

INTERNATIONAL SNAPSHOT

YEAR ENDING MARCH 2019

DEPARTMENT OF
TOURISM, SPORT AND CULTURE

\$473MILLION

VISITOR EXPENDITURE YE MARCH 2019
FROM 297,000 INTERNATIONAL VISITORS

TOTAL VISITORS



297,000
YE MAR 2019

285,000
YE MAR 2018

AVERAGE NIGHTS



11.2
YE MAR 2019

13.2
YE MAR 2018

AVERAGE SPEND
PER PERSON



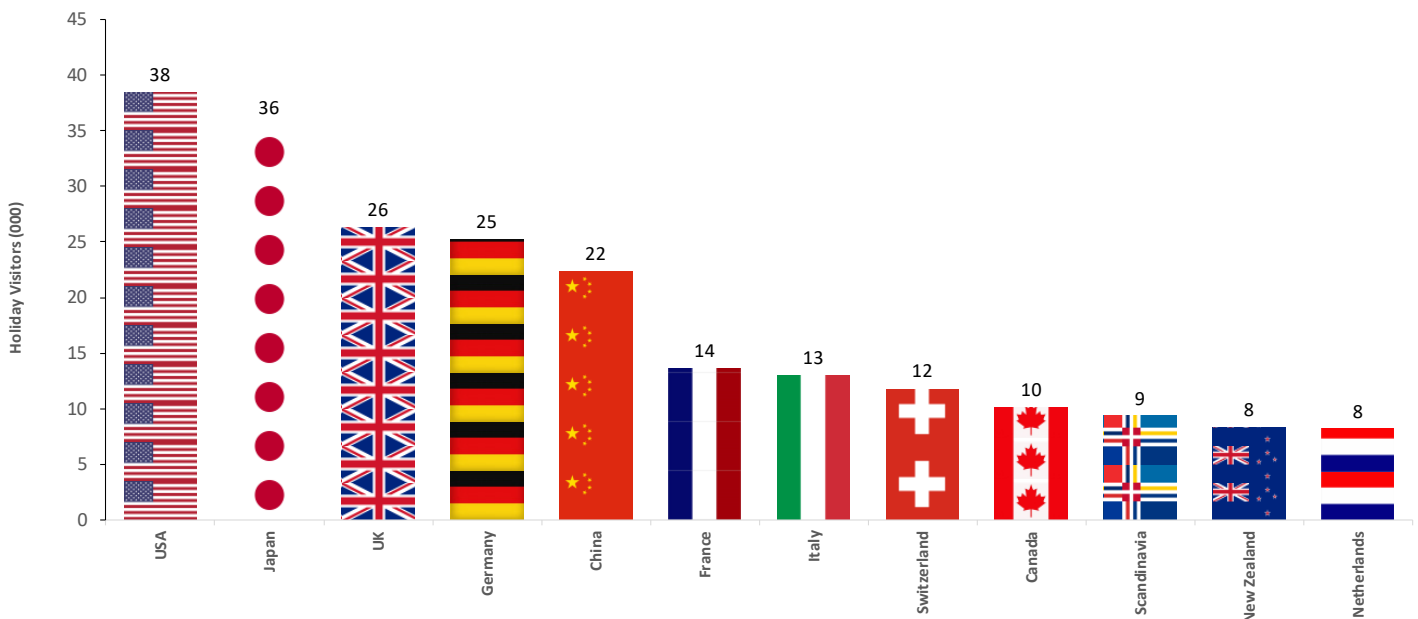
\$1,592
YE MAR 2019

\$1,412
YE MAR 2018

- International visits to the Northern Territory (NT) have increased since early 2018, following a period of stagnant to declining performance since around 2009.
- International growth to Australia has been driven mostly by the strength of China as a source market. The introduction of direct flights between Shenzhen and Darwin has allowed the NT to capture part of this growth.
- Growth in international visitors to the NT is coming mostly from the Japanese and Chinese markets. The Lasseter region is benefiting from this growth, due to strong demand to visit Uluru.

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	285	297	4.2%	241	257	6.5%
Visitor nights ('000)	3,768	3,330	-12%	1,960	1,813	-7.5%
Expenditure (\$ million)	402	473	18%	302	375	24%
Average length of stay (nights)	13.2	11.2	-2.0	8.1	7.1	-1.1
Average spend per trip (\$)	1,412	1,592	13%	1,251	1,460	17%
Visitor market share (%)	3.4	3.5	0.1pp	5.4	5.5	0.1pp

INTERNATIONAL HOLIDAY SOURCE MARKETS



INTERNATIONAL SNAPSHOT YEAR ENDING MARCH 2019

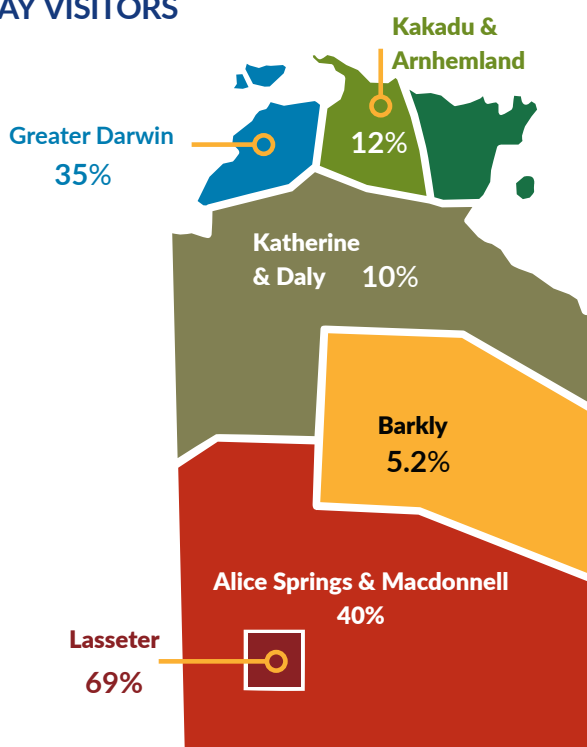
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REGIONAL SUMMARY

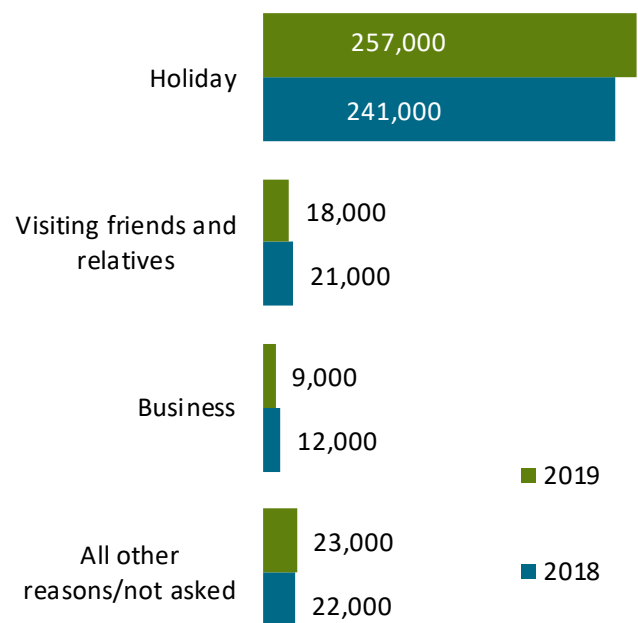
INTERNATIONAL VISITOR TOP END SUMMARY YEAR ENDING MARCH 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	134	130	-2.9%	96	94	-2.2%
Visitor nights ('000)	2,512	2,200	-12%	1,047	987	-5.7%
Expenditure (\$ million)	190	182	-3.7%	107	109	2.0%
Average length of stay (nights)	18.7	16.9	-1.8	10.9	10.5	-0.4
Average spend per trip (\$)	1,415	1,403	-0.8%	1,119	1,168	4.3%
Visitor market share (%)	1.6	1.5	-0.1pp	2.1	2.0	-0.1pp
Visitor market share of the NT (%)	47.0	43.8	-3.2pp	39.8	36.5	-3.3pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING MARCH 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	200	208	4.0%	193	204	5.9%
Visitor nights ('000)	1,241	1,107	-11%	908	824	-9.3%
Expenditure (\$ million)	213	288	35%	194	263	36%
Average length of stay (nights)	6.2	5.3	-0.9	4.7	4.0	-0.7
Average spend per trip (\$)	1,062	1,383	30%	1,007	1,289	28%
Visitor market share (%)	2.4	2.4	0pp	4.3	4.4	0.1pp
Visitor market share of the NT (%)	14.2	13.1	-1.1pp	15.4	14.0	-1.4pp

PLACES VISITED BY INTERNATIONAL HOLIDAY VISITORS



PURPOSE OF VISIT



INTERNATIONAL SNAPSHOT

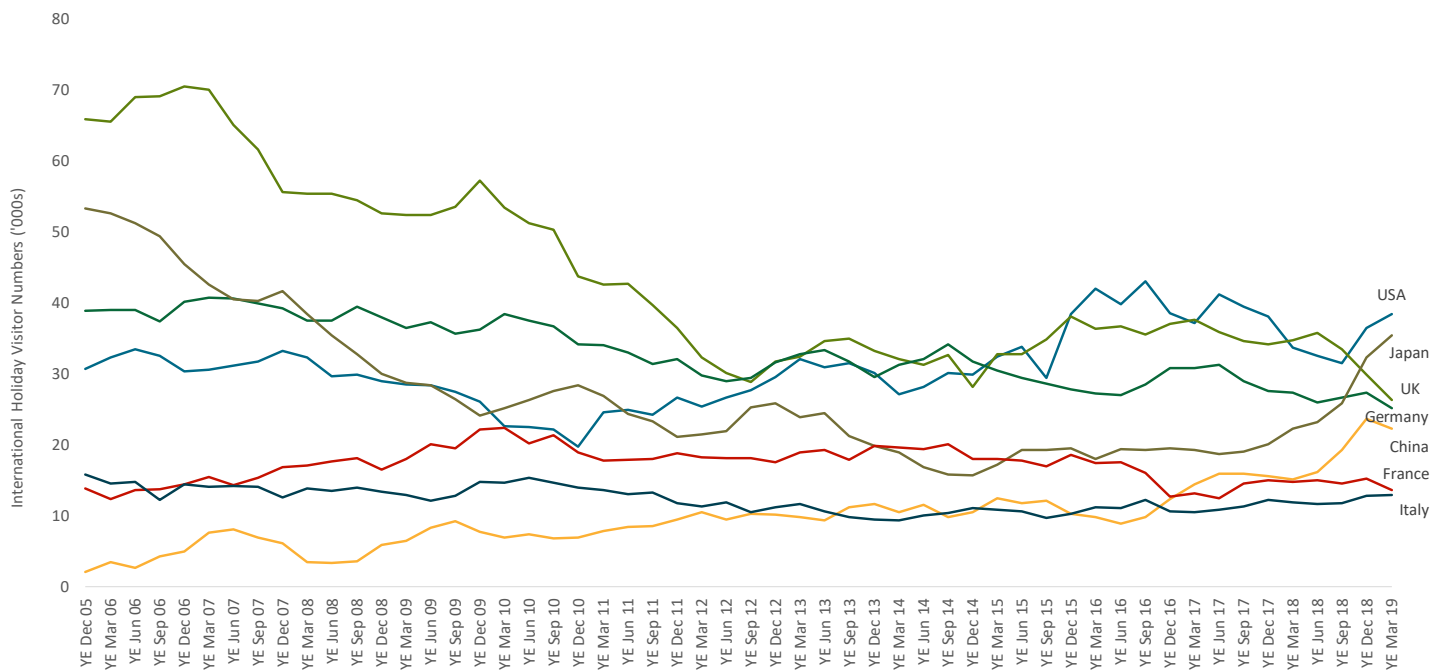
YEAR ENDING MARCH 2019

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ALL PURPOSE INTERNATIONAL SOURCE MARKETS

INTERNATIONAL ALL PURPOSE VISITOR ('000) SOURCE MARKETS YEAR ENDING MARCH 2019	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2018	2019	Change	Rank	2018	2019	Change
United States of America	1	40	43	6.5%	3	753	750	-0.3%
Japan	2	25	38	55%	5	403	438	8.6%
United Kingdom	3	41	30	-26%	4	700	673	-3.9%
Germany	4	28	27	-4.6%	6	201	199	-1.4%
China*	5	17	25	48%	1	1,745	1,786	2.3%
France	6	16	14	-11%	8	125	137	9.9%
Italy	7	12	13	9.8%	10	72	75	3.4%
Switzerland	8	9	12	27%	12	53	54	0.8%
New Zealand	9	12	11	-1.4%	2	1,241	1,262	1.7%
Canada	10	6	11	75%	7	163	176	7.5%
Scandinavia	11	10	10	6.4%	9	108	106	-2.1%
Netherlands	12	8	8	11%	11	54	57	5.7%
Other Europe**		21	18	-14%		238	257	8.1%
Other Asia***		30	26	-13%		1,931	2,025	4.9%
Other Countries****		11	10	-15%		523	540	3.2%
Total		285	297	4.2%		8,312	8,534	2.7%

INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



* China includes Taiwan and Hong Kong

** Other Europe includes European countries not included above

*** Other Asia includes Asian countries not included above

**** Other countries includes all other countries not included above

Disclaimer: The Department of Tourism, Sport and Culture has taken due care and skill in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. This factsheet contains a summary of information relevant to the Northern Territory (NT) tourism industry including from Tourism Research Australia's International Visitor Survey. The Department disclaims all liability associated with the use of this information. For more information, please contact the Research team on: research.tourismnt@nt.gov.au