

Combined Snapshot Year Ending December 2019

\$2.59 BILLION

**VISITOR EXPENDITURE YE DECEMBER 2019
FROM 2.0 MILLION VISITORS**

TOTAL VISITORS



2,001,000
YE DEC 2019

1,839,000
YE DEC 2018

AVERAGE NIGHTS



6.2
YE DEC 2019

6.9
YE DEC 2018

AVERAGE SPEND PER PERSON



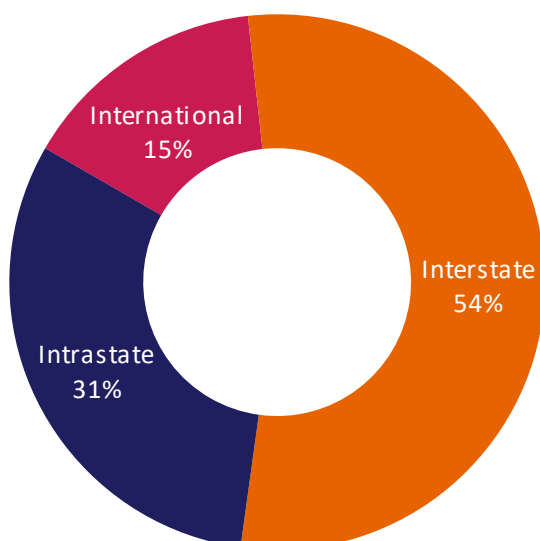
\$1,294
YE DEC 2019

\$1,280
YE DEC 2018

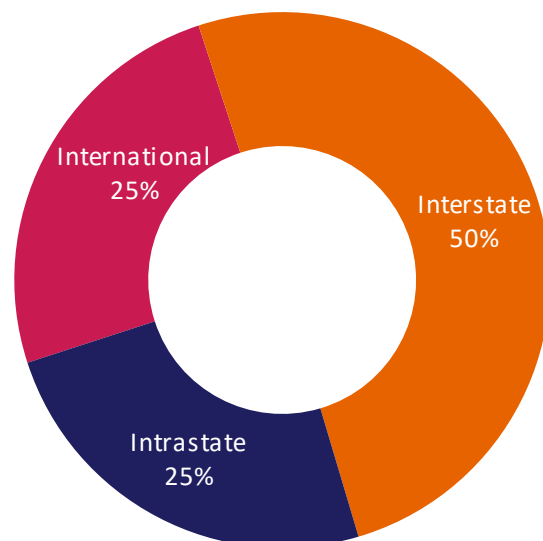
- These figures include two months of the impact of the Uluru Climb closure, but precede the impacts from the Australian bushfires and COVID-19. Domestic visits to the Northern Territory (NT) are on an upward trend. Domestic all-purpose visitation increased by +11% compared to the same period in 2018.
- International growth to Australia has been driven mostly by growth in visitation from the USA and India. Growth in the China* market slowed and stabilised in the latest period. This slowing in Chinese visitation has also affected the NT which had a decline in Chinese visitors of -32%.
- Growth in international visitors to the NT is coming mostly from the Japanese market. Victoria, New South Wales and Queensland represent the largest interstate holiday source markets for the NT.

COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,839	2,001	8.8%	902	1,000	11%
Visitor nights ('000)	12,640	12,365	-2.2%	5,666	5,886	3.9%
Expenditure (\$ million)	2,354	2,590	10%	1,180	1,225	3.8%
Average length of stay (nights)	6.9	6.2	-0.7	6.3	5.9	-0.4
Average spend per trip (\$)	1,280	1,294	1.1%	1,308	1,225	-6.4%
Visitor market share (%)	1.6	1.6	0.0pp	1.9	2.0	+0.1pp

ALL PURPOSE



HOLIDAY

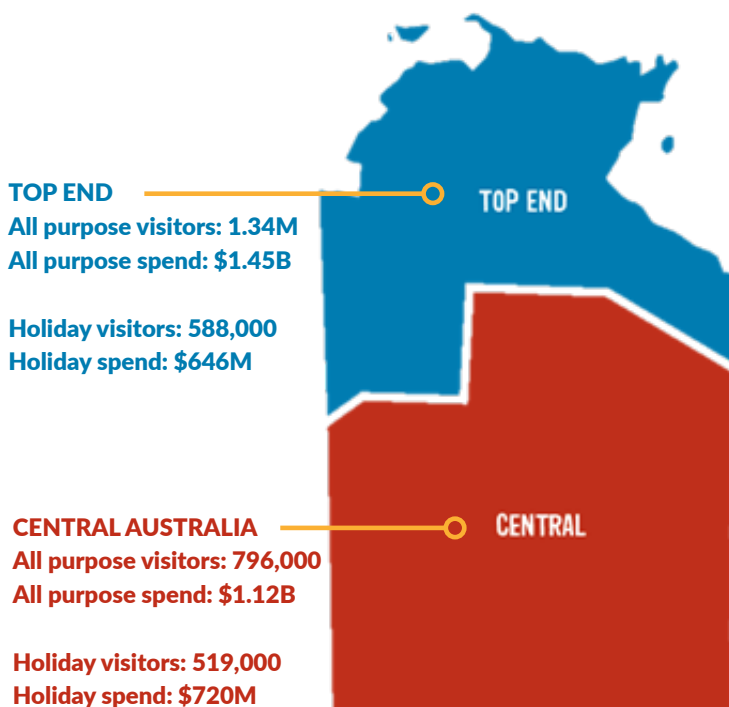


Combined Snapshot Year Ending December 2019

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	623	-1.2%	2.9	503
Holiday	246	3.7%	2.3	456
Visiting friends/relatives	50	-21%	2.1	425
Business	283	-7.3%	3.7	473
Interstate				
Total	1,079	19%	6.8	1,207
Holiday	505	24%	7.1	1,533
Visiting friends/relatives	163	23%	8.6	732
Business	402	8.3%	5.3	925
International				
Total	299	0.2%	10.6	1,462
Holiday	250	-3.8%	7.0	1,359
Visiting friends/relatives	20	6.4%	35.3	1,429
Business	14	77%	6.7	1,465
Combined				
Total	2,002	8.9%	6.2	1,294
Holiday	1,001	11%	5.9	1,225
Visiting friends/relatives	232	8.3%	9.6	727
Business	699	2.1%	4.7	752

TOP END AND CENTRAL AUSTRALIA VISITORS



PARTICIPATION IN INDIGENOUS CULTURAL ACTIVITIES DURING TRIP



77%
International Holiday
Visitors



12%
Domestic Holiday
Visitors



39%
Combined Holiday
Visitors

Combined Snapshot Year Ending December 2019

REGIONAL VISTATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,280	1,336	4.4%	528	588	11%
Visitor nights ('000)	8,865	8,191	-7.6%	3,456	3,431	-0.7%
Expenditure (\$ million)	1,443	1,453	0.7%	640	646	0.9%
Average length of stay (nights)	6.9	6.1	-0.8	6.5	5.8	-0.7
Average spend per trip (\$)	1,127	1,087	-3.5%	1,213	1,098	-9.4%
Visitor market share (%)	1.1	1.1	-0.1pp	1.1	1.2	+0.1pp
Visitor market share of the NT (%)	69.6	66.8	-2.9pp	58.5	58.8	0.3pp

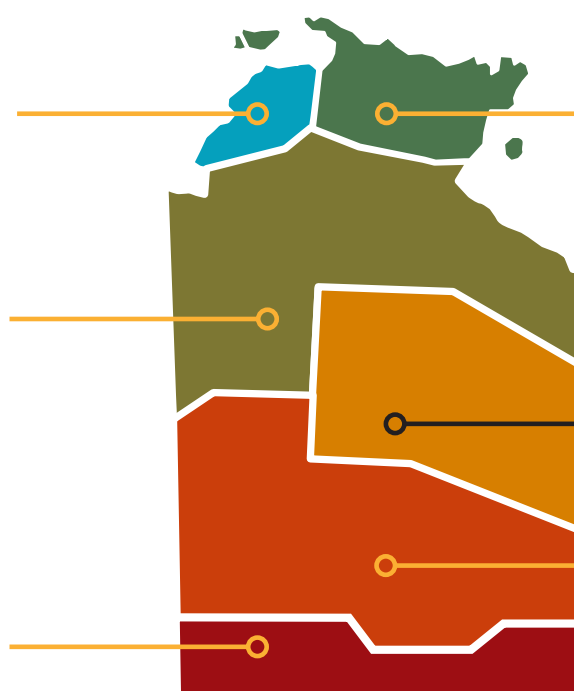
COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	724	796	9.9%	471	519	10%
Visitor nights ('000)	3,584	3,915	9.2%	2,149	2,388	11%
Expenditure (\$ million)	888	1,119	26%	645	720	11%
Average length of stay (nights)	5.0	4.9	-0.1	4.6	4.6	0.0
Average spend per trip (\$)	1,227	1,406	15%	1,370	1,387	1.3%
Visitor market share (%)	0.6	0.6	0.0pp	1.0	1.0	0.0pp
Visitor market share of the NT (%)	39.4	39.8	0.4pp	52.2	51.9	-0.4pp

PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN
Interstate - 248,000
Intra-territory - 133,000
Total Domestic - 381,000
Total International - 94,000

KATHERINE DALY
Interstate - 80,000
Intra-territory - 65,000
Total Domestic - 145,000
Total International - 30,000

LASSETER
Interstate - 220,000
Intra-territory - 12,000
Total Domestic - 232,000
Total International - 164,000



KAKADU ARNHEMLAND
Interstate - 55,000
Intra-territory - 30,000
Total Domestic - 85,000
Total International - 34,000

BARKLY
Interstate - 50,000
Intra-territory - 7,000
Total Domestic - 57,000
Total International - 12,000

ALICE SPRINGS MACDONNELL
Interstate - 167,000
Intra-territory - 31,000
Total Domestic - 198,000
Total International - 93,000

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