

NORTHERN TERRITORY SNAPSHOT YEAR ENDING MARCH 2019

DEPARTMENT OF
TOURISM, SPORT AND CULTURE

\$2.43 BILLION

VISITOR EXPENDITURE YE MARCH 2019
FROM 1.95 MILLION VISITORS

TOTAL VISITORS



1.95M
YE MAR 2019

1.79M
YE MAR 2018

AVERAGE NIGHTS



6.7
YE MAR 2019

7.5
YE MAR 2018

AVERAGE SPEND
PER PERSON



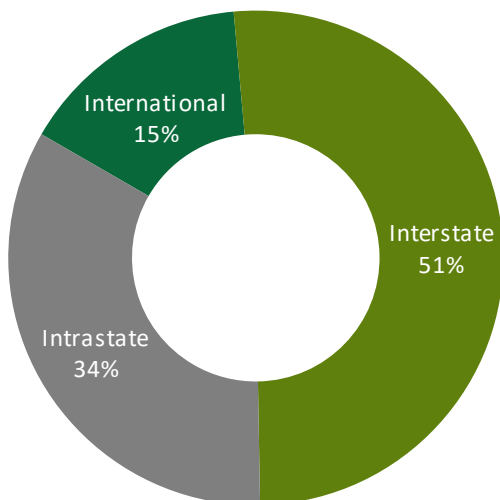
\$1,245
YE MAR 2019

\$1,201
YE MAR 2018

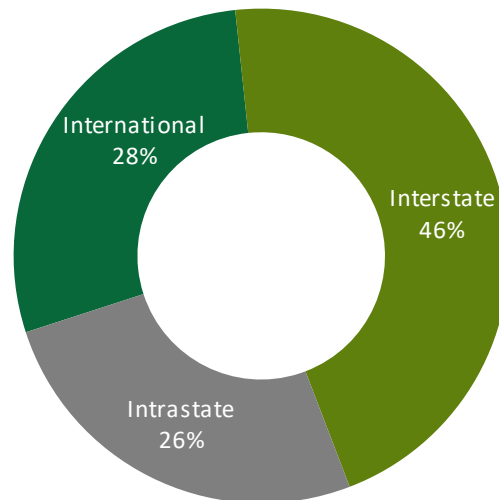
- International visits to the Northern Territory (NT) have increased since early 2018, following a period of stagnant to declining performance since around 2009. Domestic visits to the NT are also showing an upward trend and domestic all-purpose visitation in the March quarter 2019 (Jan-Feb-Mar) increased by +66% compared to the March 2018 quarter.
- 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. The growth in both international and domestic visitation to the NT indicates that the Turbocharging Tourism Activities that are being employed by the NT Government are working.
- Growth in international visitors to the NT is coming mostly from the Japanese and Chinese markets. The Lasseter region is benefiting from this growth, due to strong demand to visit Uluru. New South Wales, Victoria and Queensland represent the largest interstate source markets for the NT.

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,787	1,948	9.0%	822	906	10%
Visitor nights ('000)	13,330	12,992	-2.5%	5,721	5,511	-3.7%
Expenditure (\$ million)	2,146	2,425	13%	931	1,161	25%
Average length of stay (nights)	7.5	6.7	-0.8	7.0	6.1	-0.9
Average spend per trip (\$)	1,201	1,245	3.7%	1,133	1,281	13%
Visitor market share (%)	1.7	1.7	0pp	1.9	1.9	0pp

All purposes of visit



Holiday



NORTHERN TERRITORY SNAPSHOT

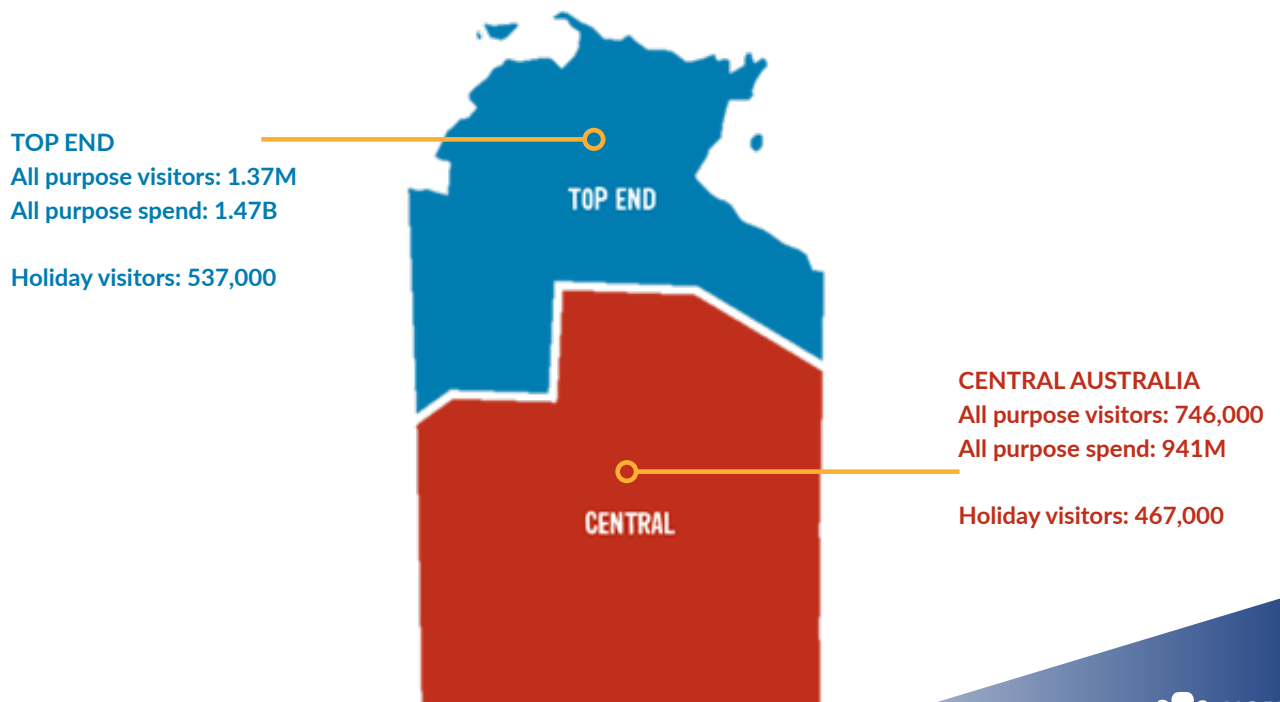
YEAR ENDING MARCH 2019

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VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
International				
Total	297	4.2%	11.2	1,592
Holiday	257	6.5%	7.1	1,460
Visiting friends/relatives	18	-15%	27.0	937
Business	9	-26%	21.4	3,426
Domestic				
Total	1,651	9.9%	5.9	888
Holiday	650	12%	5.7	1,210
Visiting friends/relatives	204	-24%	7.8	442
Business	759	26%	5.4	679
Intra-Territory				
Total	655	4.4%	3.3	590
Holiday	234	13%	2.2	551
Visiting friends/relatives	49	-55%	3.0	327
Business	335	21%	4.1	604
Interstate				
Total	997	14%	7.5	1,085
Holiday	416	11%	7.7	1,582
Visiting friends/relatives	155	-3.5%	9.4	479
Business	424	31%	6.4	738

TOP END AND CENTRAL AUSTRALIA VISITORS



NORTHERN TERRITORY SNAPSHOT YEAR ENDING MARCH 2019

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REGIONAL VISTATION SUMMARY

TOP END VISITOR SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,194	1,370	15%	477	537	13%
Visitor nights ('000)	8,574	9,376	9.3%	3,201	3,407	6.4%
Expenditure (\$ million)	1,338	1,467	9.6%	532	616	16%
Average length of stay (nights)	7.2	6.8	-0.3	6.7	6.3	-0.4
Average spend per trip (\$)	1,120	1,071	-4.4%	1,115	1,147	2.8%
Visitor market share (%)	1.1	1.2	0.1pp	1.1	1.1	0pp
Visitor market share of the NT (%)	66.8	70.3	3.5pp	58.0	59.2	1.2pp

CENTRAL AUSTRALIA VISITOR SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	721	746	3.4%	430	467	8.7%
Visitor nights ('000)	4,461	3,350	-25%	2,386	2,039	-15%
Expenditure (\$ million)	777	941	21%	497	653	31%
Average length of stay (nights)	6.2	4.5	-1.7	5.6	4.4	-1.2
Average spend per trip (\$)	1,078	1,261	17%	1,157	1,399	21%
Visitor market share (%)	0.7	0.6	0pp	1.0	1.0	0pp
Visitor market share of the NT (%)	40.3	38.3	-2.1pp	52.3	51.5	-0.8pp

PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN

Interstate - 214,000
Intra-territory - 117,000
Total Domestic - 331,000
Total International - 89,000

KATHERINE DALY

Interstate - 82,000
Intra-territory - 64,000
Total Domestic - 146,000
Total International - 26,000

LASSETER

Interstate - 173,000
Intra-territory - 12,000
Total Domestic - 185,000
Total International - 178,000



KAKADU & ARNHEMLAND

Interstate - 40,000
Intra-territory - 18,000
Total Domestic - 59,000
Total International - 32,000

BARKLY

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

ALICE SPRINGS & MACDONNELL

Interstate - 110,000
Intra-territory - 30,000
Total Domestic - 139,000
Total International - 102,000

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 International and 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.