



INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2020

© DEPARTMENT OF TOURISM, SPORT AND CULTURE - TOURISM NT

TOTAL VISITOR EXPENDITURE

\$435 MILLION

FROM A TOTAL 282,000 INTERNATIONAL VISITORS

TOTAL VISITORS



282,000 YE MARCH 2020

↓ 4.9%

49,000MARCH QTR 2020 **↓ 25%**

AVERAGE NIGHTS



10.9 YE MARCH 2020

↓ 0.3 Nights

12.7MARCH QTR 2020

1 1.9 Nights

AVERAGE SPEND PER PERSON



\$1,540 YE MARCH 2020

↓ 3.3%

NA MARCH QTR 2020 VISITOR BY PURPOSE OF VISIT



VISITING FRIENDS & RELATIVES

236,000 + 8.2%

21.000 1 16%



BUSINESS **12,000 133%**

OTHER* **22,000 1**.6%

TOP 5 INTERNATIONAL MARKETS



UNITED STATES OF AMERICA

VISITORS 34,000 **↓ 20%** EXPENDITURE \$75M



JAPAN

VISITORS 32,000 **↓ 17%** EXPENDITURE \$36M



UNITED KINGDOM

VISITORS 29,000 **↓ 2.4%** EXPENDITURE \$44M



GERMANY

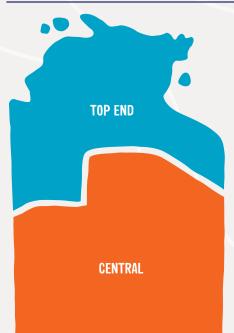
VISITORS 26,000 **↓ 3.2%** EXPENDITURE \$37M



CHINA**

VISITORS 18,000 **↓ 28%** EXPENDITURE \$33M

TOTAL VISITORS BY REGION



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

TOP END

YE MARCH 2020

VISITORS 138,000 **↑ 6.2%** EXPENDITURE \$193M

YE MARCH 2019

VISITORS 130,000 EXPENDITURE \$182M

MARCH OTR 2020

VISITORS 20,000 **↓ 15%**

CENTRAL

YE MARCH 2020

VISITORS 185,000 **↓ 11%** EXPENDITURE \$242M

YE MARCH 2019

VISITORS 208,000 EXPENDITURE \$288M

MARCH OTR 2020

VISITORS 33,000 **↓ 29%**