

INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2019

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TOTAL VISITOR EXPENDITURE

\$473 MILLION

FROM A TOTAL **297,000** INTERNATIONAL VISITORS

VISITOR BY PURPOSE OF VISIT



HOLIDAY
257,000 ↑ 6.5%



VISITING FRIENDS & RELATIVES
18,000 ↓ 15%

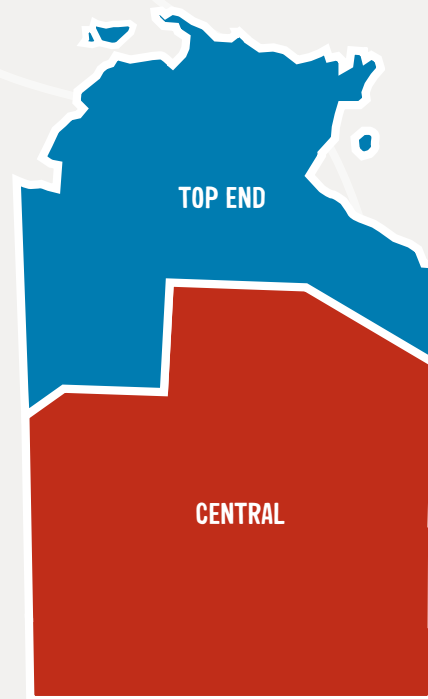


BUSINESS
9,000 ↓ 26%



OTHER**
23,000 ↑ 6%

TOTAL VISITORS BY REGION



TOP END

YE MARCH 2019
VISITORS 130,000 ↓ 2.9%
EXPENDITURE*** \$182M

YE MARCH 2018
VISITORS 134,000
EXPENDITURE*** \$190M

CENTRAL

YE MARCH 2019
VISITORS 208,000 ↑ 4%
EXPENDITURE*** \$288M

YE MARCH 2018
VISITORS 200,000
EXPENDITURE*** \$213M

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

TOP 5 INTERNATIONAL MARKETS



UNITED STATES OF AMERICA
VISITORS 43,000 ↑ 6.5%
EXPENDITURE \$84M



JAPAN
VISITORS 38,000 ↑ 55%
EXPENDITURE \$48M



UNITED KINGDOM
VISITORS 30,000 ↓ 26%
EXPENDITURE \$34M



GERMANY
VISITORS 27,000 ↓ 4.6%
EXPENDITURE \$41M



CHINA*
VISITORS 25,000 ↑ 48%
EXPENDITURE \$45M

TOTAL VISITORS



297,000
YE MAR 2019
↑ 4.2%

285,000
YE MAR 2018

AVERAGE NIGHTS



11.2
YE MAR 2019
↓ 2 Nights

13.2
YE MAR 2018

AVERAGE SPEND PER PERSON



\$1,592
YE MAR 2019
↑ 13%

\$1,412
YE MAR 2018