

TOTAL VISITOR EXPENDITURE

# \$2.14 BILLION

## FROM A TOTAL **1.68 MILLION DOMESTIC VISITORS**

TOTAL VISITORS ('000)



1.68M YE MARCH 2020 **1.7%** 

256,000 MARCH OTR 2020

♦ 8.1%

**AVERAGE NIGHTS** 



5.3 YE MARCH 2020

**↓** 0.6 Nights

4.9 MARCH QTR 2020 **↓** 0.6 Nights

**AVERAGE SPEND** PER PERSON



\$1,271 YE MARCH 2020 **1** 7.5%

NA MARCH QTR 2020 VISITORS BY PURPOSE OF VISIT



HOLIDAY **739,000 1**4%



VISITING FRIENDS

**BUSINESS** 695,000 **+** 8.4%

OTHER\* **115,000** † 28%

TOP 3 NATIONAL MARKETS (All purpose visit)



## **VICTORIA**

VISITORS 286,000 **↑ 49% EXPENDITURE \$445M** 



**NEW SOUTH WALES** VISITORS 262,000 ↑ 8.3% **EXPENDITURE \$437M** 



TOTAL VISITORS BY REGION

**GREATER** 

DARWIN

LASSETER

and Other\*.



KATHERINE DALY

KAKADU ARNHEM

BARKLY

ALICE SPRINGS MACDONNELL

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

# TOP END

#### **GREATER DARWIN**

VISITORS 832.000 **↓ 5.0%** \*\*EXPENDITURE \$960M

#### KAKADU ARNHEM

VISITORS 206,000 ↑ 2.9% \*\*\*EXPENDITURE \$160M

#### KATHERINE DALY

VISITORS 322,000 **↓ 2.6% EXPENDITURE \$162M** 

# CENTRAL

VISITORS 96,000 **↓ 25% EXPENDITURE \$86M** 

### ALICE SPRINGS MACDONNELL

VISITORS 403,000 ↑ 29% **EXPENDITURE \$392M** 

#### LASSETER

VISITORS 262,000 ↑ 14% **EXPENDITURE \$351M** 

**OUEENSLAND** VISITORS 249,000 **↑ 5.0% EXPENDITURE \$354M** 

Source: National Visitor Survey, Tourism Research Australia, YE March 2020. Period-to-period percentage changes may differ slightly due to rounding. \* Other includes employment, education and other visitors for stopover reasons. \*\* Spend for Darwin region only - excludes outer Darwin. \*\*\* Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin.