

# DOMESTIC & INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) JUNE 2019

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

## COMBINED TOTAL VISITOR EXPENDITURE

# \$ 2.5 BILLION

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

### TOTAL VISITORS



**1.95M**

YE JUNE 2019

↑ 11%

**1.75M**

YE JUNE 2018

### AVERAGE NIGHTS



**6.3**

YE JUNE 2019

↓ 1.3 NIGHTS

**7.6**

YE JUNE 2018

### AVERAGE SPEND PER PERSON



**\$1,307**

YE JUNE 2019

↑ 6.2%

**\$1,231**

YE JUNE 2018

## VISITORS BY PURPOSE OF VISIT



HOLIDAY

**885,000**

↑ 1.7%



VISITING FRIENDS & RELATIVES

**225,000**

↓ 7.8%



BUSINESS

**783,000**

↑ 33%



OTHER\*

**103,000**

↓ 21%

## TOP 3 NATIONAL MARKETS



### NEW SOUTH WALES

VISITORS 289,000 ↑ 55%  
EXPENDITURE \$390M



### QUEENSLAND

VISITORS 239,000 ↑ 17%  
EXPENDITURE \$291M



### VICTORIA

VISITORS 194,000 ↓ 7.9%  
EXPENDITURE \$340M

## TOP 5 INTERNATIONAL MARKETS



### JAPAN

VISITORS 40,000 ↑ 56%  
EXPENDITURE \$48M



### UNITED STATES OF AMERICA

VISITORS 39,000 ↑ 3.1%  
EXPENDITURE \$76M



### UNITED KINGDOM

VISITORS 30,000 ↓ 28%  
EXPENDITURE \$33M



### GERMANY

VISITORS 26,000 ↓ 5.6%  
EXPENDITURE \$38M



### CHINA\*\*

VISITORS 23,000 ↑ 35%  
EXPENDITURE \$44M

## TOTAL VISITORS BY REGION



## TOP END

YE JUNE 2019

VISITORS 1,381,000 ↑ 18%  
EXPENDITURE \$1.52B

### GREATER DARWIN

VISITORS 1,033,000 ↑ 17%  
\*\*\*EXPENDITURE \$1.11B

### KAKADU ARNHEM

VISITORS 279,000 ↑ 50%  
\*\*\*EXPENDITURE \$258M

### KATHERINE DALY

VISITORS 296,000 ↓ 7.9%  
EXPENDITURE \$152M

## CENTRAL

YE JUNE 2019

VISITORS 707,000 ↓ 2.8%  
EXPENDITURE \$1.02B

### BARKLY

VISITORS 106,000 ↓ 16%  
EXPENDITURE \$110M

### ALICE SPRINGS & MACDONNELL

VISITORS 419,000 ↓ 7.3%  
EXPENDITURE \$394M

### LASSETER

VISITORS 402,000 ↑ 6.5%  
EXPENDITURE \$511M

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 June 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.