International visitors to NT up on national trend

International Visitor Survey results released this week for the year ending 31 December 2009 reveal that the Northern Territory tourism industry is ahead of the national trend.

Releasing the results today, Tourism Minister Malarndirri McCarthy said that despite the global economic downturn 336,000 international visitors travelled to the Territory during 2009 – an increase of 2.6%.

“This is great news and a positive reflection on the continuing strength of our tourism industry,” said Ms McCarthy.

“The IVS figures also show that visitor nights in the NT increased by 12.9% and visitor expenditure grew by 7.1%.

“This means people are staying longer and spending, on average $88 more while they were in the Northern Territory.

“The Territory has also seen strong growth from the emerging French tourism market with visits up by 37.1% assisted by more 15-29 year old travellers.

“At the same time, our largest international market, the United Kingdom grew by 9.8% due to good flight deals and sales available throughout the year.

“The Territory Government has worked hard to lift or maintain its position as the destination of choice for international tourists who are looking for a deeper indigenous cultural and environment experience in an extremely challenging economic environment.”

The International Visitor Survey is conducted by Tourism Research Australia. The number of international visitors to Australia held firm with figures similar to those announced the previous year.

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