

DOMESTIC & INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) DEC 2019

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

COMBINED TOTAL VISITOR EXPENDITURE

\$ 2.6 BILLION

FROM A TOTAL **2.00 MILLION** DOMESTIC & INTERNATIONAL VISITORS

TOTAL VISITORS



2.00M

YE DEC 2019
↑ 8.8%

1.84M

YE DEC 2018

AVERAGE NIGHTS



6.2

YE DEC 2019
↓ 0.7 NIGHTS

6.9

YE DEC 2018

AVERAGE SPEND PER PERSON



\$1,294

YE DEC 2019
↑ 1.1%

\$1,280

YE DEC 2018

VISITORS BY PURPOSE OF VISIT



HOLIDAY

1,001,000

↑ 11%



VISITING FRIENDS & RELATIVES

233,000

↑ 8.5%



BUSINESS

699,000

↑ 2.1%



OTHER*

141,000

↑ 46%

TOP 3 NATIONAL MARKETS



VICTORIA

VISITORS 296,000 ↑ 67%
EXPENDITURE \$463M



NEW SOUTH WALES

VISITORS 291,000 ↑ 47%
EXPENDITURE \$421M



QUEENSLAND

VISITORS 246,000 ↑ 18%
EXPENDITURE \$344M

TOP 5 INTERNATIONAL MARKETS



JAPAN

VISITORS 39,000 ↑ 12%
EXPENDITURE \$44M



UNITED STATES OF AMERICA

VISITORS 37,000 ↓ 8.9%
EXPENDITURE \$78M



UNITED KINGDOM

VISITORS 32,000 ↓ 3.7%
EXPENDITURE \$42M



GERMANY

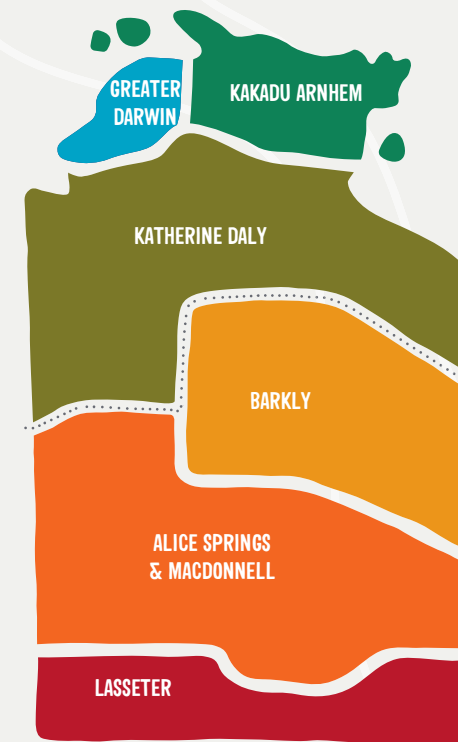
VISITORS 26,000 ↓ 9.1%
EXPENDITURE \$35M



CHINA**

VISITORS 18,000 ↓ 32%
EXPENDITURE \$28M

TOTAL VISITORS BY REGION



TOP END

YE DEC 2019

VISITORS 1,336,000 ↑ 4.4%
EXPENDITURE \$1.45B

GREATER DARWIN

VISITORS 1,018,000 ↑ 11%
***EXPENDITURE \$1.09B

KAKADU ARNHEM

VISITORS 237,000 ↑ 8.7%
****EXPENDITURE \$208M

KATHERINE DALY

VISITORS 313,000 ↓ 13%
EXPENDITURE \$155M

CENTRAL

YE DEC 2019

VISITORS 796,000 ↑ 9.9%
EXPENDITURE \$1.12B

BARKLY

VISITORS 112,000 ↓ 20%
EXPENDITURE \$97M

ALICE SPRINGS MACDONNELL

VISITORS 508,000 ↑ 20%
EXPENDITURE \$482M

LASSETER

VISITORS 450,000 ↑ 17%
EXPENDITURE \$539M

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 December 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.