

Combined Snapshot Year Ending September 2019

\$2.60 BILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2019
FROM 1.95 MILLION VISITORS**

TOTAL VISITORS



1,953,000
YE SEP 2019

1,831,000
YE SEP 2018

AVERAGE NIGHTS



6.3
YE SEP 2019

7.2
YE SEP 2018

AVERAGE SPEND PER PERSON



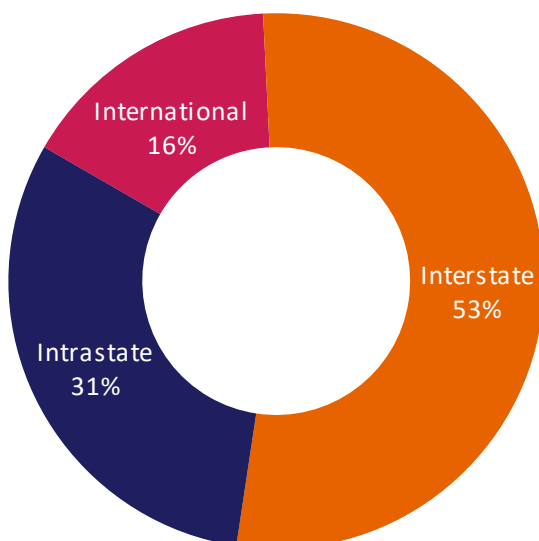
\$2,599
YE SEP 2019

\$2,209
YE SEP 2018

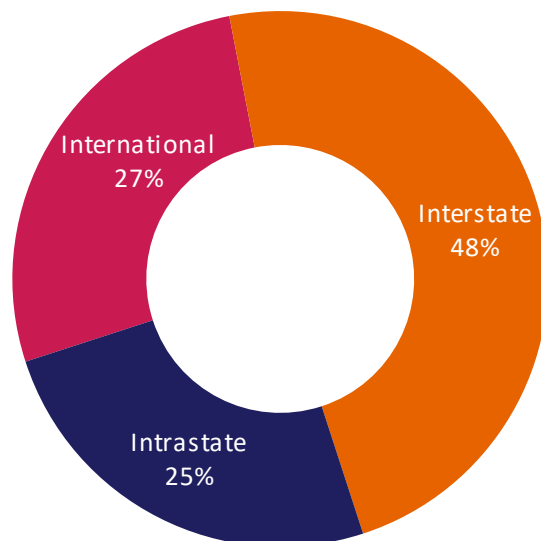
- International visits to the Northern Territory (NT) have increased since early 2018, following a period of stagnant to declining performance since around 2009. Domestic visits to the NT are also showing an upward trend with domestic all-purpose visitation in the year ending September 2019 increasing by +6.7% compared to the same period in 2018.
- 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 American 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 holiday source markets for the NT.

COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,831	1,953	6.7%	900	973	8.1%
Visitor nights ('000)	13,132	12,349	-6.0%	5,680	5,900	3.9%
Expenditure (\$ million)	2,209	2,599	18%	1,102	1,185	7.5%
Average length of stay (nights)	7.2	6.3	-0.8	6.3	6.1	-0.2
Average spend per trip (\$)	1,206	1,331	10%	1,225	1,218	-0.6%
Visitor market share (%)	1.6	1.6	-0.1pp	1.9	1.9	0.0pp

ALL PURPOSE



HOLIDAY

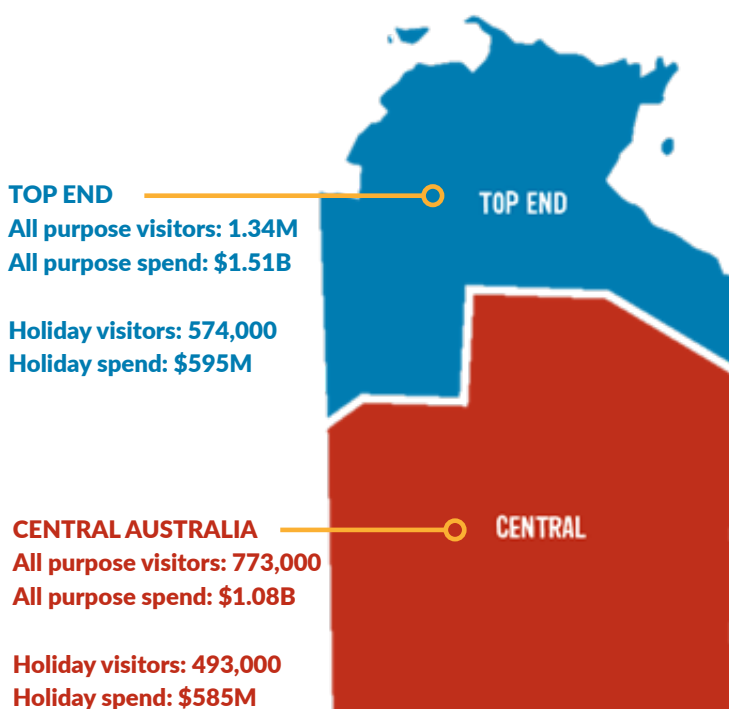


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VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	605	-8.9%	2.7	726
Holiday	243	-1.2%	2.3	644
Visiting friends/relatives	38	-58%	2.4	329
Business	273	-7.8%	3.3	810
Interstate				
Total	1,038	18%	7.1	1,132
Holiday	467	15%	7.4	1,409
Visiting friends/relatives	166	27%	8.7	638
Business	406	25%	5.6	934
International				
Total	310	7.3%	10.7	1,514
Holiday	262	6.0%	7.3	1,413
Visiting friends/relatives	19	-7.8%	30.0	1,104
Business	12	33%	6.3	1,404
Combined				
Total	1,953	6.7%	6.3	1,331
Holiday	973	8.1%	6.1	1,218
Visiting friends/relatives	224	-8.2%	9.5	625
Business	691	9.9%	4.7	893

TOP END AND CENTRAL AUSTRALIA VISITORS



PARTICIPATION IN INDIGENOUS CULTURAL ACTIVITIES DURING TRIP



77%
International Holiday
Visitors



11%
Domestic Holiday
Visitors



40%
Combined Holiday
Visitors

Combined Snapshot Year Ending September 2019

REGIONAL VISTATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,242	1,341	8.0%	517	574	11%
Visitor nights ('000)	9,111	8,236	-9.6%	3,448	3,493	1.3%
Expenditure (\$ million)	1,322	1,506	14%	510	595	17%
Average length of stay (nights)	7.3	6.1	-1.2	6.7	6.1	-0.6
Average spend per trip (\$)	1,064	1,123	5.5%	985	1,037	5.3%
Visitor market share (%)	1.1	1.1	0.0pp	1.1	1.1	0pp
Visitor market share of the NT (%)	67.9	68.7	0.8pp	57.5	59.0	1.5pp

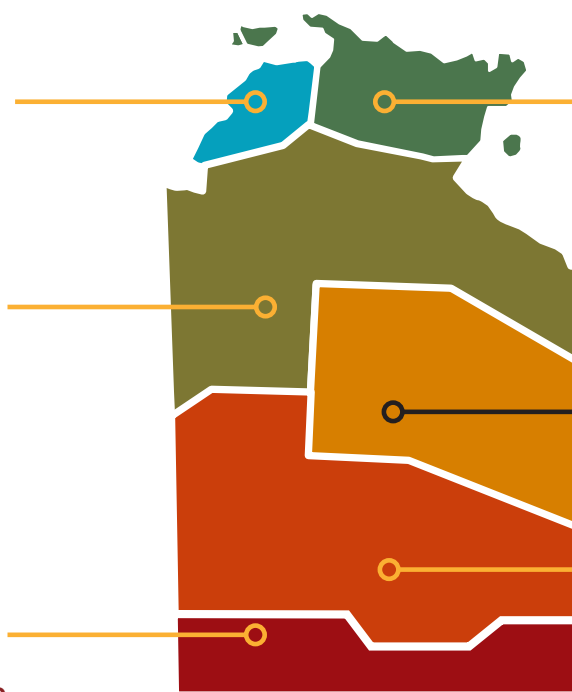
COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	712	773	8.6%	479	493	2.9%
Visitor nights ('000)	3,774	3,866	2.4%	2,118	2,341	11%
Expenditure (\$ million)	854	1,076	26%	575	585	1.8%
Average length of stay (nights)	5.3	5.0	-0.3	4.4	4.7	0.3
Average spend per trip (\$)	1,200	1,393	16%	1,201	1,187	-1.1%
Visitor market share (%)	0.6	0.6	0.0pp	1.0	1.0	-0.1pp
Visitor market share of the NT (%)	38.9	39.6	0.7pp	53.3	50.7	-2.6pp

PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN
Interstate - 231,000
Intra-territory - 149,000
Total Domestic - 380,000
Total International - 92,000

KATHERINE DALY
Interstate - 75,000
Intra-territory - 52,000
Total Domestic - 127,000
Total International - 29,000

LASSETER
Interstate - 201,000
Intra-territory - 5,000
Total Domestic - 206,000
Total International - 182,000



KAKADU & ARNHEMLAND
Interstate - 57,000
Intra-territory - 30,000
Total Domestic - 86,000
Total International - 31,000

BARKLY
Interstate - 47,000
Intra-territory - 1,000
Total Domestic - 48,000
Total International - 12,000

ALICE SPRINGS & MACDONNELL
Interstate - 158,000
Intra-territory - 21,000
Total Domestic - 179,000
Total International - 98,000

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