

# Combined Snapshot Year Ending (YE) December 2020

# \$947 MILLION

**VISITOR EXPENDITURE YE DECEMBER 2020  
FROM 986,000 VISITORS**

TOTAL VISITORS



**986,000**  
YE DEC 2020

**2,001,000**  
YE DEC 2019

AVERAGE NIGHTS



**5.7**  
YE DEC 2020

**6.2**  
YE DEC 2019

AVERAGE SPEND  
PER PERSON



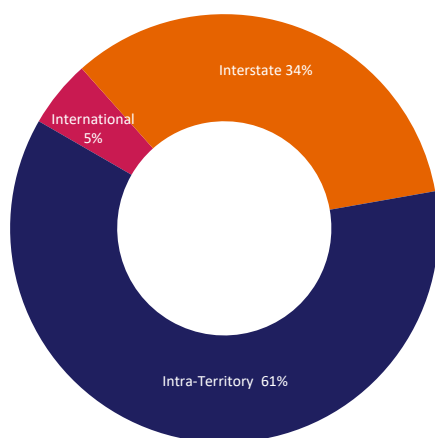
**\$960**  
YE DEC 2020

**\$1,294**  
YE DEC 2019

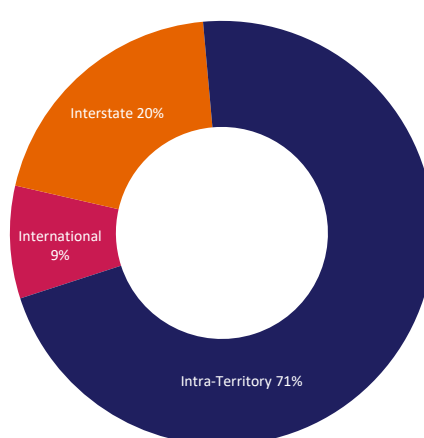
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	2,001	986	-51%	1,000	453	-55%
Visitor nights ('000)	12,365	5,628	-54%	5,886	1,812	-69%
Expenditure (\$ million)	2,590	947	-63%	1,225	380	-69%
Average length of stay (nights)	6.2	5.7	-0.5	5.9	4.0	-1.9
Average spend per trip (\$)	1,294	960	-26%	1,225	837	-32%
Visitor market share (%)	1.6	1.3	-0.3pp	2.0	1.5	-0.5pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	488	276	-43%	223	96	-57%
Visitor nights ('000)	2,859	1,487	-48%	1,302	402	-69%
Average length of stay (nights)	5.9	5.4	-0.5	5.8	4.2	-1.6
Visitor market share (%)	1.5	1.3	-0.2pp	1.8	1.0	-0.8pp

## ALL PURPOSE



## HOLIDAY



- These figures reflect the impacts of COVID-19. All purpose visitors for the year ending December 2020 to the Northern Territory (NT) decreased by -51% compared to the year ending December 2019. The decrease for the December quarter 2020 also decreased -43% compared to the same period in 2019.
- Due to COVID-19 and the closure of Australia's border, international all-purpose visitation to the NT declined -83% for the year ending December 2020 compared to the same period in 2019. International all purpose visitation for the quarter was down -100%.
- Queensland, New South Wales and Victoria represented the largest interstate holiday source markets for the NT in the year ending December 2020.

# Combined Snapshot Year Ending December 2020

## VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER 2020	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
<b>Intra-Territory</b>				
Total	603*	-3.3%	3.1	764
Holiday	324	32%	2.9	625
Visiting friends/relatives	39	-21%	3.2	349
Business	201	-29%	3.3	413
All other reasons	49	5.0%	3.4	476
<b>Interstate</b>				
Total	333*	-69%	8.9	1,244
Holiday	91	-82%	6.1	1,468
Visiting friends/relatives	53	-67%	7.9	543
Business	176	-56%	9.8	870
All other reasons	23	-68%	12.7	1,041
<b>International</b>				
Total	50*	-83%	14.9	1,441
Holiday	39	-84%	8.1	1,132
Visiting friends/relatives	5	-75%	25.2	916
Business	1	-90%	48.7	2,909
All other reasons	6	-74%	39.9	3,264
<b>Combined</b>				
Total	986*	-51%	5.7	960
Holiday	453	-55%	4.0	837
Visiting friends/relatives	98	-58%	6.9	484
Business	378	-46%	6.5	635
All other reasons	78	-45%	8.9	855

## SOURCE MARKETS

### Domestic



**Queensland**  
VISITORS 127,000 -48%  
EXPENDITURE \$109M -68%



**New South Wales**  
VISITORS 66,000 -77%  
EXPENDITURE \$139M -67%



**Victoria**  
VISITORS 49,000 -83%  
EXPENDITURE \$62M -87%



**South Australia**  
VISITORS 48,000 -60%  
EXPENDITURE \$72M -59%



**Western Australia**  
VISITORS 25,000 -73%  
EXPENDITURE \$23M -85%

### International



**United States of America**  
VISITORS 9,000 -75%  
EXPENDITURE \$14M -82%



**United Kingdom**  
VISITORS 6,000 -80%  
EXPENDITURE \$10M -76%



**Germany**  
VISITORS 5,000 -82%  
EXPENDITURE \$6M -83%



**China\*\***  
VISITORS 4,000 -79%  
EXPENDITURE \$9M -67%



**Scandinavia**  
VISITORS 3,000 -60%  
EXPENDITURE \$3M -73%

## PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



**77%**  
International Holiday  
Visitors



**14%**  
Domestic Holiday  
Visitors



**19%**  
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.

\*\*China includes - Mainland China, Taiwan and Hong Kong

# Combined Snapshot Year Ending December 2020

## REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING DECEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,336	719	-46%	588	352	-40%
Visitor nights ('000)	8,191	3,751	-54%	3,431	1,228	-64%
Expenditure (\$ million)	1,453	587	-60%	564	212	-62%
Average length of stay (nights)	6.1	5.2	-0.9	5.8	3.5	-2.3
Average spend per trip (\$)	1,087	816	-25%	959	604	-37%
Visitor market share (%)	1.1	1.0	-0.1pp	1.2	1.2	0pp
Visitor market share of the NT (%)	66.8	72.9	6.1pp	58.8	77.5	18.7pp

COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	796	294	-63%	519	124	-76%
Visitor nights ('000)	3,915	1,773	-55%	2,388	543	-77%
Expenditure (\$ million)	1,119	343	-69%	656	159	-76%
Average length of stay (nights)	4.9	6.0	1.1	4.6	4.4	-0.2
Average spend per trip (\$)	1,406	1,168	-17%	1,264	1,284	1.5%
Visitor market share (%)	0.6	0.4	-0.2pp	1.0	0.4	-0.6pp
Visitor market share of the NT (%)	39.8	29.8	-10.0pp	51.9	27.4	-24.5pp

### TOP END

VISITORS 719,000 -46%  
EXPENDITURE \$587M -60%

HOLIDAY VISITORS 352,000 -40%  
HOLIDAY EXPENDITURE\* \$212M -62%

### GREATER DARWIN

VISITORS 438,000 -57%  
EXPENDITURE\* \$380M -65%

### KAKADU ARNHEM LAND

VISITORS 133,000 -44%  
EXPENDITURE\* \$120M -42%

### KATHERINE DALY

VISITORS 221,000 -29%  
EXPENDITURE\* \$87M -44%

### CENTRAL AUSTRALIA

VISITORS 294,000 -63%  
EXPENDITURE \$343M -69%

HOLIDAY VISITORS 124,000 -76%  
HOLIDAY EXPENDITURE \$159M -76%

### BARKLY

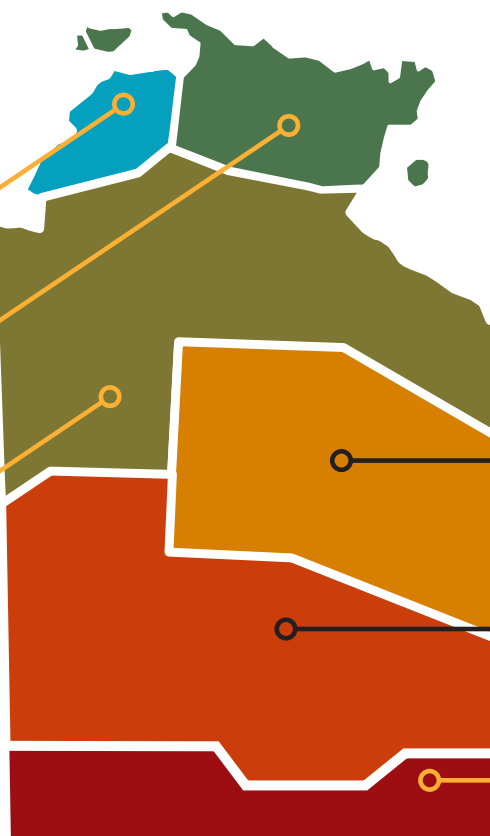
VISITORS 60,000 -46%  
EXPENDITURE \$36M -63%

### ALICE SPRINGS MACDONNELL

VISITORS 194,000 -62%  
EXPENDITURE \$189M -61%

### LASSETER

VISITORS 99,000 -78%  
EXPENDITURE \$118M -78%



\*Expenditure is for the Darwin and Litchfield Kakadu Arnhem regions

# Combined Snapshot Year Ending December 2020

## PLACES VISITED BY HOLIDAY VISITORS

### GREATER DARWIN

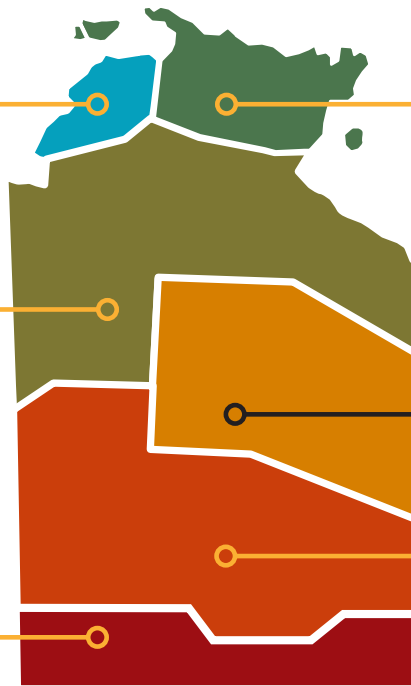
INTRA-TERRITORY 168,000 +26%  
INTERSTATE 48,000 -81%  
DOMESTIC 216,000 -43%  
INTERNATIONAL 10,000 -89%

### KATHERINE DALY

INTRA-TERRITORY 113,000 +72%  
INTERSTATE 9,000 -89%  
DOMESTIC 122,000 -16%  
INTERNATIONAL 3,000 -91%

### LASSETER

INTRA-TERRITORY 15,000 +25%  
INTERSTATE 26,000 -88%  
DOMESTIC 41,000 -82%  
INTERNATIONAL 26,000 -84%



### KAKADU ARNHEM LAND

INTRA-TERRITORY 32,000 +6.7%  
INTERSTATE 11,000 -80%  
DOMESTIC 43,000 -49%  
INTERNATIONAL 3,000 -92%

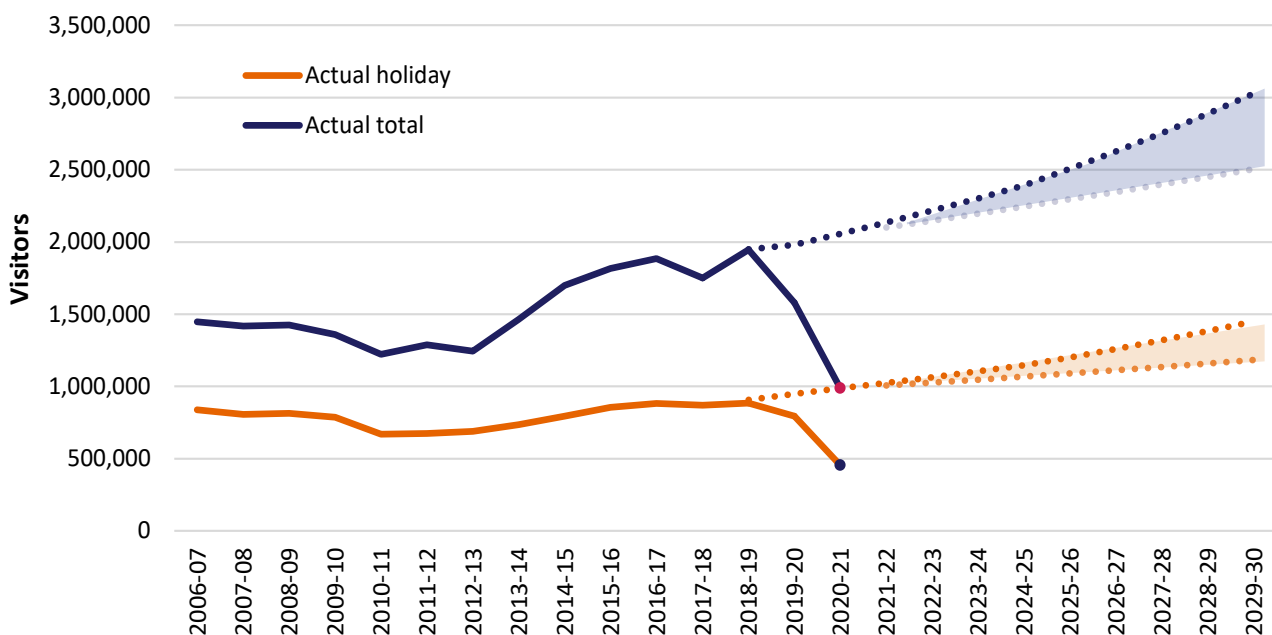
### BARKLY

INTRA-TERRITORY 31,000 ↑  
INTERSTATE 5,000 -90%  
DOMESTIC 36,000 -37%  
INTERNATIONAL 2,000 -87%

### ALICE SPRINGS MACDONNELL

INTRA-TERRITORY 28,000 -9.1%  
INTERSTATE 16,000 -91%  
DOMESTIC 44,000 -78%  
INTERNATIONAL 16,000 -83%

## NORTHERN TERRITORY TOURISM INDUSTRY STRATEGY 2030 TOTAL AND HOLIDAY VISITOR TARGETS



**Disclaimer:** The Department of Industry, Tourism and Trade 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)