

TOTAL VISITOR EXPENDITURE

\$437 MILLION

FROM A TOTAL 299,000 INTERNATIONAL VISITORS

TOTAL VISITORS



299,000

YE DEC 2019 **↑ 0.2%**

298,000

YE DEC 2018

AVERAGE NIGHTS



10.6

YE DEC 2019 **↓ 1.4 NIGHTS**

12.0

YE DEC 2018

VISITOR BY PURPOSE OF VISIT



HOLIDAY



& RELATIVES

250,000 ↓ 3.8%

% **20,000 ↑** 6.4%



BUSINESS



OTHER**

14,000 † 77% **23,000 †** 5.0%

TOP 5 INTERNATIONAL MARKETS



IAPAN

VISITORS 39,000 ↑ 12% EXPENDITURE \$44M



UNITED STATES OF AMERICA

VISITORS 37,000 ↓ 8.9% EXPENDITURE \$78M



UNITED KINGDOM

VISITORS 32,000 ↓ 3.7% EXPENDITURE \$42M



CEDMVNA

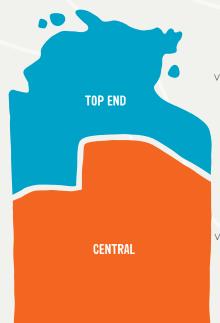
VISITORS 26,000 ↓ 9.1% EXPENDITURE \$35M



CHINA?

VISITORS 18,000 ↓ 32% EXPENDITURE \$28M

TOTAL VISITORS BY REGION



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

TOP END

YE DEC 2019

VISITORS 142,000 ★ 9.5%
***EXPENDITURE \$179M

YE DEC 2018

VISITORS 129,000
***EXPENDITURE \$194M

CENTRAL

YE DEC 2019

VISITORS 198,000 **↓** 6.4% ***EXPENDITURE \$258M

YE DEC 2018

VISITORS 212,000
***EXPENDITURE \$276M

Source: International Visitor Survey, Tourism Research Australia, Year Ending December 2019. Ranking based on visitor numbers to the NT as at YE December 2019.

* China includes Mainland China, Hong Kong and Taiwan. ** Other includes employment, education and other visitors for stopover reasons. *** Equals regional expenditure

AVERAGE SPEND

PER PERSON

\$1,462

YE DEC 2019

↓ 7.7%

\$1,585

YE DEC 2018