



DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2019

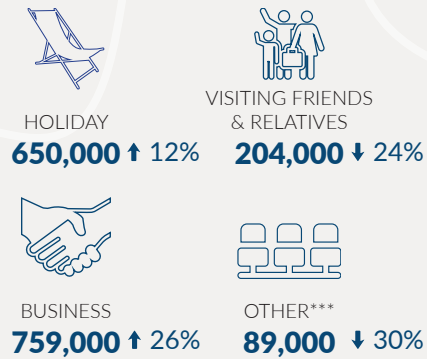
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TOTAL VISITOR EXPENDITURE

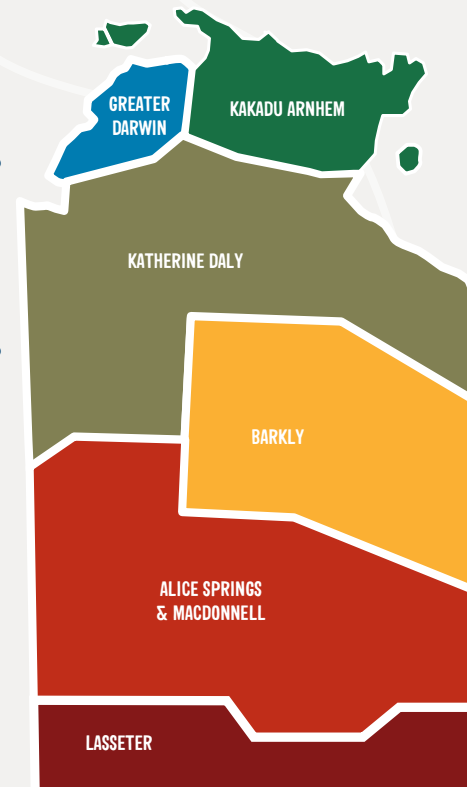
\$1.95 BILLION

FROM A TOTAL **1.65 MILLION DOMESTIC VISITORS**

VISITORS BY PURPOSE OF VISIT



TOTAL VISITORS BY REGION



TOP END

GREATER DARWIN
VISITORS 876,000 ↑ 9%
*EXPENDITURE \$932M

KAKADU ARNHEM
VISITORS 200,000 ↑ 25%
**EXPENDITURE \$166M

KATHERINE DALY
VISITORS 331,000 ↑ 19%
EXPENDITURE \$187M

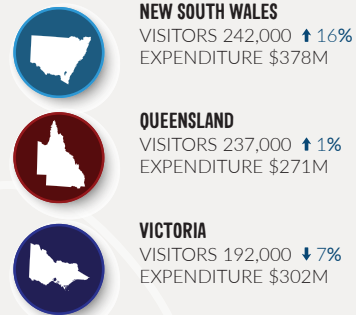
CENTRAL

BARKLY
VISITORS 129,000 ↑ 25%
EXPENDITURE \$90M

ALICE SPRINGS & MACDONNELL
VISITORS 312,000 ↑ 8%
EXPENDITURE \$255M

LASSETER
VISITORS 230,000 ↑ 16%
EXPENDITURE \$308M

TOP 3 NATIONAL MARKETS (All purpose visit)



TOTAL VISITORS ('000)

AVERAGE NIGHTS

AVERAGE SPEND PER PERSON



1.65M
YE MARCH 2019
↑ 9.9%

1.50M
YE MARCH 2018



5.9
YE MARCH 2019
↓ 0.5 Nights

6.4
YE MARCH 2018



\$1,182
YE MARCH 2019
↑ 1.8%

\$1,161
YE MARCH 2018

Source: National Visitor Survey, Tourism Research Australia, Year Ending March 2019. Period-to-period percentage changes may differ slightly due to rounding. * Spend for Darwin region only - excludes outer Darwin. ** Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin. *** Other includes - Other reasons, in transit and not stated/not asked.