

DOMESTIC & INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) JUNE 2020

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TOTAL VISITOR EXPENDITURE

\$ 1.9 BILLION

FROM 1.58 MILLION VISITORS

TOTAL VISITORS



1.58M

YE JUNE 2020
↓ 19%

127,000

JUNE Qtr 2020

AVERAGE NIGHTS



6.3

YE JUNE 2020
→ 0.0 NIGHTS

5.5

JUNE Qtr 2020

AVERAGE SPEND PER PERSON



\$1,204

YE JUNE 2020
↓ 7.9%

NA

JUNE Qtr 2020

VISITORS BY PURPOSE OF VISIT



HOLIDAY

795,000

↓ 10%



VISITING FRIENDS AND RELATIVES

173,000

↓ 23%



BUSINESS

543,000

↓ 31%



OTHER*

116,000

↑ 13%

TOP 3 NATIONAL MARKETS



VICTORIA

VISITORS 207,000 ↑ 6.9%
EXPENDITURE \$286M



QUEENSLAND

VISITORS 198,000 ↓ 17%
EXPENDITURE \$270M



NEW SOUTH WALES

VISITORS 167,000 ↓ 42%
EXPENDITURE \$305M

TOP 5 INTERNATIONAL MARKETS



UNITED STATES OF AMERICA

VISITORS 28,000 ↓ 27%
EXPENDITURE \$49M



UNITED KINGDOM

VISITORS 24,000 ↓ 17%
EXPENDITURE \$36M



GERMANY

VISITORS 23,000 ↓ 8.4%
EXPENDITURE \$31M



JAPAN

VISITORS 23,000 ↓ 44%
EXPENDITURE \$25M



CHINA**

VISITORS 16,000 ↓ 29%
EXPENDITURE \$30M

TOTAL VISITORS BY REGION



TOP END

YE JUNE 2020

VISITORS 1,081,000 ↓ 22%
EXPENDITURE \$1.10B

GREATER DARWIN

VISITORS 756,000 ↓ 27%
***EXPENDITURE \$609M

KAKADU ARNHEM

VISITORS 177,000 ↓ 37%
***EXPENDITURE \$97M

KATHERINE DALY

VISITORS 339,000 ↑ 14%
EXPENDITURE \$153M

CENTRAL

YE JUNE 2020

VISITORS 608,000 ↓ 14%
EXPENDITURE \$781M

BARKLY

VISITORS 99,000 ↓ 5.9%
EXPENDITURE \$53M

ALICE SPRINGS MACDONNELL

VISITORS 395,000 ↓ 5.9%
EXPENDITURE \$242M

LASSETER

VISITORS 315,000 ↓ 22%
EXPENDITURE \$374M

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

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending June 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.