

DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING DECEMBER 2018 (YE)

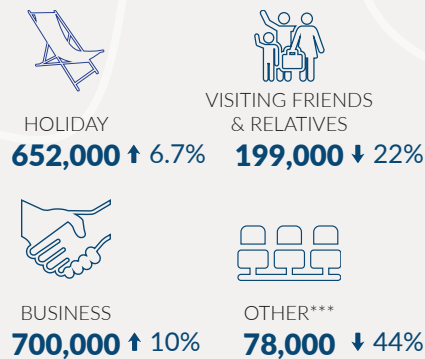
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TOTAL VISITOR EXPENDITURE

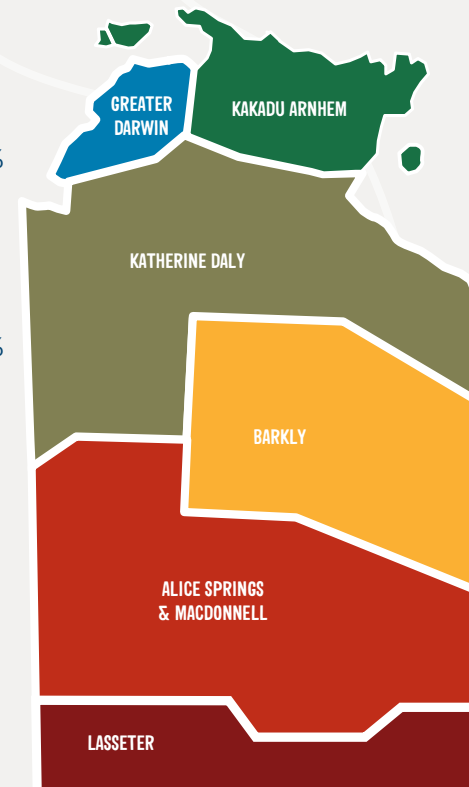
\$1.92 BILLION

FROM A TOTAL **1.58 MILLION DOMESTIC VISITORS**

VISITORS BY PURPOSE OF VISIT



TOTAL VISITORS BY REGION



TOP END

GREATER DARWIN*
VISITORS 812,000 →0%
EXPENDITURE \$643M

KAKADU ARNHEM**
VISITORS 191,000 ↑35%
EXPENDITURE \$126M

KATHERINE DALY
VISITORS 342,000 ↑11%
EXPENDITURE \$174M

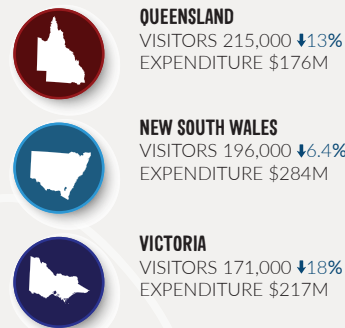
CENTRAL

BARKLY
VISITORS 130,000 ↑13%
EXPENDITURE \$76M

ALICE SPRINGS & MACDONNELL
VISITORS 315,000 ↓12%
EXPENDITURE \$172M

LASSETER
VISITORS 209,000 ↑6.6%
EXPENDITURE \$255M

TOP 3 NATIONAL MARKETS (All purpose visit)



TOTAL VISITORS ('000)

AVERAGE NIGHTS

AVERAGE SPEND PER PERSON



1.58M
YE DEC 2018



5.9
YE DEC 2018



\$1,218
YE DEC 2018

1.57M
YE DEC 2017

6.4
YE DEC 2017

\$1,143
YE DEC 2017

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