

# Combined Snapshot Year Ending (YE) March 2020

# \$2.57 BILLION

**VISITOR EXPENDITURE YE MARCH 2020  
FROM 2.0 MILLION VISITORS**

## TOTAL VISITORS



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

**1,948,000**  
YE MAR 2019

## AVERAGE NIGHTS



**6.1**  
YE MAR 2020

**6.7**  
YE MAR 2019

## AVERAGE SPEND PER PERSON



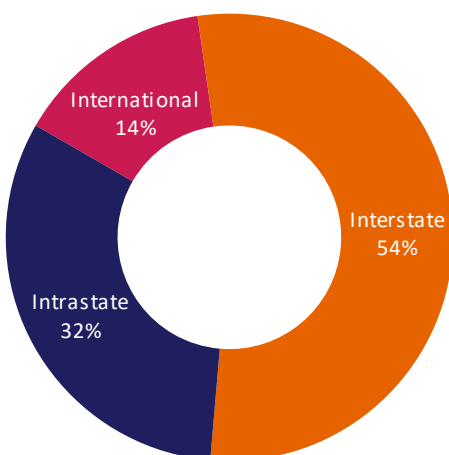
**\$1,310**  
YE MAR 2020

**\$1,245**  
YE MAR 2019

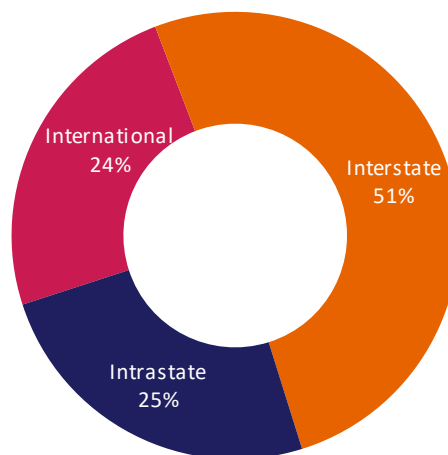
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,948	1,962	0.7%	906	975	7.5%
Visitor nights ('000)	12,992	12,000	-7.6%	5,511	5,917	7.4%
Expenditure (\$ million)	2,425	2,570	6.0%	1,161	1,231	6.0%
Average length of stay (nights)	6.7	6.1	-0.6	6.1	6.1	0.0
Average spend per trip (\$)	1,245	1,310	5.2%	1,281	1,263	-1.4%
Visitor market share (%)	1.7	1.6	-0.1pp	1.9	2.0	0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	344	305	-11%	137	111	-19%
Visitor nights ('000)	2,232	1,868	-16%	615	646	5.0%
Average length of stay (nights)	6.5	6.1	-0.4	4.5	5.8	1.3
Visitor market share (%)	1.1	1.2	0.1pp	1.0	1.0	0.0pp

## ALL PURPOSE



## HOLIDAY



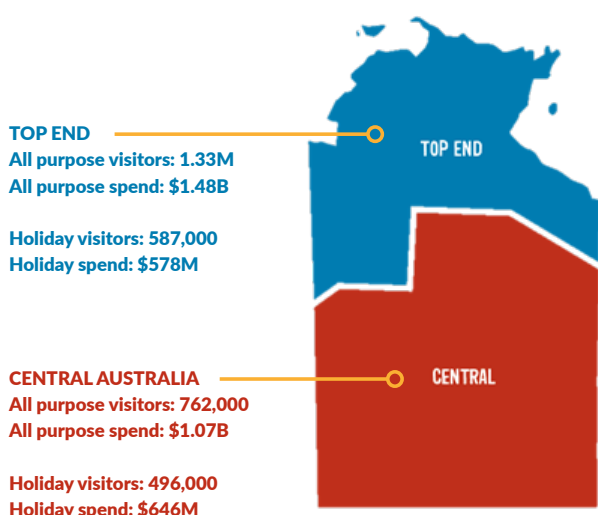
- These figures reflect the impacts of the Uluru climb closure and COVID-19. Domestic all purpose visitors for the year ending March 2020 to the Northern Territory (NT) increased by +1.7% compared to year ending March 19, however, decreased -8.1% for the March quarter 2020 compared to same period in 2019.
- Due to COVID-19, international all-purpose visitation to the NT declined -25% for the March quarter 2020 compared to the same quarter in 2019. International holiday visitation was down -26% for the quarter.
- International declines in visitation to Australia for year ending March 2020 were driven mostly by decreases in the Chinese market. The NT had declines from all international source markets with the exceptions of New Zealand and France.
- Victoria, New South Wales and Queensland represented the largest interstate holiday source markets for the NT in the year ending March 2020.

# Combined Snapshot Year Ending March 2020

## VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
<b>Intra-Territory</b>				
Total	627*	-4.2%	2.8	477
Holiday	242	3.4%	2.4	482
Visiting friends/relatives	47	-5.5%	2.8	429
Business	299	-11%	3.2	447
All other reasons	44	-10%	1.8	654
<b>Interstate</b>				
Total	1,053*	5.6%	6.8	1,258
Holiday	497	20%	7.3	1,577
Visiting friends/relatives	148	-4.3%	7.7	790
Business	396	-6.6%	5.4	967
All other reasons	71	74%	4.3	577
<b>International</b>				
Total	282*	-4.9%	10.9	1,540
Holiday	236	-8.2%	7.4	1,404
Visiting friends/relatives	21	16%	30.6	1,391
Business	12	33%	8.2	1,524
All other reasons	22	-1.6%	26.7	2,542
<b>Combined</b>				
Total	1,962*	0.7%	6.1	1,310
Holiday	975	7.6%	6.1	1,263
Visiting friends/relatives	216	-3.0%	8.9	771
Business	707	-7.9%	4.5	756
All other reasons	137	22%	7.2	923

## TOP END AND CENTRAL AUSTRALIA VISITORS



## PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



**78%**  
International Holiday  
Visitors



**12%**  
Domestic Holiday  
Visitors



**39%**  
Combined Holiday  
Visitors

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

# Combined Snapshot Year Ending March 2020

## REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,370	1,332	-2.8%	537	587	9.3%
Visitor nights ('000)	9,376	7,949	-15%	3,407	3,447	1.2%
Expenditure (\$ million)	1,467	1,475	0.6%	552	578	4.7%
Average length of stay (nights)	6.8	6.0	-0.8	6.3	5.9	-0.4
Average spend per trip (\$)	1,071	1,107	3.4%	1,027	984	-4.2%
Visitor market share (%)	1.2	1.1	-0.1pp	1.1	1.2	0.1pp
Visitor market share of the NT (%)	70.3	67.9	-2.4pp	59.2	60.2	1.0pp

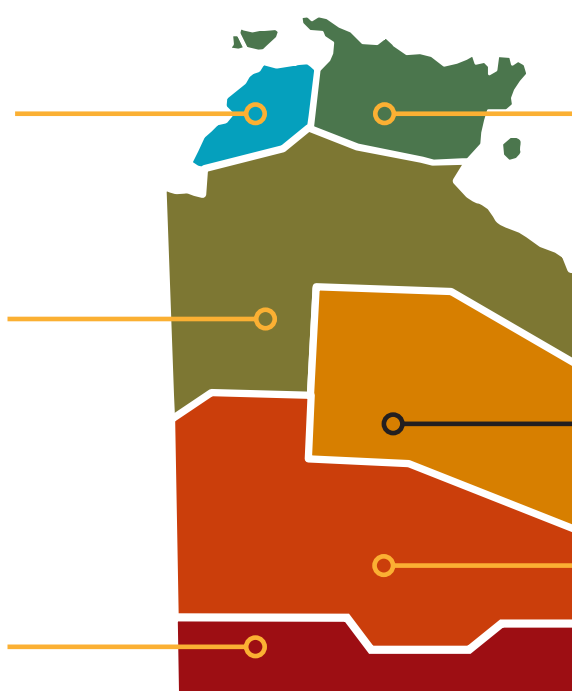
COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	746	762	2.2%	467	496	6.1%
Visitor nights ('000)	3,350	3,867	15%	2,039	2,398	18%
Expenditure (\$ million)	941	1,071	14%	599	646	7.7%
Average length of stay (nights)	4.5	5.1	0.6	4.4	4.8	0.4
Average spend per trip (\$)	1,261	1,405	11%	1,284	1,303	1.5%
Visitor market share (%)	0.6	0.6	0.0pp	1.0	1.0	0.0pp
Visitor market share of the NT (%)	38.3	38.8	0.5pp	51.5	50.9	-0.6pp

## PLACES VISITED BY HOLIDAY VISITORS

**GREATER DARWIN**  
Interstate - 250,000  
Intra-Territory - 113,000  
Total Domestic - 362,000  
Total International - 94,000

**KATHERINE DALY**  
Interstate - 80,000  
Intra-Territory - 78,000  
Total Domestic - 158,000  
Total International - 31,000

**LASSETER**  
Interstate - 204,000  
Intra-Territory - 14,000  
Total Domestic - 218,000  
Total International - 149,000



**KAKADU ARNHEM LAND**  
Interstate - 57,000  
Intra-Territory - 31,000  
Total Domestic - 88,000  
Total International - 34,000

**BARKLY**  
Interstate - 51,000  
Intra-Territory - 11,000  
Total Domestic - 61,000  
Total International - 11,000

**ALICE SPRINGS MACDONNELL**  
Interstate - 163,000  
Intra-Territory - 30,000  
Total Domestic - 193,000  
Total International - 91,000

**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](mailto:research.tourismnt@nt.gov.au)