

DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING (YE) DEC 2019

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TOTAL VISITOR EXPENDITURE

\$ 2.15 BILLION

FROM A TOTAL 1.70 MILLION DOMESTIC VISITORS

VISITORS BY PURPOSE OF VISIT



HOLIDAY

751,000 ↑ 17%



VISITING FRIENDS & RELATIVES

212,000 ↑ 8.7%



BUSINESS

685,000 ↑ 1.3%



OTHER***

118,000 ↑

TOP 3 NATIONAL MARKETS (All purpose visit)



VICTORIA

VISITORS 296,000 ↑ 67%
EXPENDITURE \$463M



NEW SOUTH WALES

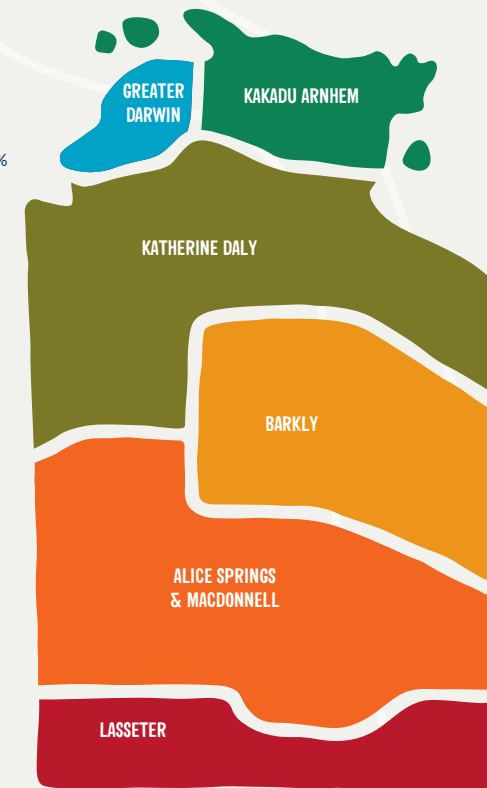
VISITORS 291,000 ↑ 47%
EXPENDITURE \$421M



QUEENSLAND

VISITORS 246,000 ↑ 18%
EXPENDITURE \$344M

TOTAL VISITORS BY REGION



TOP END

GREATER DARWIN

VISITORS 881,000 ↑ 11%
*EXPENDITURE \$954M

KAKADU ARNHEM

VISITORS 202,000 ↑ 8.7%
**EXPENDITURE \$175M

KATHERINE DALY

VISITORS 280,000 ↓ 16%
EXPENDITURE \$146M

CENTRAL

BARKLY

VISITORS 99,000 ↓ 22%
EXPENDITURE \$95M

ALICE SPRINGS & MACDONNELL

VISITORS 409,000 ↑ 32%
EXPENDITURE \$410M

LASSETTER

VISITORS 283,000 ↑ 37%
EXPENDITURE \$356M

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

TOTAL VISITORS ('000)



1.70M

YE DEC 2019
↑ 11%

1.54M

YE DEC 2018

AVERAGE NIGHTS



5.4

YE DEC 2019
↓ 0.5 NIGHTS

5.9

YE DEC 2018

AVERAGE SPEND PER PERSON



\$1,265

YE DEC 2019
↑ 3.6%

\$1,221

YE DEC 2018