

DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING (YE) JUNE 2019

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TOTAL VISITOR EXPENDITURE

\$ 2.09 BILLION

FROM A TOTAL 1.65 MILLION DOMESTIC VISITORS

TOTAL VISITORS ('000)



1.65M

YE JUNE 2019
↑ 13%

1.47M

YE JUNE 2018

AVERAGE NIGHTS



5.5

YE JUNE 2019
↓ 1.1 NIGHTS

6.6

YE JUNE 2018

AVERAGE SPEND PER PERSON



\$1,265

YE JUNE 2019
↑ 6.7%

\$1,185

YE JUNE 2018

VISITORS BY PURPOSE OF VISIT



HOLIDAY

634,000 ↑ 1.3%



VISITING FRIENDS & RELATIVES

209,000 ↓ 5.7%



BUSINESS

773,000 ↑ 33%



OTHER***

78,000 ↓ 30%

TOP 3 NATIONAL MARKETS (All purpose visit)



NEW SOUTH WALES

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



QUEENSLAND

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



VICTORIA

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

TOTAL VISITORS BY REGION



TOP END

GREATER DARWIN

VISITORS 905,000 ↑ 19%
*EXPENDITURE \$980M

KAKADU ARNHEM

VISITORS 245,000 ↑ 59%
**EXPENDITURE \$223M

KATHERINE DALY

VISITORS 266,000 ↓ 7.7%
EXPENDITURE \$143M

CENTRAL

BARKLY

VISITORS 92,000 ↓ 18%
EXPENDITURE \$107M

ALICE SPRINGS & MACDONNELL

VISITORS 318,000 ↓ 3.5%
EXPENDITURE \$331M

LASSETTER

VISITORS 226,000 ↑ 7.9%
EXPENDITURE \$297M

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