

# Domestic Snapshot Year Ending December 2019

# \$2.15 BILLION

**VISITOR EXPENDITURE YE DECEMBER 2019  
FROM 1.70 MILLION DOMESTIC VISITORS**

## TOTAL VISITORS



**1,703,000**  
YE DEC 2019

**1,541,000**  
YE DEC 2018

## AVERAGE NIGHTS



**5.4**  
YE DEC 2019

**5.9**  
YE DEC 2018

## AVERAGE SPEND PER PERSON



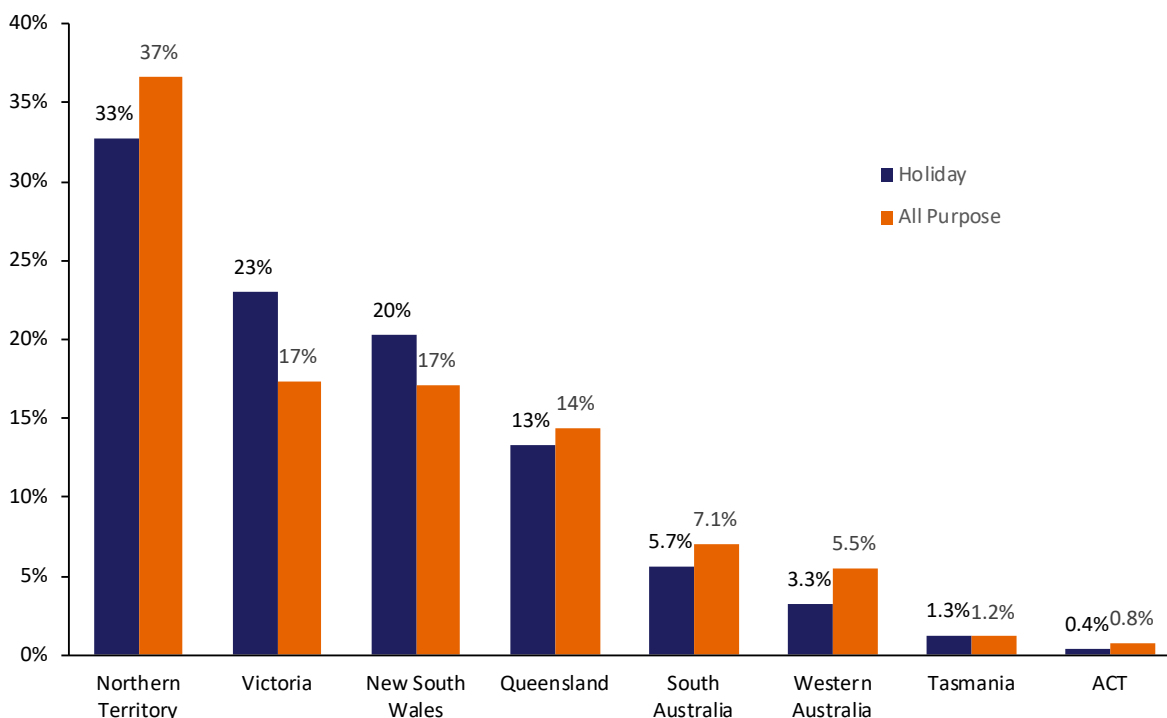
**\$1,265**  
YE DEC 2019

**\$1,221**  
YE DEC 2018

- Domestic visits to the Northern Territory (NT) are on an upward trend. Domestic all-purpose visitation in the year ending December 2019 increased by +11% compared to the same period in 2018. Domestic holiday visitation was up 17% over the same period.
- This positive growth indicates that the Turbocharging Tourism activities that are being employed by the NT Government are working.
- Victoria, New South Wales and Queensland represented the largest interstate holiday source markets for the NT.

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,541	1,703	11%	643	751	17%
Visitor nights ('000)	9,051	9,202	1.7%	3,724	4,140	11%
Expenditure (\$ million)	1,882	2,154	14%	821	886	7.9%
Average length of stay (nights)	5.9	5.4	-0.5	5.8	5.5	-0.3
Average spend per trip (\$)	1,221	1,265	3.6%	1,277	1,180	-7.6%
Visitor market share (%)	1.5	1.4	-0.1pp	1.5	1.6	0.1pp

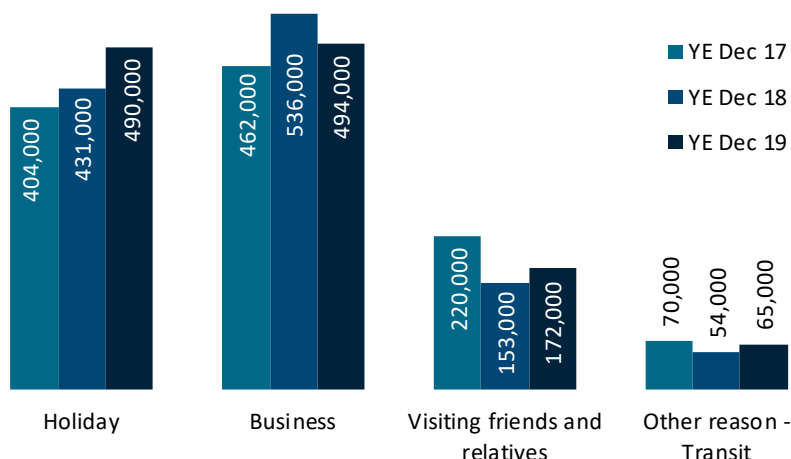
## DOMESTIC SOURCE MARKETS



# Domestic Snapshot Year Ending December 2019

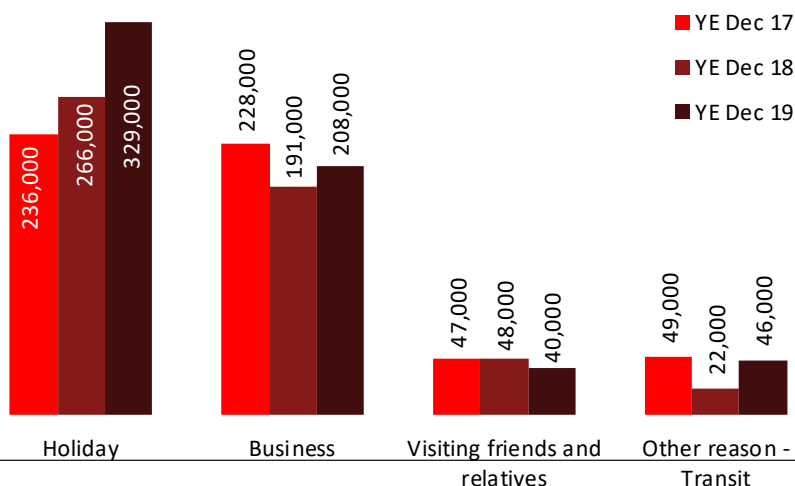
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,151	1,195	3.8%	431	490	14%
Visitor nights ('000)	6,594	6,154	-6.7%	2,422	2,461	1.6%
Expenditure (\$ million)	1,248	1,274	2.1%	528	534	1.2%
Average length of stay (nights)	5.7	5.2	-0.6	5.6	5.0	-0.6
Average spend per trip (\$)	1,085	1,067	-1.7%	1,224	1,090	-11%
Visitor market share (%)	1.1	1.0	-0.1pp	1.0	1.1	0.1pp
Visitor market share of the NT (%)	74.7	70.2	-4.5pp	67.1	65.2	-1.8pp



- For the Top End, domestic holiday visitation along with visitors travelling for visiting friends and relatives and other purposes increased for the year ending December 2019 compared with the same period last year. Visitors travelling for business showed a decline over the same period.

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	512	598	17%	266	329	24%
Visitor nights ('000)	2,293	2,804	22%	1,245	1,612	29%
Expenditure (\$ million)	612	861	41%	401	492	23%
Average length of stay (nights)	4.5	4.7	0.2	4.7	4.9	0.2
Average spend per trip (\$)	1,195	1,440	20%	1,508	1,498	-0.7%
Visitor market share (%)	0.5	0.5	0pp	0.6	0.7	0.1pp
Visitor market share of the NT (%)	33.3	35.1	1.9pp	41.4	43.8	2.4pp



- For the Central Australia, domestic holiday visitors; visitors travelling for business and other purposes increased for the year ending December 2019 compared with the same period last year.

# Domestic Snapshot Year Ending September 2019

## ALL PURPOSE DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER 2019	Northern Territory			Australia		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	631	623	-1.2%	72,382	81,375	12%
Visitor nights ('000)	2,031	1,815	-11%	210,518	236,455	12%
Expenditure (\$ million)	579	545	-5.9%	38,818	43,289	12%
Average length of stay (nights)	3.2	2.9	-0.3	2.9	2.9	0.0
Average spend per trip (\$)	917	874	-4.7%	551	547	-0.7%
Visitor market share (%)	0.9	0.8	-0.1			

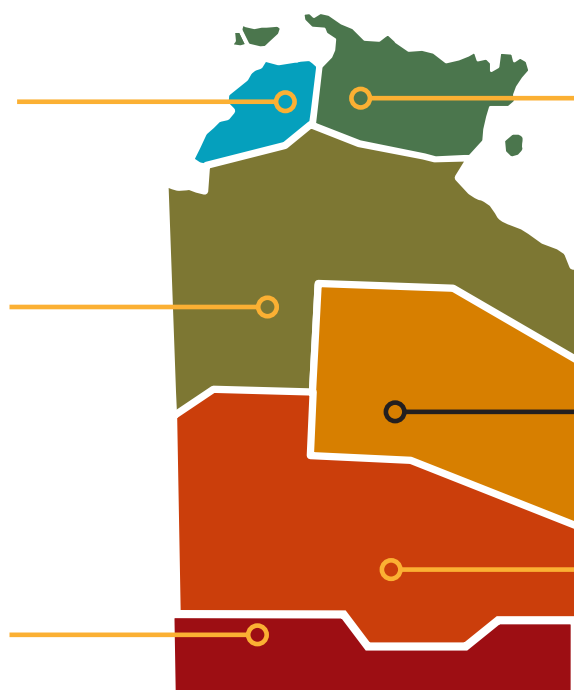
INTERSTATE VISITOR SUMMARY YEAR ENDING DECEMBER 2019	Northern Territory			Australia		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	910	1,079	19%	34,371	38,344	12%
Visitor nights ('000)	7,021	7,387	5.2%	161,010	181,452	13%
Expenditure (\$ million)	1,303	1,609	23%	32,993	37,403	13%
Average length of stay (nights)	7.7	6.8	-0.9	4.9	4.9	0.0
Average spend per trip (\$)	1,432	1,491	4.1%	960	975	1.6%
Visitor market share (%)	2.6	2.8	0.2			

## PLACES VISITED BY DOMESTIC HOLIDAY VISITORS

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

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

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



**KAKADU & ARNHEMLAND**  
Interstate - 55,000  
Intra-territory - 30,000  
Total Domestic - 85,000

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

**ALICE SPRINGS & MACDONNELL**  
Interstate - 167,000  
Intra-territory - 31,000  
Total Domestic - 198,000

**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 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)