

DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING (YE) JUNE 2020

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TOTAL VISITOR EXPENDITURE

\$ 1.56 BILLION

FROM A TOTAL **1.35 MILLION DOMESTIC VISITORS**

VISITORS BY PURPOSE OF VISIT



HOLIDAY

599,000 ↓ -5.5%



VISITING FRIENDS AND RELATIVES

155,000 ↓ -26%



BUSINESS

534,000 ↓ -31%



OTHER***

99,000 ↑ +26%

TOP 3 NATIONAL MARKETS (All purpose visit)



VICTORIA [^]

VISITORS 207,000 ↑ +6.9%
EXPENDITURE \$286M



QUEENSLAND

VISITORS 198,000 ↓ -17%
EXPENDITURE \$270M



NEW SOUTH WALES

VISITORS 167,000 ↓ -42%
EXPENDITURE \$305M

TOTAL VISITORS BY REGION



TOP END

GREATER DARWIN

VISITORS 648,000 ↓ -28%
**EXPENDITURE \$698M

KAKADU ARNHEM

VISITORS 148,000 ↓ -40%
**EXPENDITURE \$88M

KATHERINE DALY [^]

VISITORS 310,000 ↑ +16%
EXPENDITURE \$152M

CENTRAL

BARKLY

VISITORS 89,000 ↓ -3.0%
EXPENDITURE \$58M

ALICE SPRINGS MACDONNELL

VISITORS 311,000 ↓ -2.2%
EXPENDITURE \$279M

LASSETER

VISITORS 187,000 ↓ -17%
EXPENDITURE \$267M

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

TOTAL VISITORS ('000)



1.35M

YE JUN 2020
↓ -18%

126

JUN QTR 2020

AVERAGE NIGHTS



5.5

YE JUN 2020
→ 0.0 NIGHTS

5.2

JUN QTR 2020

AVERAGE SPEND PER PERSON



\$1,161

YE JUN 2020
↓ -8.3%

NA

JUN QTR 2020