

INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING (YE) JUNE 2019

TOTAL VISITOR EXPENDITURE

\$454 MILLION

FROM A TOTAL 294,000 INTERNATIONAL VISITORS



VISITOR BY PURPOSE OF VISIT



& RELATIVES **251,000 †** 3.0% **16,000 ↓** 29%

NOC



 $\neg \cap \cap$

BUSINESS OTHER** **10.000 †** 1.2% **25.000 †** 27%

TOP 5 INTERNATIONAL MARKETS



VISITORS 40,000 1 56% EXPENDITURE \$48M



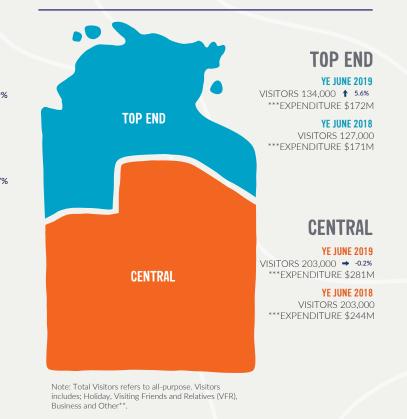
UNITED KINGDOM VISITORS 30,000 4 28% EXPENDITURE \$33M

GERMANY VISITORS 26,000 🛛 🕹 5.6% **EXPENDITURE \$38M**



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TOTAL VISITORS BY REGION



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

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