

LEGISLATIVE ASSEMBLY OF THE NT
TABLED DOCUMENTS

Committee: *ENM*
Paper No: *8.1* Date: *18/6/19*
Tabled By: *Moss*
Signed: *[Signature]*



INTERNATIONAL VISITOR DATA SNAPSHOT

YEAR ENDING DECEMBER 2018 (YE)

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TOTAL VISITOR EXPENDITURE YE DECEMBER 2018

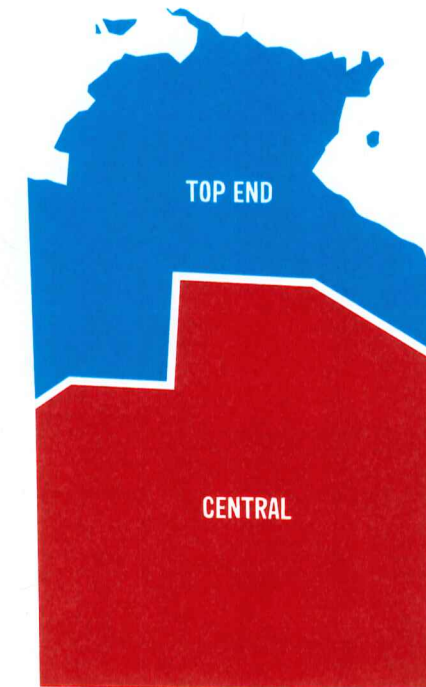
\$472 MILLION

FROM A TOTAL **298,000** INTERNATIONAL VISITORS

VISITOR BY PURPOSE OF VISIT ('000)



TOTAL VISITORS BY REGION

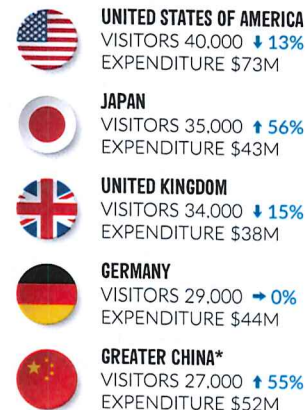


TOP END
YE DEC 2018
VISITORS 129,000
EXPENDITURE \$194M
YE DEC 2017
VISITORS 137,000
EXPENDITURE \$209M

CENTRAL
YE DEC 2018
VISITORS 212,000
EXPENDITURE \$276M
YE DEC 2017
VISITORS 206,000
EXPENDITURE \$255M

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

TOP 5 INTERNATIONAL MARKETS



TOTAL VISITORS ('000)



298
YE DEC 2018

293
YE DEC 2017

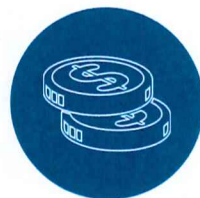
AVERAGE NIGHTS



12.0
YE DEC 2018

12.7
YE DEC 2017

AVERAGE SPEND PER PERSON



\$1,585
YE DEC 2018

\$1,584
YE DEC 2017

Source: International Visitor Survey, Tourism Research Australia, Year Ending December 2018.

* Greater China includes Mainland China, Hong Kong and Taiwan ** Other includes employment, education and other visitors for stopover reasons



DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING DECEMBER 2018 (YE)

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TOTAL VISITOR EXPENDITURE

\$1.92 BILLION

FROM A TOTAL **1.58 MILLION DOMESTIC VISITORS**

VISITORS BY PURPOSE OF VISIT



HOLIDAY
652,000 ↑ 6.7%



VISITING FRIENDS & RELATIVES
199,000 ↓ 22%



BUSINESS
700,000 ↑ 10%



OTHER***
78,000 ↓ 44%

TOP 3 NATIONAL MARKETS (All purpose visit)



QUEENSLAND
VISITORS 215,000 ↑13%
EXPENDITURE \$176M

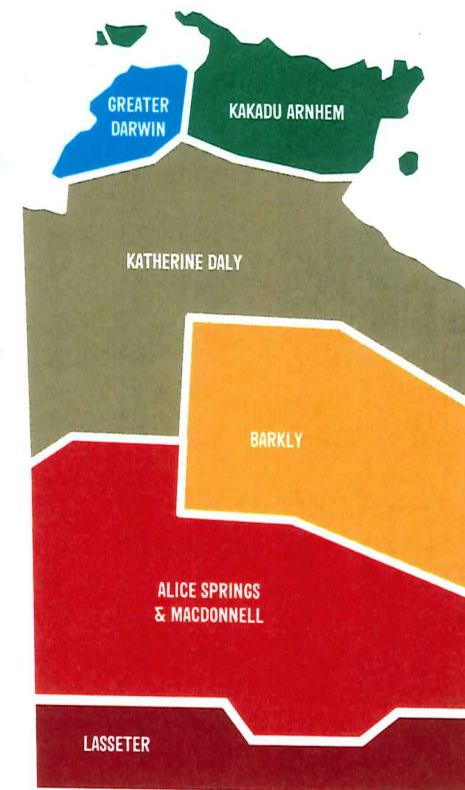


NEW SOUTH WALES
VISITORS 196,000 ↑6.4%
EXPENDITURE \$284M



VICTORIA
VISITORS 171,000 ↑18%
EXPENDITURE \$217M

TOTAL VISITORS BY REGION



TOP END

GREATER DARWIN*
VISITORS 812,000 →0%
EXPENDITURE \$643M

KAKADU ARNHEM**
VISITORS 191,000 ↑35%
EXPENDITURE \$126M

KATHERINE DALY
VISITORS 342,000 ↑11%
EXPENDITURE \$174M

CENTRAL

BARKLY
VISITORS 130,000 ↑13%
EXPENDITURE \$76M

ALICE SPRINGS & MACDONNELL
VISITORS 315,000 ↑12%
EXPENDITURE \$172M

LASSETER
VISITORS 209,000 ↑6.6%
EXPENDITURE \$255M

TOTAL VISITORS ('000)



1.58M
YE DEC 2018

1.57M
YE DEC 2017

AVERAGE NIGHTS



5.9
YE DEC 2018

6.4
YE DEC 2017

AVERAGE SPEND PER PERSON



\$1,218
YE DEC 2018

\$1,143
YE DEC 2017

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

Source: National Visitor Survey, Tourism Research Australia, Year Ending December 2018. * Spend for Darwin region only - excludes outer Darwin. ** Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin. *** Other includes - Other reasons, in transit and not stated/not asked.