slowing in Chinese visitation has also affected the NT which had a decline in Chinese visitors of -32%.
- Over this period growth in international visitors to the NT mostly come from the Japanese market, with visitation to the Lasseter region down due to the closure of the climb at Uluru.

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	298	299	0.2%	259	250	-3.8%
Visitor nights ('000)	3,589	3,163	-12%	1,942	1,746	-10%
Expenditure (\$ million)	472	437	-7.6%	359	339	-5.5%
Average length of stay (nights)	12.0	10.6	-1.4	7.5	7.0	-0.5
Average spend per trip (\$)	1,585	1,462	-7.7%	1,384	1,359	-1.8%
Visitor market share (%)	3.5	3.4	-0.1pp	5.6	5.3	-0.3pp

## INTERNATIONAL HOLIDAY SOURCE MARKETS



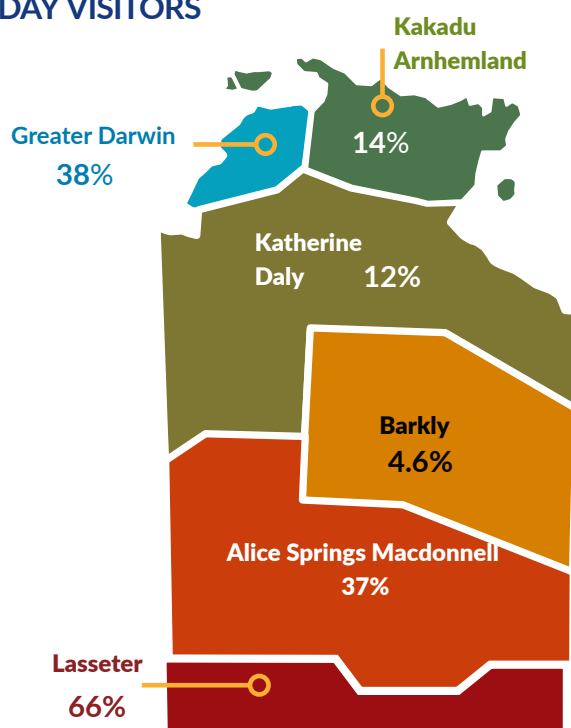
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## REGIONAL SUMMARY

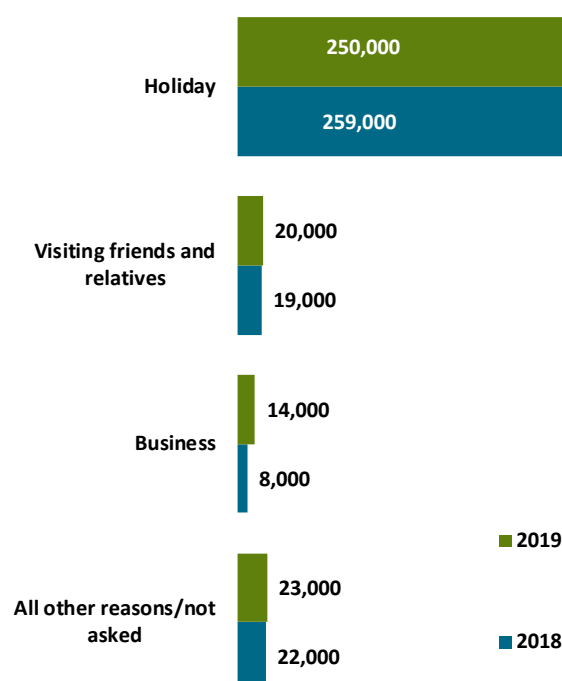
INTERNATIONAL VISITOR TOP END SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	129	142	9.5%	97	99	1.5%
Visitor nights ('000)	2,270	2,037	-10%	1,035	970	-6.3%
Expenditure (\$ million)	194	179	-8.0%	113	112	-0.6%
Average length of stay (nights)	17.5	14.4	-3.2	10.7	9.8	-0.8
Average spend per trip (\$)	1,502	1,262	-16%	1,161	1,136	-2.1%
Visitor market share (%)	1.5	1.6	0.1pp	2.1	2.1	0.0pp
Visitor market share of the NT (%)	43.4	47.5	4.1pp	37.4	39.5	2.1pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	212	198	-6.4%	205	190	-7.4%
Visitor nights ('000)	1,291	1,111	-14%	903	776	-14%
Expenditure (\$ million)	276	258	-6.5%	244	227	-6.9%
Average length of stay (nights)	6.1	5.6	-0.5	4.4	4.1	-0.3
Average spend per trip (\$)	1,303	1,302	-0.1%	1,190	1,196	0.5%
Visitor market share (%)	2.5	2.3	-0.2pp	4.4	4.0	-0.4pp
Visitor market share of the NT (%)	71.0	66.3	-4.7pp	79.1	76.1	-3.0pp

## PLACES VISITED BY INTERNATIONAL HOLIDAY VISITORS



## PURPOSE OF VISIT



# International Snapshot Year Ending December 2019

## ALL PURPOSE INTERNATIONAL SOURCE MARKETS

INTERNATIONAL ALL PURPOSE VISITOR ('000) SOURCE MARKETS YEAR ENDING DECEMBER 2019	NORTHERN TERRITORY					AUSTRALIA			
	Rank	2018	2019	Change	ASPT	Rank	2018	2019	Change
Japan	1	35	39	12%	\$1,129	5	434	458	5.6%
United States of America	2	40	37	-8.9%	\$2,121	3	744	767	3.1%
United Kingdom	3	34	32	-3.7%	\$1,296	4	688	672	-2.5%
Germany	4	29	26	-9.1%	\$1,353	6	198	198	-0.2%
China*	5	27	18	-32%	\$1,505	1	1,788	1,791	0.2%
France	6	16	15	-5.7%	\$1,436	8	135	136	0.8%
New Zealand	7	11	14	25%	\$1,331	2	1,259	1,299	3.2%
Italy	8	13	12	-5.7%	\$963	10	75	73	-3.5%
Canada	9	9	12	31%	\$1,250	7	172	178	3.8%
Switzerland	10	11	8	-22%	\$2,078	12	54	50	-6.6%
Netherlands	11	9	8	-16%	\$1,689	11	56	61	9.2%
Scandinavia	12	11	7	-39%	\$1,768	9	108	103	-4.6%
Other Europe**		18	24	35%	\$1,304		253	263	4.0%
Other Asia***		26	38	47%	\$1,446		2,017	2,117	4.9%
Other Countries****		11	9	-17%	\$1,746		542	542	0.0%
<b>Total</b>		<b>298</b>	<b>299</b>	<b>0.2%</b>	<b>\$1,462</b>		<b>8,524</b>	<b>8,709</b>	<b>2.2%</b>

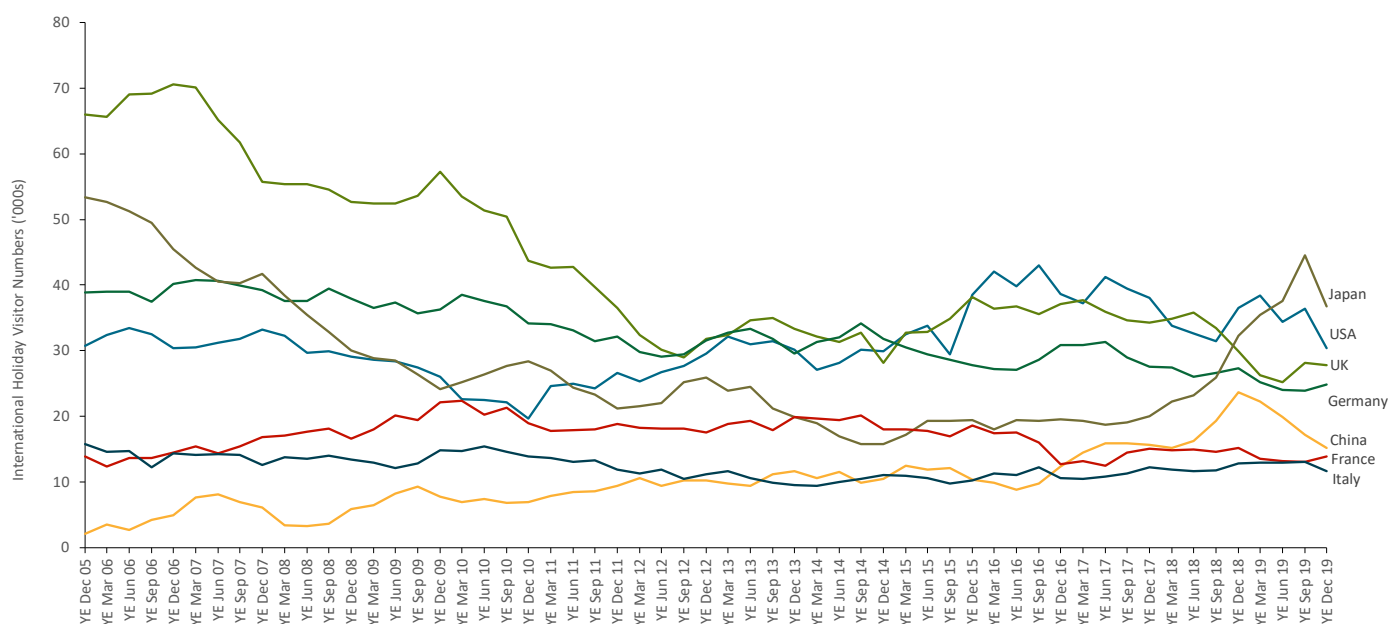
\* China includes Taiwan and Hong Kong

\*\* Other Europe includes European countries not included above

\*\*\* Other Asia includes Asian countries not included above

\*\*\*\* Other countries includes all other countries not included above

## INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



**Disclaimer:** The Department of Tourism, Sport and Culture has taken due care and skill in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. This factsheet contains a summary of information relevant to the Northern Territory (NT) tourism industry including from Tourism Research Australia's International Visitor Survey. The Department disclaims all liability associated with the use of this information. For more information, please contact the Research team on: [research.tourismnt@nt.gov.au](mailto:research.tourismnt@nt.gov.au)