

TOTAL VISITOR EXPENDITURE

# \$2.13BILLION

### FROM A TOTAL **1.64 MILLION DOMESTIC VISITORS**

TOTAL VISITORS ('000)



1.64M

YE SEPT 2019 **1** 6.6%

1.54M

YE SEPT 2018

**AVERAGE NIGHTS** 



5.5 YE SEPT 2019

**↓** 0.7 NIGHTS

6.2

YE SEPT 2018

AVERAGE SPEND PER PERSON



\$1,296

YE SEPT 2019 **1** 12%

\$1,161 YE SEPT 2018 VISITORS BY PURPOSE OF VISIT



HOLIDAY

& RELATIVES

**711.000 ↑** 8.9%

205.000 \$ 8.1%



**BUSINESS** 

OTHER\*\*\*

**679.000** ↑ 9.5%

**107.000 1** 16%

TOP 3 NATIONAL MARKETS (All purpose visit)



#### **NEW SOUTH WALES**

VISITORS 281.000 ↑ 35% **EXPENDITURE \$359M** 



#### VICTORIA

VISITORS 254,000 ↑ 19% **EXPENDITURE \$409M** 



#### OUEENSLAND

VISITORS 237,000 ↑ 26% **EXPENDITURE \$302M** 

TOTAL VISITORS BY REGION

GREATER

DARWIN

KATHERINE DALY

KAKADU ARNHEM

## TOP END **GREATER DARWIN**

VISITORS 902.000 ↑ 18% \*EXPENDITURE \$929M

#### KAKADU ARNHEM

VISITORS 226,000 ↑ 33% \*\*EXPENDITURE \$197M

#### KATHERINE DALY

VISITORS 262,000 **↓** 17% **EXPENDITURE \$195M** 

## CENTRAL

VISITORS 106,000 **↓** 4.0% **EXPENDITURE \$137M** 

#### **ALICE SPRINGS** ₹ MACDONNELL

VISITORS 380,000 1 22% **EXPENDITURE \$399M** 

#### LASSETER

VISITORS 253,000 1 16% **EXPENDITURE \$256M** 

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

**ALICE SPRINGS** & MACDONNELL

LASSETER

Source: National Visitor Survey, Tourism Research Australia, Year Ending SEPT 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.

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