

# DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING (YE) SEPT 2019

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## TOTAL VISITOR EXPENDITURE

# \$ 2.13 BILLION

FROM A TOTAL **1.64 MILLION DOMESTIC VISITORS**

TOTAL VISITORS  
(\*000)



**1.64M**

YE SEPT 2019  
↑ 6.6%

**1.54M**

YE SEPT 2018

AVERAGE NIGHTS



**5.5**

YE SEPT 2019  
↓ 0.7 NIGHTS

**6.2**

YE SEPT 2018

AVERAGE SPEND  
PER PERSON



**\$1,296**

YE SEPT 2019  
↑ 12%

**\$1,161**

YE SEPT 2018

## VISITORS BY PURPOSE OF VISIT



HOLIDAY

**711,000** ↑ 8.9%



VISITING FRIENDS  
& RELATIVES

**205,000** ↓ 8.1%



BUSINESS

**679,000** ↑ 9.5%



OTHER\*\*\*

**107,000** ↑ 16%

TOP 3 NATIONAL MARKETS  
(All purpose visit)



**NEW SOUTH WALES**

VISITORS 281,000 ↑ 35%  
EXPENDITURE \$359M



**VICTORIA**

VISITORS 254,000 ↑ 19%  
EXPENDITURE \$409M



**QUEENSLAND**

VISITORS 237,000 ↑ 26%  
EXPENDITURE \$302M

## TOTAL VISITORS BY REGION



### TOP END

**GREATER DARWIN**

VISITORS 902,000 ↑ 18%  
\*EXPENDITURE \$929M

**KAKADU ARNHEM**

VISITORS 226,000 ↑ 33%  
\*\*EXPENDITURE \$197M

**KATHERINE DALY**

VISITORS 262,000 ↓ 17%  
EXPENDITURE \$195M

### CENTRAL

**BARKLY**

VISITORS 106,000 ↓ 4.0%  
EXPENDITURE \$137M

**ALICE SPRINGS & MACDONNELL**

VISITORS 380,000 ↑ 22%  
EXPENDITURE \$399M

**LASSETTER**

VISITORS 253,000 ↑ 16%  
EXPENDITURE \$256M

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