

# International Snapshot Year Ending September 2019

# \$470 MILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2019  
FROM 310,000 INTERNATIONAL VISITORS**

## TOTAL VISITORS



**310,000**  
YE SEP 2019

**289,000**  
YE SEP 2018

## AVERAGE NIGHTS



**10.7**  
YE SEP 2019

**12.4**  
YE SEP 2018

## AVERAGE SPEND PER PERSON



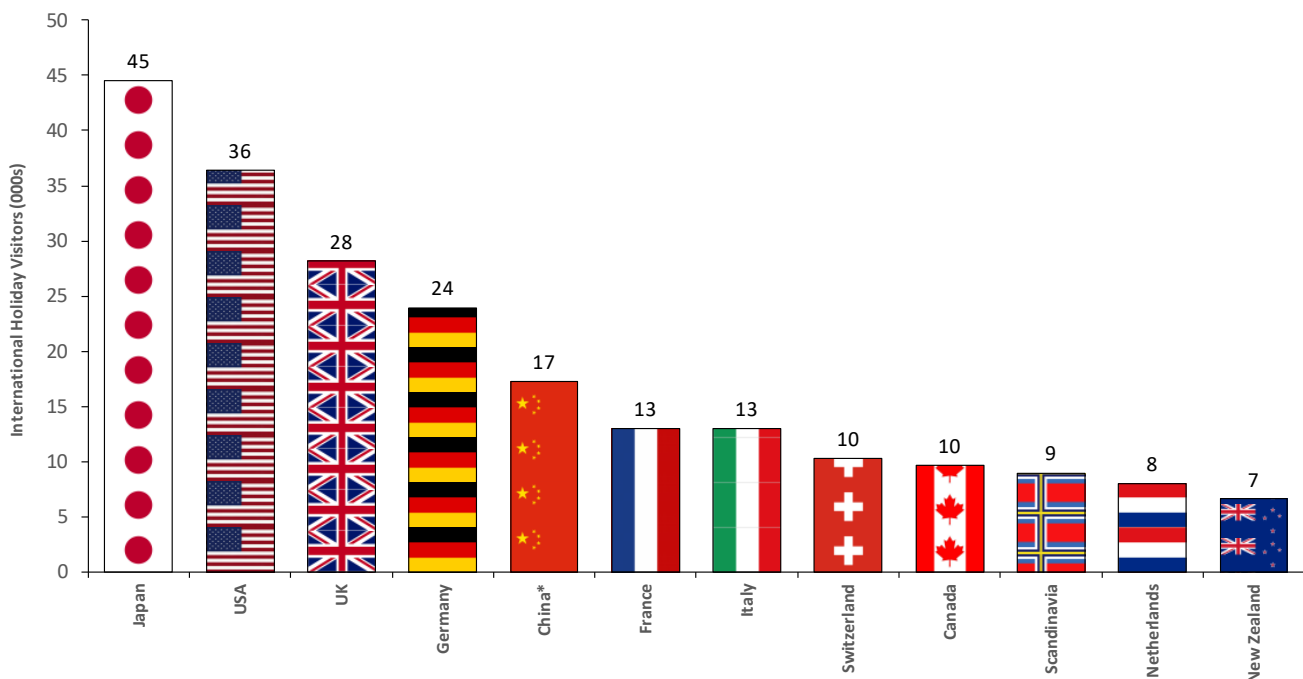
**\$1,514**  
YE SEP 2019

**\$1,447**  
YE SEP 2018

- International visits to the Northern Territory (NT) have increased since early 2018, following a period of stagnant to declining performance since around 2009.
- International growth to Australia has been driven mostly by the strength of China as a source market. The introduction of direct flights between Shenzhen and Darwin has allowed the NT to capture part of this growth.
- Growth in international visitors to the NT is coming mostly from the Japanese and American markets. The Lasseter region is benefiting from this growth, due to strong demand to visit Uluru.

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	289	310	7.3%	247	262	6.0%
Visitor nights ('000)	3,573	3,331	-6.8%	1,800	1,902	5.7%
Expenditure (\$ million)	418	470	12%	308	370	20%
Average length of stay (nights)	12.4	10.7	-1.6	7.3	7.3	0.0
Average spend per trip (\$)	1,447	1,514	4.6%	1,245	1,413	13%
Visitor market share (%)	3.4	3.6	0.2pp	5.4	5.6	0.2pp

## INTERNATIONAL HOLIDAY SOURCE MARKETS



\* China includes Taiwan and Hong Kong

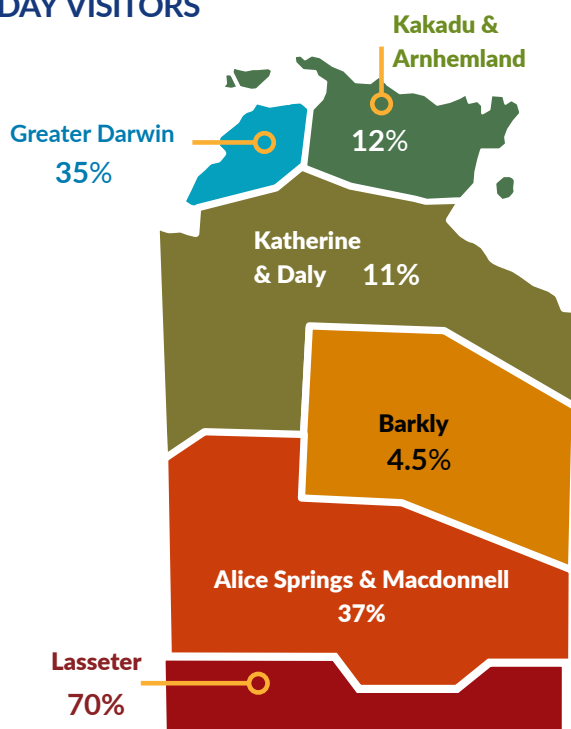
# International Snapshot Year Ending September 2019

## REGIONAL SUMMARY

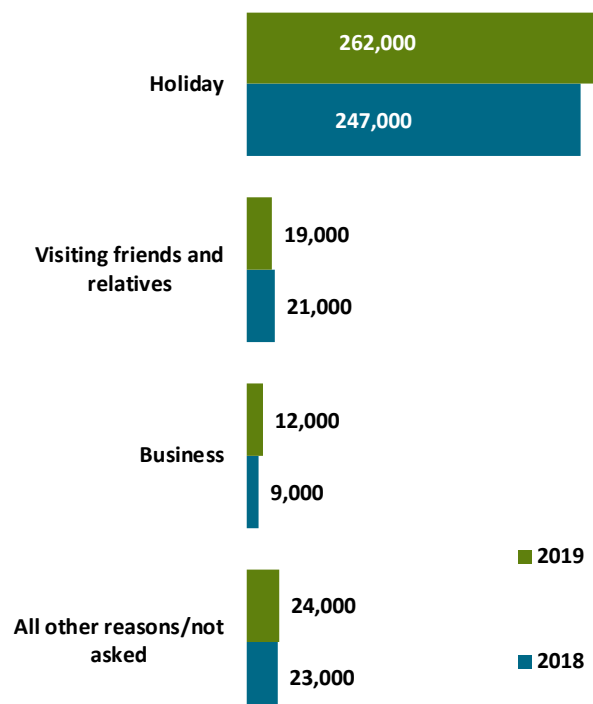
INTERNATIONAL VISITOR TOP END SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	132	138	5.0%	97	96	-0.7%
Visitor nights ('000)	2,384	2,108	-12%	993	1,036	4.3%
Expenditure (\$ million)	177	185	4.7%	97	115	19%
Average length of stay (nights)	18.1	15.2	-2.8	10.3	10.8	0.5
Average spend per trip (\$)	1,340	1,337	-0.2%	1,001	1,203	20%
Visitor market share (%)	1.6	1.6	0.0pp	2.1	2.0	-0.1pp
Visitor market share of the NT (%)	45.6	44.6	-1.0pp	39.1	36.6	-2.5pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	202	214	5.9%	195	207	6.0%
Visitor nights ('000)	1,152	1,216	5.6%	800	866	8.2%
Expenditure (\$ million)	239	284	19%	209	255	22%
Average length of stay (nights)	5.7	5.7	0.0	4.1	4.2	0.1
Average spend per trip (\$)	1,181	1,328	12%	1,071	1,233	15%
Visitor market share (%)	2.4	2.5	0.1pp	4.3	4.4	0.1pp
Visitor market share of the NT (%)	70.0	69.0	-0.9pp	78.9	78.9	0.0pp

## PLACES VISITED BY INTERNATIONAL HOLIDAY VISITORS



## PURPOSE OF VISIT



# International Snapshot Year Ending September 2019

## ALL PURPOSE INTERNATIONAL SOURCE MARKETS

INTERNATIONAL ALL PURPOSE VISITOR ('000) SOURCE MARKETS YEAR ENDING SEPTEMBER 2019	NORTHERN TERRITORY					AUSTRALIA				
	Rank	2018	2019	Change	ASPT	Rank	2018	2019	Change	ASPT
Japan	1	28	47	66%	\$1,155	5	419	455	8.8%	\$4,614
United States of America	2	36	42	16%	\$1,958	3	737	771	4.7%	\$5,219
United Kingdom	3	39	32	-16%	\$1,184	4	699	670	-4.3%	\$4,956
Germany	4	28	25	-8.4%	\$1,373	6	200	197	-1.4%	\$5,943
China*	5	22	21	-4.9%	\$1,864	1	1,779	1,794	0.9%	\$8,171
France	6	15	14	-7.5%	\$1,688	8	130	137	5.6%	\$5,858
Italy	7	12	14	15%	\$978	10	73	74	0.6%	\$6,896
Canada	8	8	11	31%	\$1,018	7	164	181	10%	\$5,001
Switzerland	9	10	10	3.2%	\$2,298	12	54	53	-1.4%	\$7,389
Scandinavia	10	9	10	14%	\$1,473	9	108	105	-2.7%	\$6,385
New Zealand	11	12	10	-16%	\$1,248	2	1,257	1,276	1.5%	\$2,032
Netherlands	12	9	8	-11%	\$1,671	11	56	59	6.2%	\$5,743
Other Europe**		21	22	5.6%	\$1,897		244	262	7.6%	\$5,958
Other Asia***		30	33	9.1%	\$1,356		1,991	2,087	4.8%	\$4,533
Other Countries****		11	11	2.9%	\$2,013		539	540	0.1%	\$4,992
<b>Total</b>		<b>289</b>	<b>310</b>	<b>7.3%</b>	<b>\$1,514</b>		<b>8,450</b>	<b>8,662</b>	<b>2.5%</b>	<b>\$5,219</b>

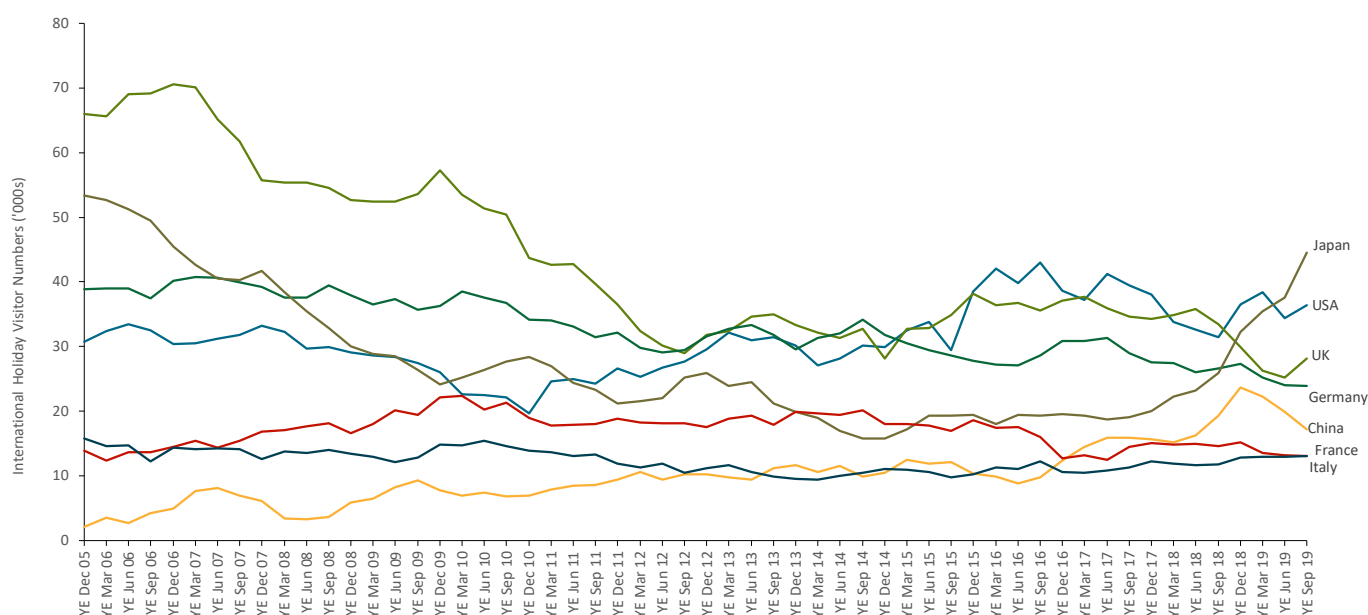
\* China includes Taiwan and Hong Kong

\*\* Other Europe includes European countries not included above

\*\*\* Other Asia includes Asian countries not included above

\*\*\*\* Other countries includes all other countries not included above

## INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



**Disclaimer:** The Department of Tourism, Sport and Culture has taken due care and skill in preparing this information, however does not warrant that it is correct, complete or suitable for the purposes for which it is intended to be used. This factsheet contains a summary of information relevant to the Northern Territory (NT) tourism industry including from Tourism Research Australia's International Visitor Survey. The Department disclaims all liability associated with the use of this information. For more information, please contact the Research team on: [research.tourismnt@nt.gov.au](mailto:research.tourismnt@nt.gov.au)