

DOMESTIC & INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2020

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

COMBINED TOTAL VISITOR EXPENDITURE

\$2.6 BILLION

FROM A TOTAL **1.96 MILLION DOMESTIC & INTERNATIONAL VISITORS**

TOTAL VISITORS



1.96M

YE MARCH 2020
↑ 0.7%

305,000

MARCH QTR 2020
↓ 11%

AVERAGE NIGHTS



6.1

YE MARCH 2020
↓ 0.6 Nights

6.1

MARCH QTR 2020
↓ 0.4 Nights

AVERAGE SPEND PER PERSON



\$1,310

YE MARCH 2020
↑ 5.2%

NA

MARCH QTR 2020

VISITORS BY PURPOSE OF VISIT



HOLIDAY

975,000

↑ 7.6%



VISITING FRIENDS & RELATIVES

216,000

↓ 3.0%



BUSINESS

707,000

↓ 7.9%



OTHER*

137,000

↑ 22%

TOP 3 NATIONAL MARKETS



VICTORIA

VISITORS 286,000 ↑ 49%
EXPENDITURE \$445M



NEW SOUTH WALES

VISITORS 262,000 ↑ 8.3%
EXPENDITURE \$437M



QUEENSLAND

VISITORS 249,000 ↑ 5.0%
EXPENDITURE \$354M

TOP 5 INTERNATIONAL MARKETS



UNITED STATES OF AMERICA

VISITORS 34,000 ↓ 20%
EXPENDITURE \$75M



JAPAN

VISITORS 32,000 ↓ 17%
EXPENDITURE \$36M



UNITED KINGDOM

VISITORS 29,000 ↓ 2.4%
EXPENDITURE \$44M



GERMANY

VISITORS 26,000 ↓ 3.2%
EXPENDITURE \$37M



CHINA**

VISITORS 18,000 ↓ 28%
EXPENDITURE \$33M

TOTAL VISITORS BY REGION



TOP END

YE MARCH 2020

VISITORS 1,332,000 ↓ 2.8%
EXPENDITURE \$1.475B

GREATER DARWIN

VISITORS 966,000 ↓ 3.4%
***EXPENDITURE \$1.10B

KAKADU ARNHEM

VISITORS 241,000 ↑ 3.3%
****EXPENDITURE \$202M

KATHERINE DALY

VISITORS 356,000 ↓ 0.7%
EXPENDITURE \$174M

CENTRAL

YE MARCH 2020

VISITORS 762,000 ↑ 2.2%
EXPENDITURE \$1.07B

BARKLY

VISITORS 109,000 ↓ 24%
EXPENDITURE \$89M

ALICE SPRINGS MACDONNELL

VISITORS 500,000 ↑ 19%
EXPENDITURE \$460M

LASSETER

VISITORS 415,000 ↑ 1.6%
EXPENDITURE \$521M

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

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, YE March 2020. 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.