



# DOMESTIC & INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2019

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

## COMBINED TOTAL VISITOR EXPENDITURE

# \$2.4 BILLION

FROM A TOTAL **1.95 MILLION** DOMESTIC & INTERNATIONAL VISITORS

### TOTAL VISITORS



**1.95M**  
YE MARCH 2019  
↑ 9%

**1.79M**  
YE MARCH 2018

### AVERAGE NIGHTS



**6.7**  
YE MARCH 2019  
↓ 0.8 Nights

**7.5**  
YE MARCH 2018

### AVERAGE SPEND PER PERSON



**\$1,245**  
YE MARCH 2019  
↑ 3.7%

**\$1,201**  
YE MARCH 2018

## VISITORS BY PURPOSE OF VISIT



HOLIDAY  
**906,000**  
↑ 10%



VISITING FRIENDS & RELATIVES  
**222,000**  
↓ 24%



BUSINESS  
**768,000**  
↑ 25%



OTHER\*  
**112,000**  
↓ 25%

## TOP 3 NATIONAL MARKETS



**NEW SOUTH WALES**  
VISITORS 242,000 ↑ 16%  
EXPENDITURE \$378M



**QUEENSLAND**  
VISITORS 237,000 ↑ 1%  
EXPENDITURE \$271M



**VICTORIA**  
VISITORS 192,000 ↓ 7%  
EXPENDITURE \$302M

## TOP 5 INTERNATIONAL MARKETS



**UNITED STATES OF AMERICA**  
VISITORS 43,000 ↑ 6.5%  
EXPENDITURE \$84M



**JAPAN**  
VISITORS 38,000 ↑ 55%  
EXPENDITURE \$48M



**UNITED KINGDOM**  
VISITORS 30,000 ↓ 26%  
EXPENDITURE \$34M

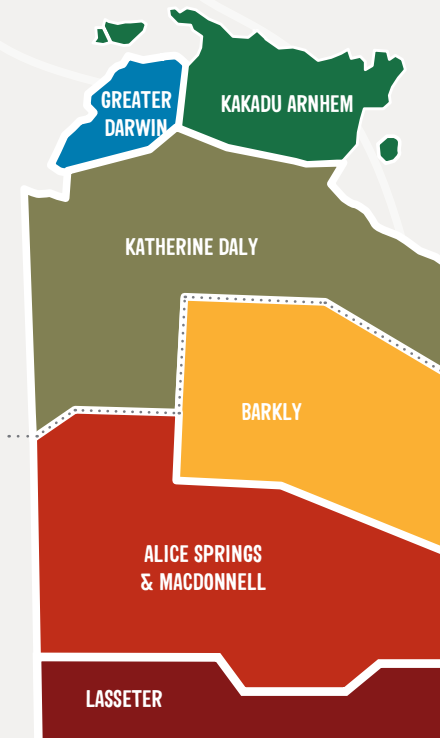


**GERMANY**  
VISITORS 27,000 ↓ 4.6%  
EXPENDITURE \$41M



**CHINA\*\***  
VISITORS 25,000 ↑ 48%  
EXPENDITURE \$45M

## TOTAL VISITORS BY REGION



## TOP END

**YE MARCH 2019**  
VISITORS 1,370,000 ↑ 15%  
EXPENDITURE \$1.467B

**GREATER DARWIN**  
VISITORS 1,000,000 ↑ 8%  
\*\*\*EXPENDITURE \$1.074M

**KAKADU ARNHEM**  
VISITORS 234,000 ↑ 21%  
\*\*\*\*EXPENDITURE \$196M

**KATHERINE DALY**  
VISITORS 359,000 ↑ 14%  
EXPENDITURE \$197M

## CENTRAL

**YE MARCH 2019**  
VISITORS 746,000 ↑ 3.4%  
EXPENDITURE \$941M

**BARKLY**  
VISITORS 143,000 ↑ 20%  
EXPENDITURE \$93M

**ALICE SPRINGS & MACDONNELL**  
VISITORS 419,000 ↓ 9%  
EXPENDITURE \$320M

**LASSETER**  
VISITORS 409,000 ↑ 12%  
EXPENDITURE \$527M

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 March 2019. 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.