

Domestic Snapshot Year Ending September 2019

\$2.13 BILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2019
FROM 1.64 MILLION DOMESTIC VISITORS**

TOTAL VISITORS



1,643,000
YE SEP 2019

1,542,000
YE SEP 2018

AVERAGE NIGHTS



5.5
YE SEP 2019

6.2
YE SEP 2018

AVERAGE SPEND PER PERSON



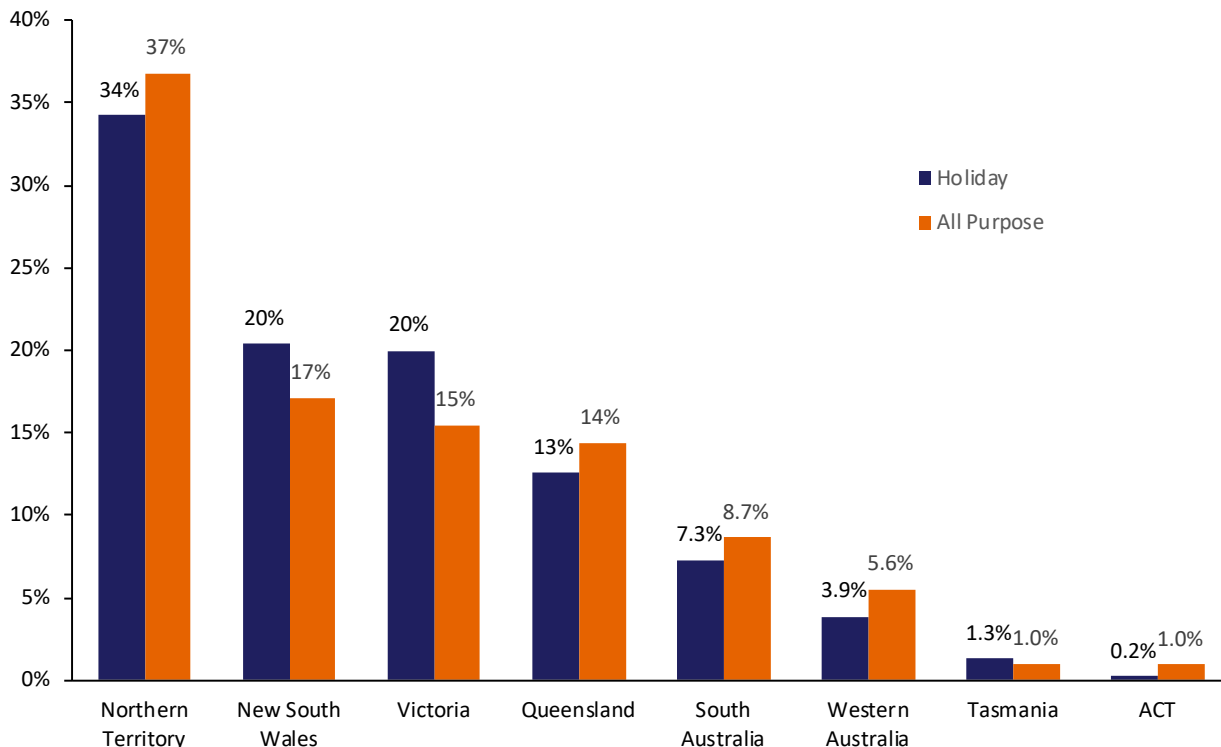
\$1,296
YE SEP 2019

\$1,161
YE SEP 2018

- Domestic visits to the Northern Territory (NT) are on an upward trend and domestic all-purpose visitation in the year ending September 2019 increased by +6.6% compared to the same period in 2018. Domestic holiday visitation was up 8.9% over the same period.
- This strong growth indicates that the Turbocharging Tourism activities that are being employed by the NT Government are working.
- New South Wales, Victoria and Queensland represent the largest interstate holiday source markets for the NT.

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,542	1,643	6.6%	652	711	8.9%
Visitor nights ('000)	9,559	9,017	-5.7%	3,880	3,998	3.1%
Expenditure (\$ million)	1,790	2,130	19%	794	815	2.6%
Average length of stay (nights)	6.2	5.5	-0.7	5.9	5.6	-0.3
Average spend per trip (\$)	1,161	1,296	12%	1,218	1,147	-5.8%
Visitor market share (%)	1.5	1.4	-0.1pp	1.6	1.5	-0.1pp

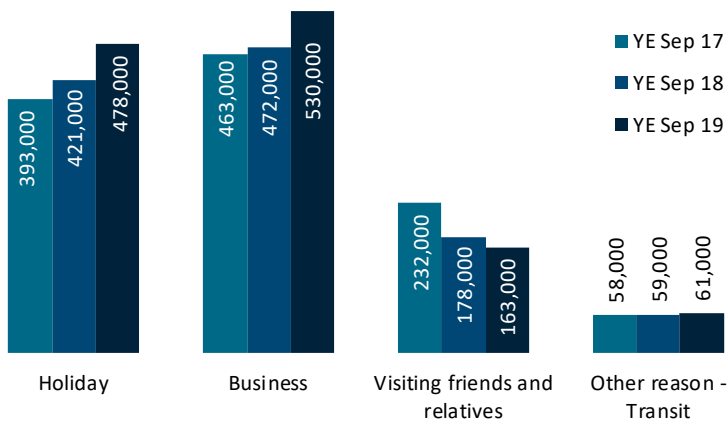
DOMESTIC SOURCE MARKETS



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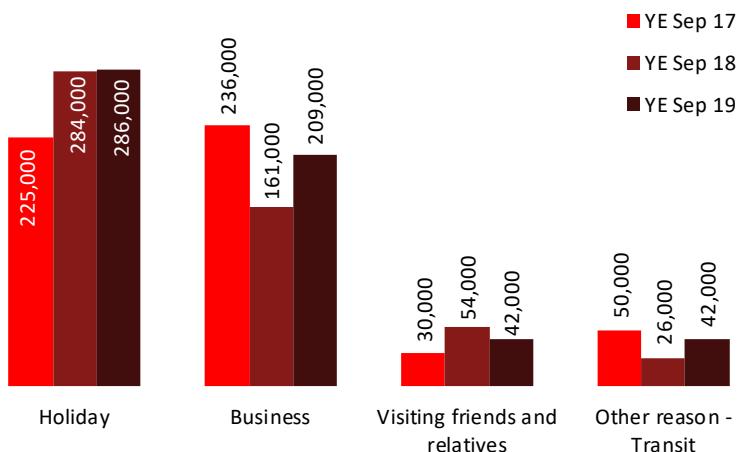
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	1,110	1,203	8.3%	421	478	14%
Visitor nights ('000)	6,727	6,128	-8.9%	2,454	2,457	0.1%
Expenditure (\$ million)	1,145	1,321	15%	413	480	16%
Average length of stay (nights)	6.1	5.1	-1.0	5.8	5.1	-0.7
Average spend per trip (\$)	1,031	1,098	6.5%	982	1,004	2.3%
Visitor market share (%)	1.1	1.0	-0.1pp	1.0	1.0	0.0pp
Visitor market share of the NT (%)	72.0	73.2	1.2pp	64.5	67.2	2.8pp



- For the Top End, both domestic holiday visitation and visitors travelling for business increased for the year ending September 2019 compared with the same period last year.

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING SEPTEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	509	558	9.6%	284	286	0.8%
Visitor nights ('000)	2,623	2,650	1.0%	1,317	1,475	12%
Expenditure (\$ million)	615	791	29%	366	330	-9.8%
Average length of stay (nights)	5.1	4.7	-0.4	4.6	5.1	0.5
Average spend per trip (\$)	1,207	1,417	17%	1,289	1,154	-11%
Visitor market share (%)	0.5	0.5	0.0pp	0.7	0.6	-0.1pp
Visitor market share of the NT (%)	33.0	34.0	1.0pp	43.5	40.3	-3.3pp



- For the Central Australia, domestic visitors travelling for business increased for the year ending September 2019 compared with the same period last year.

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ALL PURPOSE DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER 2019	Northern Territory			Australia		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	664	605	-8.9%	70,942	80,480	13%
Visitor nights ('000)	2,148	1,654	-23%	207,187	232,842	12%
Expenditure (\$ million)	288	439	52%	28,838	32,735	14%
Average length of stay (nights)	3.2	2.7	-0.5	2.9	2.9	0.0
Average spend per trip (\$)	434	726	67%	406	407	0.1%
Visitor market share (%)	0.9	0.8	-0.2pp			

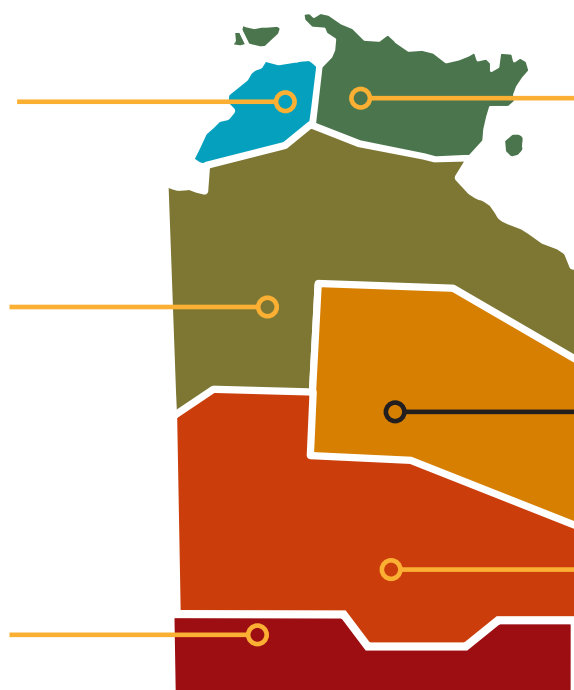
INTERSTATE VISITOR SUMMARY YEAR ENDING SEPTEMBER 2019	Northern Territory			Australia		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	878	1,038	18%	33,921	37,453	10%
Visitor nights ('000)	7,410	7,363	-0.6%	159,079	177,234	11%
Expenditure (\$ million)	1,049	1,175	12%	27,122	30,613	13%
Average length of stay (nights)	8.4	7.1	-1.3	4.7	4.7	0.0
Average spend per trip (\$)	1,195	1,132	-5.3%	800	817	2.2%
Visitor market share (%)	2.6	2.8	0.2pp			

PLACES VISITED BY DOMESTIC HOLIDAY VISITORS

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

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

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



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

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

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

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