

INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING DECEMBER 2018 (YE)

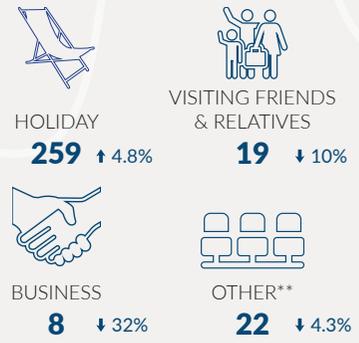
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TOTAL VISITOR EXPENDITURE YE DECEMBER 2018

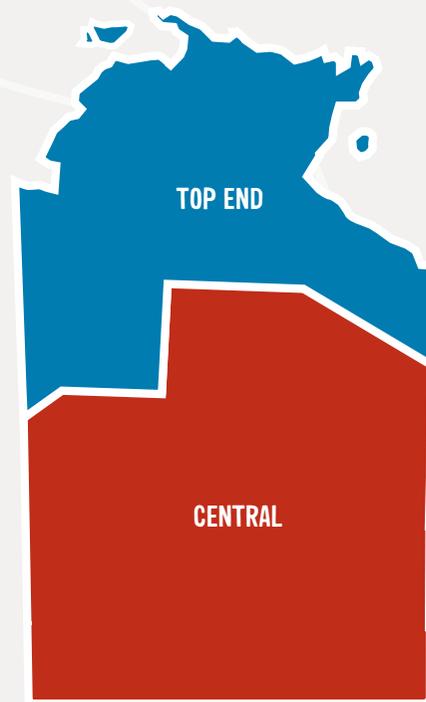
\$472 MILLION

FROM A TOTAL **298,000** INTERNATIONAL VISITORS

VISITOR BY PURPOSE OF VISIT ('000)



TOTAL VISITORS BY REGION



TOP END
YE DEC 2018
 VISITORS 129,000
 EXPENDITURE \$194M
YE DEC 2017
 VISITORS 137,000
 EXPENDITURE \$209M

CENTRAL
YE DEC 2018
 VISITORS 212,000
 EXPENDITURE \$276M
YE DEC 2017
 VISITORS 206,000
 EXPENDITURE \$255M

TOTAL VISITORS ('000)



298
YE DEC 2018

293
YE DEC 2017

AVERAGE NIGHTS



12.0
YE DEC 2018

12.7
YE DEC 2017

AVERAGE SPEND PER PERSON



\$1,585
YE DEC 2018

\$1,584
YE DEC 2017

TOP 5 INTERNATIONAL MARKETS



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

Source: International Visitor Survey, Tourism Research Australia, Year Ending December 2018.

* Greater China includes Mainland China, Hong Kong and Taiwan ** Other includes employment, education and other visitors for stopover reasons