



# DOMESTIC & INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING DECEMBER 2018 (YE)

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

## COMBINED TOTAL VISITOR EXPENDITURE

# \$2.4 BILLION

FROM A TOTAL **1.88 MILLION** DOMESTIC & INTERNATIONAL VISITORS

### TOTAL VISITORS



**1.88M**  
YE DEC 2018

**1.86M**  
YE DEC 2017

### AVERAGE NIGHTS



**6.8**  
YE DEC 2018

**7.4**  
YE DEC 2017

### AVERAGE SPEND PER PERSON



**\$1,277**  
YE DEC 2018

**\$1,212**  
YE DEC 2017

## VISITORS BY PURPOSE OF VISIT



HOLIDAY  
**912,000**  
↑ 6.2%



VISITING FRIENDS & RELATIVES  
**218,000**  
↓ 21%



BUSINESS  
**708,000**  
↑ 9.3%



OTHER\*  
**100,000**  
↓ 38%

## TOP 3 NATIONAL MARKETS



**QUEENSLAND**  
VISITORS 215,000 ↓13%  
EXPENDITURE \$176M



**NEW SOUTH WALES**  
VISITORS 196,000 ↓6.4%  
EXPENDITURE \$284M



**VICTORIA**  
VISITORS 171,000 ↓18%  
EXPENDITURE \$217M

## TOP 5 INTERNATIONAL MARKETS



**UNITED STATES OF AMERICA**  
VISITORS 40,000 ↓ 13%  
EXPENDITURE \$73M



**JAPAN**  
VISITORS 35,000 ↑ 56%  
EXPENDITURE \$43M



**UNITED KINGDOM**  
VISITORS 34,000 ↓ 15%  
EXPENDITURE \$38M

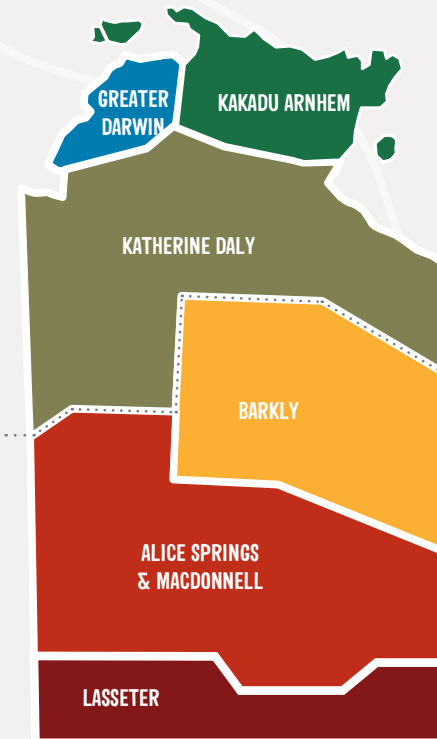


**GERMANY**  
VISITORS 29,000 → 0%  
EXPENDITURE \$44M



**CHINA\*\***  
VISITORS 27,000 ↑ 55%  
EXPENDITURE \$52M

## TOTAL VISITORS BY REGION



## TOP END

**YE DEC 2018**  
VISITORS 1,312,000 ↑6.3%  
EXPENDITURE \$1.137B

### GREATER DARWIN\*\*\*

VISITORS 936,000 ↑0.9%  
EXPENDITURE \$797M

### KAKADU ARNHEM\*\*\*\*

VISITORS 224,000 ↑30%  
EXPENDITURE \$156M

### KATHERINE DALY

VISITORS 369,000 ↑6.9%  
EXPENDITURE \$185M

## CENTRAL

**YE DEC 2018**  
VISITORS 732,000 ↓2.3%  
EXPENDITURE \$779M

### BARKLY

VISITORS 143,000 ↑8.3%  
EXPENDITURE \$80M

### ALICE SPRINGS & MACDONNELL

VISITORS 430,000 ↓12%  
EXPENDITURE \$246M

### LASSETER

VISITORS 389,000 ↑7.6%  
EXPENDITURE \$453M

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 2018.

\*\* China includes Mainland China, Hong Kong and Taiwan.

\*\*\* Spend for Darwin region only - excludes outer Darwin.

\* Other includes employment, education and other visitors for stopover reasons.

\*\*\*\* Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin.