

DOMESTIC SNAPSHOT

YEAR ENDING MARCH 2019

DEPARTMENT OF
TOURISM, SPORT AND CULTURE

\$1.95 BILLION

VISITOR EXPENDITURE YE MARCH 2019
FROM 1.65 MILLION DOMESTIC VISITORS

TOTAL VISITORS



1.65M
YE MAR 2019

1.50M
YE MAR 2018

AVERAGE NIGHTS



5.9
YE MAR 2019

6.4
YE MAR 2018

AVERAGE SPEND
PER PERSON



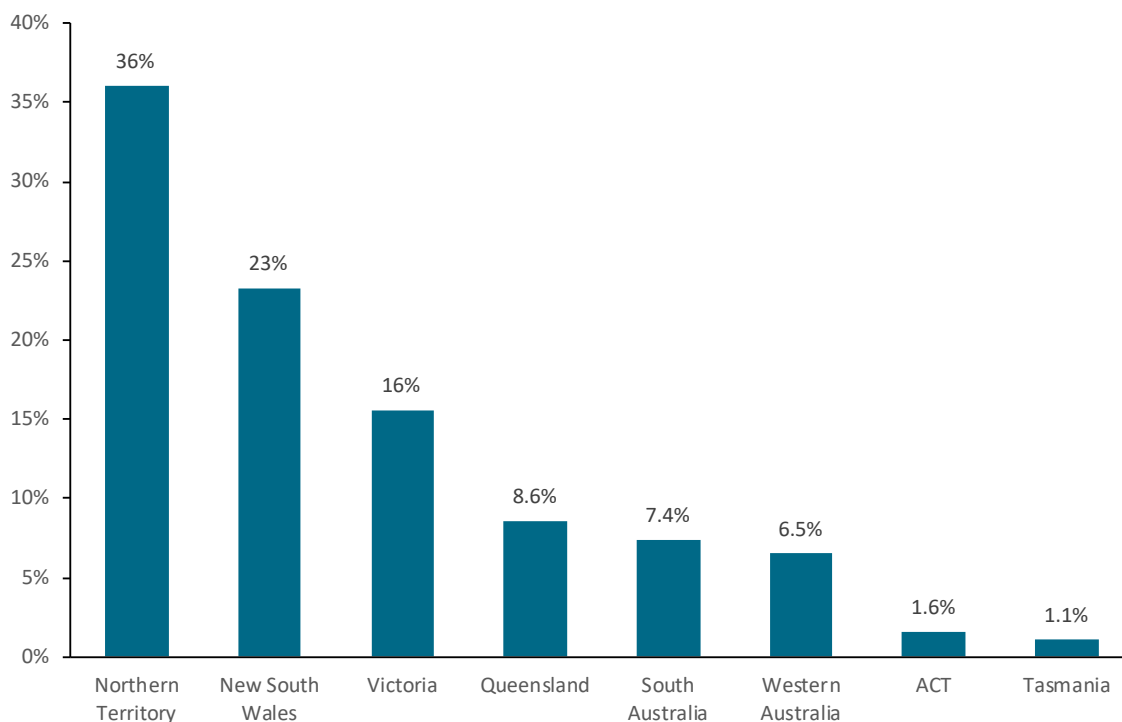
\$1,182
YE MAR 2019

\$1,161
YE MAR 2018

- Domestic visits to the Northern Territory (NT) are on an upward trend and domestic all-purpose visitation in the March quarter 2019 (Jan-Feb-Mar) increased by +66% compared to the March 2018 quarter.
- This strong growth indicates that the Turbocharging Tourism activities that are being employed by the NT Government are working.
- New South Wales, Victoria and Queensland represent the largest interstate source markets for the NT.

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,502	1,651	9.9%	581	650	12%
Visitor nights ('000)	9,562	9,663	1.0%	3,760	3,697	-1.7%
Expenditure (\$ million)	1,744	1,952	12%	629	786	25%
Average length of stay (nights)	6.4	5.9	-0.5	6.5	5.7	-0.8
Average spend per trip (\$)	1,161	1,182	1.8%	1,083	1,210	12%
Visitor market share (%)	1.5	1.5	Opp	1.5	1.5	Opp

DOMESTIC HOLIDAY SOURCE MARKETS



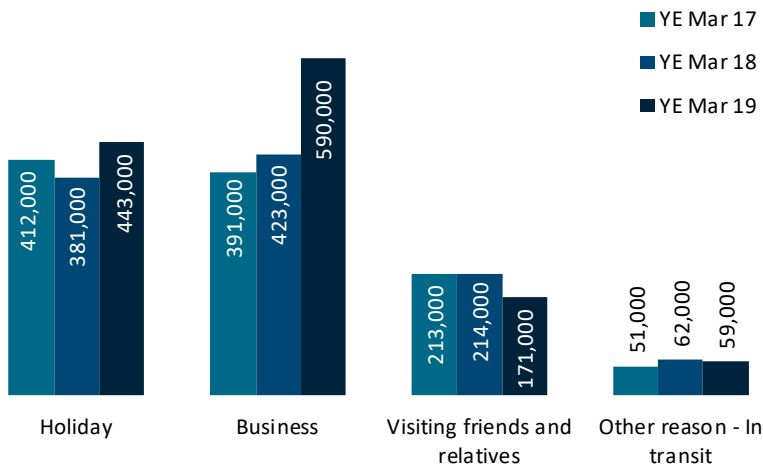
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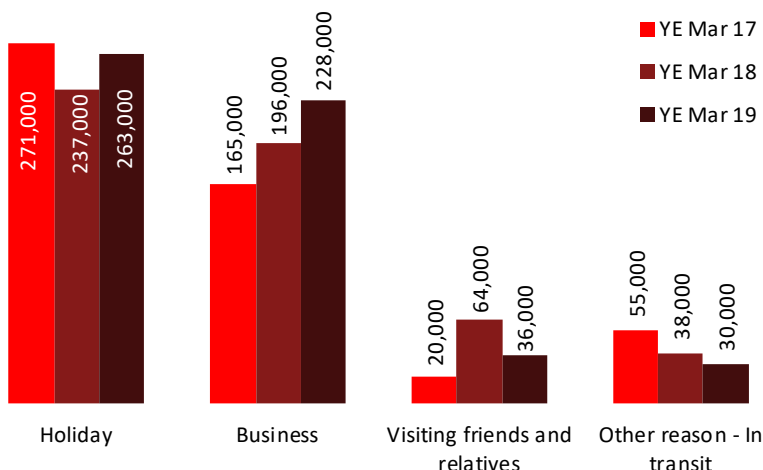
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,060	1,240	17%	381	443	16%
Visitor nights ('000)	6,063	7,176	18%	2,154	2,420	12%
Expenditure (\$ million)	1,148	1,284	12%	424	506	19%
Average length of stay (nights)	5.7	5.8	0.1	5.7	5.5	-0.2
Average spend per trip (\$)	1,083	1,036	-4.4%	1,114	1,142	2.5%
Visitor market share (%)	1.1	1.1	0.1pp	1.0	1.0	0.1pp
Visitor market share of the NT (%)	70.6	75.1	4.5pp	65.6	68.2	2.6pp



- For the Top End, both domestic holiday visitation and visitors travelling for business increased for the year ending March 2019 compared with the same period last year.

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	521	537	3.2%	237	263	11%
Visitor nights ('000)	3,221	2,243	-30%	1,478	1,215	-18%
Expenditure (\$ million)	565	652	16%	303	390	29%
Average length of stay (nights)	6.2	4.2	-2.0	6.2	4.6	-1.6
Average spend per trip (\$)	1,084	1,214	12%	1,280	1,485	16%
Visitor market share (%)	0.5	0.5	0pp	0.6	0.6	0pp
Visitor market share of the NT (%)	34.7	32.5	-2.1pp	40.8	40.4	-0.3pp



- For Central Australia, domestic visitors travelling for business increased for the year ending March 2019 with holiday visitation also showing an increase for the same period.

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INTERSTATE AND INTRA-TERRITORY SUMMARY

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	627	655	4.4%	68,570	75,416	10%
Visitor nights ('000)	1,654	2,143	30%	200,633	220,298	9.8%
Expenditure (\$ million)	308	386	25%	27,084	31,023	15%
Average length of stay (nights)	2.6	3.3	0.6	2.9	2.9	0.0
Average spend per trip (\$)	491	590	20%	395	411	4.1%
Visitor market share (%)	0.9	0.9	0.0	-	-	-

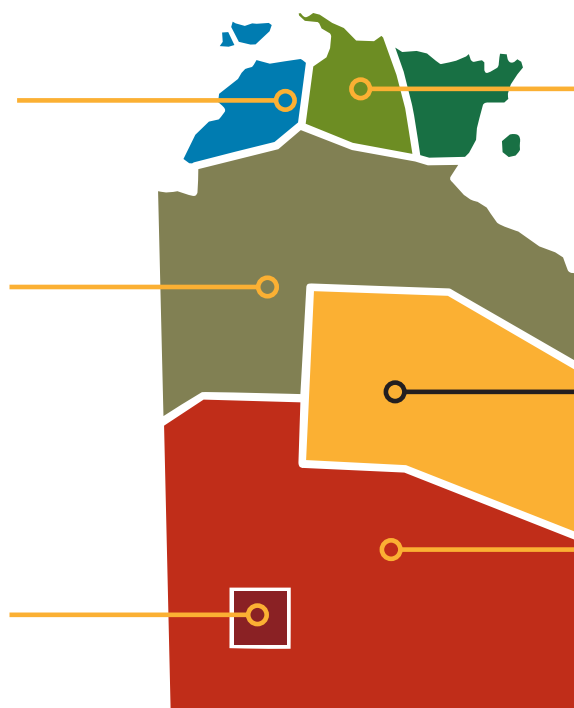
INTERSTATE VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	875	997	13.9%	32,320	35,632	10.2%
Visitor nights ('000)	7,908	7,519	-5%	151,084	165,864	9.8%
Expenditure (\$ million)	945	1,081	14%	25,373	28,566	13%
Average length of stay (nights)	9.0	7.5	-1.5	4.7	4.7	0.0
Average spend per trip (\$)	1,080	1,085	0.4%	785	802	2.1%
Visitor market share (%)	2.7	2.8	0.1	-	-	-

PLACES VISITED BY DOMESTIC HOLIDAY VISITORS

GREATER DARWIN
Interstate - 214,000
Intra-territory - 117,000
Total Domestic - 331,000

KATHERINE DALY
Interstate - 82,000
Intra-territory - 64,000
Total Domestic - 146,000

LASSETER
Interstate - 173,000
Intra-territory - 12,000
Total Domestic - 185,000



KAKADU & ARNHEMLAND
Interstate - 40,000
Intra-territory - 18,000
Total Domestic - 59,000

BARKLY
Interstate - 28,000
Intra-territory - 13,000
Total Domestic - 42,000

ALICE SPRINGS & MACDONNELL
Interstate - 110,000
Intra-territory - 30,000
Total Domestic - 139,000

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 National 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

New NVS methodology, 2019: Tourism Research Australia has transitioned NVS sampling to 100% mobile phone interviews (from 50% mobile phone/50% landline) to reflect current phone usage trends. The change in methodology has seen a break in series, so please use caution when comparing 2019 results with previous time periods. Note that 2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates. For further information, see NVS Methodology on the TRA website.