

INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) DEC 2019

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TOTAL VISITOR EXPENDITURE

\$ 437 MILLION

FROM A TOTAL **299,000 INTERNATIONAL VISITORS**

VISITOR BY PURPOSE OF VISIT



HOLIDAY

250,000 ↓ 3.8%



VISITING FRIENDS & RELATIVES

20,000 ↑ 6.4%



BUSINESS

14,000 ↑ 77%



OTHER**

23,000 ↑ 5.0%

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 142,000 ↑ 9.5%
***EXPENDITURE \$179M

YE DEC 2018

VISITORS 129,000
***EXPENDITURE \$194M

CENTRAL

YE DEC 2019

VISITORS 198,000 ↓ 6.4%
***EXPENDITURE \$258M

YE DEC 2018

VISITORS 212,000
***EXPENDITURE \$276M

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

TOTAL VISITORS



299,000

YE DEC 2019
↑ 0.2%

298,000

YE DEC 2018

AVERAGE NIGHTS



10.6

YE DEC 2019
↓ 1.4 NIGHTS

12.0

YE DEC 2018

AVERAGE SPEND PER PERSON



\$1,462

YE DEC 2019
↓ 7.7%

\$1,585

YE DEC 2018