

# INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) JUNE 2019

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## TOTAL VISITOR EXPENDITURE

# \$ 454 MILLION

FROM A TOTAL **294,000** INTERNATIONAL VISITORS

## VISITOR BY PURPOSE OF VISIT



HOLIDAY

**251,000** ↑ 3.0%



VISITING FRIENDS & RELATIVES

**16,000** ↓ 29%



BUSINESS

**10,000** ↑ 1.2%



OTHER\*\*

**25,000** ↑ 27%

## TOP 5 INTERNATIONAL MARKETS



**JAPAN**

VISITORS 40,000 ↑ 56%  
EXPENDITURE \$48M



**UNITED STATES OF AMERICA**

VISITORS 39,000 ↑ 3.1%  
EXPENDITURE \$76M



**UNITED KINGDOM**

VISITORS 30,000 ↓ 28%  
EXPENDITURE \$33M



**GERMANY**

VISITORS 26,000 ↓ 5.6%  
EXPENDITURE \$38M



**CHINA\***

VISITORS 23,000 ↑ 35%  
EXPENDITURE \$44M

## TOTAL VISITORS BY REGION



### TOP END

YE JUNE 2019

VISITORS 134,000 ↑ 5.6%  
\*\*\*EXPENDITURE \$172M

YE JUNE 2018

VISITORS 127,000  
\*\*\*EXPENDITURE \$171M

### CENTRAL

YE JUNE 2019

VISITORS 203,000 → -0.2%  
\*\*\*EXPENDITURE \$281M

YE JUNE 2018

VISITORS 203,000  
\*\*\*EXPENDITURE \$244M

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

## TOTAL VISITORS



**294,000**

YE JUNE 2019

↑ 3.9%

**283,000**

YE JUNE 2018

## AVERAGE NIGHTS



**11.0**

YE JUNE 2019

↓ 1.8 NIGHTS

**12.8**

YE JUNE 2018

## AVERAGE SPEND PER PERSON



**\$1,545**

YE JUNE 2019

↑ 5.1%

**\$1,469**

YE JUNE 2018