

INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2020

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

TOTAL VISITOR EXPENDITURE

\$435 MILLION

FROM A TOTAL **282,000** INTERNATIONAL VISITORS

VISITOR BY PURPOSE OF VISIT



HOLIDAY
236,000 ↑ 8.2%



VISITING FRIENDS
& RELATIVES
21,000 ↑ 16%



BUSINESS
12,000 ↑ 33%



OTHER*
22,000 ↓ 1.6%

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 138,000 ↑ 6.2%
EXPENDITURE \$193M

YE MARCH 2019
VISITORS 130,000
EXPENDITURE \$182M

MARCH QTR 2020
VISITORS 20,000 ↓ 15%

CENTRAL

YE MARCH 2020
VISITORS 185,000 ↓ 11%
EXPENDITURE \$242M

YE MARCH 2019
VISITORS 208,000
EXPENDITURE \$288M

MARCH QTR 2020
VISITORS 33,000 ↓ 29%

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

TOTAL VISITORS



282,000
YE MARCH 2020
↓ 4.9%

49,000
MARCH QTR 2020
↓ 25%

AVERAGE NIGHTS



10.9
YE MARCH 2020
↓ 0.3 Nights

12.7
MARCH QTR 2020
↑ 1.9 Nights

AVERAGE SPEND PER PERSON



\$1,540
YE MARCH 2020
↓ 3.3%

NA
MARCH QTR 2020
