

# Combined (Domestic and International) Snapshot Year Ending (YE) March 2022

# \$1.96 BILLION

**VISITOR EXPENDITURE YE MARCH 2022  
FROM 1.27 MILLION VISITORS**

## TOTAL VISITORS



**1,265,000**  
YE MAR 2022

**1,962,000**  
YE MAR 2020

## AVERAGE NIGHTS



**7.0**  
YE MAR 2022

**6.1**  
YE MAR 2020

## AVERAGE SPEND PER PERSON



**\$1,546**  
YE MAR 2022

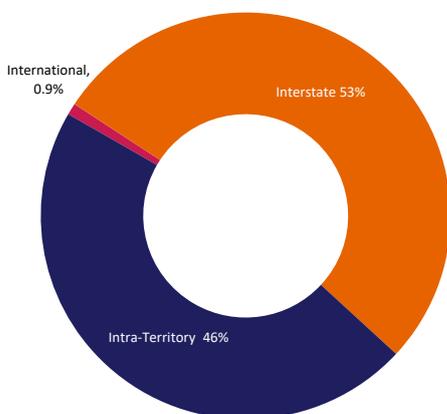
**\$1,310**  
YE MAR 2020

NOTE: International visitation accounted for approximately 12,000 visitors in the YE March 2022, due to international border closures.

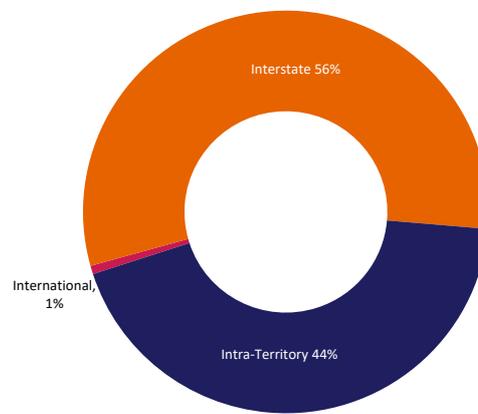
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	1,962	899	1,265	-36%	975	445	662	-32%
Visitor nights ('000)	12,000	4,789	8,843	-26%	5,917	1,563	3,877	-34%
Expenditure (\$ million)	2,570	873	1,956	-24%	1,231	405	990	-20%
Average length of stay (nights)	6.1	5.3	7.0	0.9	6.1	3.4	5.9	-0.2
Average spend per trip (\$)	1,310	972	1,546	+18%	1,263	910	1,496	+18%
Visitor market share (%)	1.6	1.2	1.5	-0.1pp	2.0	1.4	1.8	-0.2pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	305	218	200	-35%	111	103	96	-13%
Visitor nights ('000)	1,868	1,029	1,574	-16%	646	370	516	-20%
Average length of stay (nights)	6.1	4.7	7.9	1.8	5.8	3.6	5.4	-0.4
Visitor market share (%)	1.2	0.9	0.8	-0.4pp	1.0	0.9	0.8	-0.2pp

## VISITORS



## HOLIDAY VISITORS



- For the year ending March 2022, visitors to the Northern Territory (NT) decreased by -36% compared to the year ending March 2020. Visitation for the March quarter 2022 decreased (-35%) compared to the same period in 2020 due to the impact of COVID-19 and interstate and international travel restrictions.
- Due to COVID-19 and the closure of Australia's border in March 2020, international visitation to the NT was almost zero as at year ending December 2021. International borders to Australia opened on 21 February 2022, while border restrictions for all interstate markets entry into the NT were lifted 20 December 2021. There were 12,000 international visitors in March 2022.
- Victoria, New South Wales, South Australia and Queensland represented the largest interstate holiday source markets for the NT in the year ending March 2022.

NOTE: Percentage changes in this report are compared to 2020 data, unless otherwise stated. Visitors refers to all purpose visitors unless otherwise stated.

# Combined (Domestic and International) Snapshot YE March 2022

## VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING MARCH 2022	Visitors ('000)	% Change on 2020	Average stay (nights)	Average spend per trip (\$)
<b>Intra-Territory</b>				
Total	588*	-6.3%	3.4	796
Holiday	289	19%	2.5	545
Visiting friends/relatives	74	58%	2.6	368
Business	196	-35%	4.5	530
All other reasons	37	-16%	4.9	966
<b>Interstate</b>				
Total	666*	-37%	9.4	2,167
Holiday	368	-26%	8.4	2244
Visiting friends/relatives	109	-27%	8.9	1120
Business	181	-54%	9.8	1037
All other reasons	55	-22%	7.5	957
<b>International</b>				
Total	12*	-96%	np	3,908
Holiday***	np	np	np	np
Visiting friends/relatives***	np	np	np	np
Business***	np	np	np	np
All other reasons***	np	np	np	np
<b>Combined</b>				
Total	1,265*	-36%	7.0	1,546
Holiday	662	-32%	5.9	1,496
Visiting friends/relatives	185	-14%	6.9	847
Business	377	-47%	7.2	782
All other reasons	96	-30%	10.3	1,215

## SOURCE MARKETS

### Domestic Holiday



**Victoria**  
VISITORS 83,000 ↓  
EXPENDITURE \$244M ↑



**New South Wales**  
VISITORS 79,000 ↓  
EXPENDITURE \$184M ↓



**South Australia**  
VISITORS 70,000 ↑  
EXPENDITURE \$115M ↑



**Queensland**  
VISITORS 67,000 ↓  
EXPENDITURE \$139M ↓



**Western Australia**  
VISITORS 61,000 ↑  
EXPENDITURE \$128M ↑

## PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



**28%**

**Interstate Holiday  
Visitors**



**9.1%**

**Intra-Territory  
Holiday Visitors**

\*Total visitors may not add up to the sum of the below purposes of travel, as more than one stopover in the NT is possible during a trip.

\*\*np - indicates data is not publishable. \*\*\*International figures are currently too low to report on individual markets.

# Combined (Domestic and International) Snapshot YE March 2022

## VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	282	2	12	-96%	236	0	5	-98%
Visitor nights ('000)	3,083	225	614	-80%	1,739	2	53	-97%
Expenditure (\$ million)	435	14	46	-90%	331	0	6	-98%
Average length of stay (nights)	10.9	140.0	52.5	41.6	7.4	76.0	11.7	4.3
Average spend per trip (\$)	1,540	8,895	3,908	154%	1,404	5,919	1,307	-6.9%
Visitor market share (%)	3.5	2.7	2.4	-1.1pp	5.5	1.3	4.4	-1.1pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	1,680	897	1,254	-25%	739	445	657	-11%
Visitor nights ('000)	8,917	4,564	8,230	-7.7%	4,178	1,534	3,824	-8.5%
Expenditure (\$ million)	2,135	859	1,911	-10%	900	405	984	9.4%
Average length of stay (nights)	5.3	5.1	6.6	1.3	5.7	3.4	5.8	0.1
Average spend per trip (\$)	1,271	957	1,524	20%	1,218	910	1,498	23%
Visitor market share (%)	1.5	1.2	1.5	0pp	1.7	1.4	1.8	0.1pp

## REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	1,332	652	973	-27%	587	355	519	-12%
Visitor nights ('000)	7,949	3,077	6,289	-21%	3,447	1,111	2,793	-19%
Expenditure (\$ million)	1,475	543	1,423	-3.5%	578	253	704	22%
Average length of stay (nights)	6.0	4.7	6.5	0.5	5.9	3.1	5.4	-0.5
Average spend per trip (\$)	1,108	832	1,463	32%	984	713	1,358	38%
Visitor market share (%)	1.1	0.9	1.2	0.1pp	1.2	1.0	1.4	0.2pp
Visitor market share of the NT (%)	67.9	72.6	76.9	9.0pp	60.2	79.7	78.4	18.1pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	762	272	355	-53%	496	106	192	-61%
Visitor nights ('000)	3,867	1,579	2,241	-42%	2,398	375	1,040	-57%
Expenditure (\$ million)	1,070	303	498	-54%	646	136	276	-57%
Average length of stay (nights)	5.1	5.8	6.3	1.2	4.8	3.5	5.4	0.6
Average spend per trip (\$)	1,405	1,117	1,401	-0.3%	1,303	1,284	1,440	11%
Visitor market share (%)	0.6	0.4	0.4	-0.2pp	1.0	0.3	0.5	-0.5pp
Visitor market share of the NT (%)	38.8	30.2	28.1	-10.7pp	50.9	23.8	29.0	-21.9pp

# Combined (Domestic and International) Snapshot YE March 2022

## TOP END

VISITORS 973,000 **-27%**  
EXPENDITURE \$1,423M **-3.5%**

HOLIDAY VISITORS 519,000 **-12%**  
HOLIDAY EXPENDITURE \$704M **+22%**

## GREATER DARWIN

VISITORS 674,000 **-30%**  
EXPENDITURE\* \$1,069M **-2.7%**

### HOLIDAY VISITORS

INTRA-TERRITORY 141,000 **+25%**  
INTERSTATE 211,000 **-15%**  
DOMESTIC 352,000 **-2.9%**  
INTERNATIONAL 2,000 **↓**

## KAKADU ARNHEM

VISITORS 187,000 **-24%**  
EXPENDITURE\*\* \$170M **-16%**

### HOLIDAY VISITORS

INTRA-TERRITORY 59,000 **↑**  
INTERSTATE 41,000 **↓**  
DOMESTIC 100,000 **+13%**  
INTERNATIONAL 0 **↓**

## KATHERINE DALY

VISITORS 248,000 **-30%**  
EXPENDITURE \$184M **+5.7%**

### HOLIDAY VISITORS

INTRA-TERRITORY 83,000 **↑**  
INTERSTATE 72,000 **↓**  
DOMESTIC 156,000 **-1.4%**  
INTERNATIONAL 0 **↓**

## CENTRAL AUSTRALIA

VISITORS 355,000 **-53%**  
EXPENDITURE \$498M **-54%**

HOLIDAY VISITORS 192,000 **-61%**  
HOLIDAY EXPENDITURE \$276M **-57%**

## BARKLY

VISITORS 60,000 **↓**  
EXPENDITURE \$23M **-74%**

### HOLIDAY VISITORS

INTRA-TERRITORY 4,000 **↓**  
INTERSTATE 31,000 **-45%**  
DOMESTIC 36,000 **↓**  
INTERNATIONAL 0 **↓**

## ALICE SPRINGS MACDONNELL

VISITORS 257,000 **-49%**  
EXPENDITURE \$240M **-48%**

### HOLIDAY VISITORS

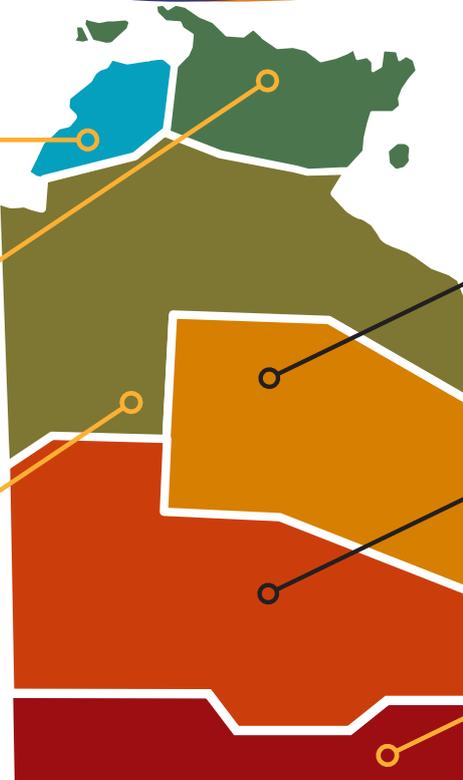
INTRA-TERRITORY 14,000 **↓**  
INTERSTATE 103,000 **-37%**  
DOMESTIC 117,000 **-39%**  
INTERNATIONAL 2,000 **↓**

## LASSETER

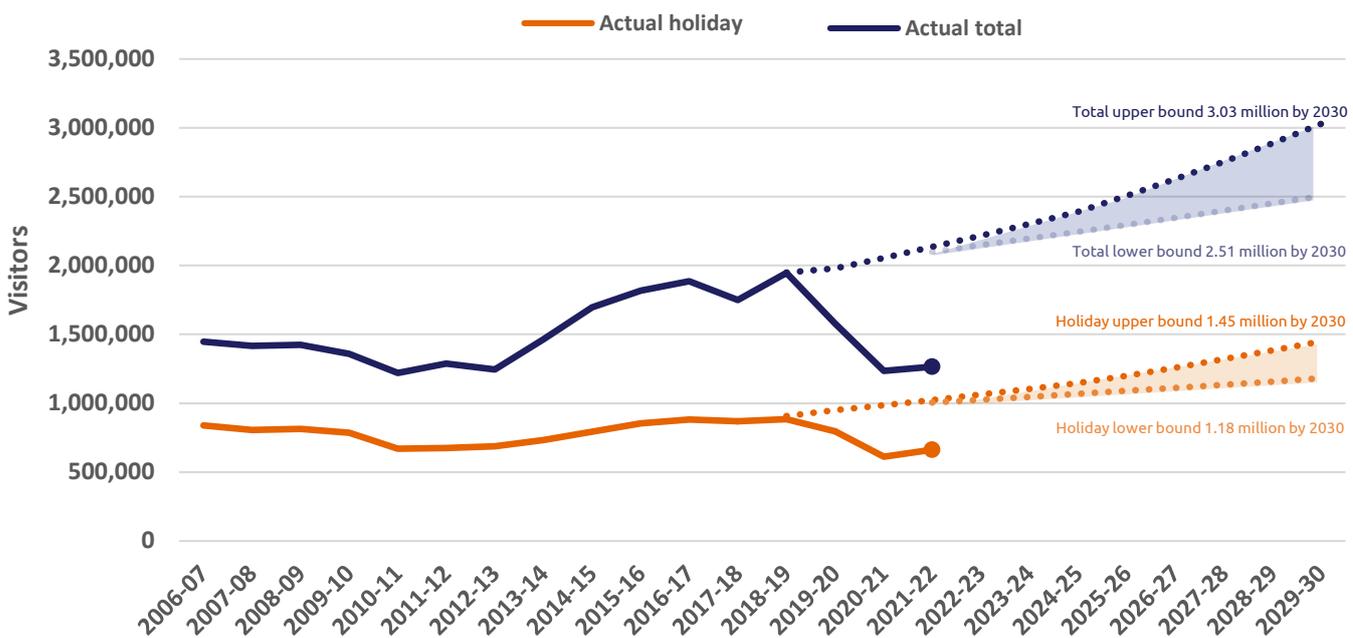
VISITORS 165,000 **-60%**  
EXPENDITURE \$235M **-55%**

### HOLIDAY VISITORS

INTRA-TERRITORY 7,000 **↓**  
INTERSTATE 124,000 **-39%**  
DOMESTIC 132,000 **-40%**  
INTERNATIONAL 3,000 **↓**



## NORTHERN TERRITORY TOURISM INDUSTRY STRATEGY 2030 TOTAL AND HOLIDAY VISITOR TARGETS



**Disclaimer:** The Department of Industry, Tourism and Trade 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 Surveys. 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](mailto:research.tourismnt@nt.gov.au)

\*Expenditure is for Darwin only, excludes Outer Darwin. \*\* Expenditure is for the combined region of Litchfield Kakadu Arnhem and includes Outer Darwin.