

# 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



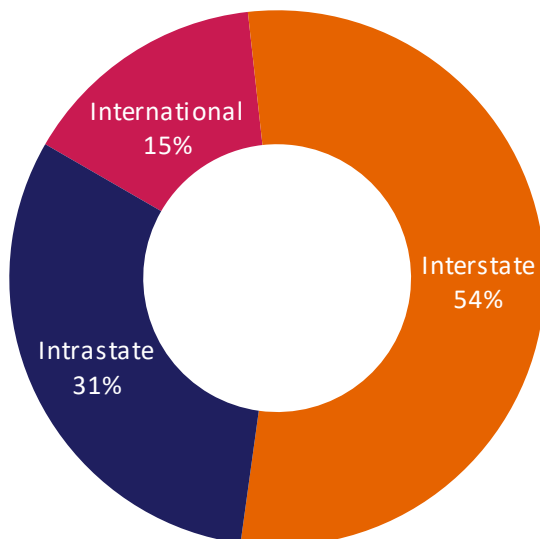
**\$1,294**  
YE DEC 2019

**\$1,280**  
YE DEC 2018

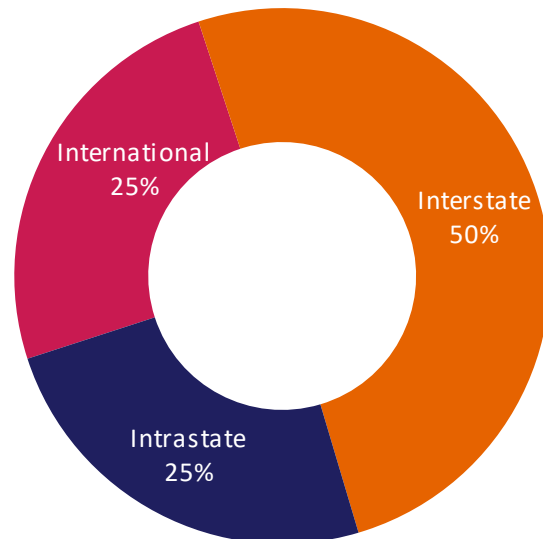
- These figures include two months of the impact of the Uluru Climb closure, but precede the impacts from the Australian bushfires and COVID-19. Domestic visits to the Northern Territory (NT) are on an upward trend. Domestic all-purpose visitation increased by +11% compared to the same period in 2018.
- 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

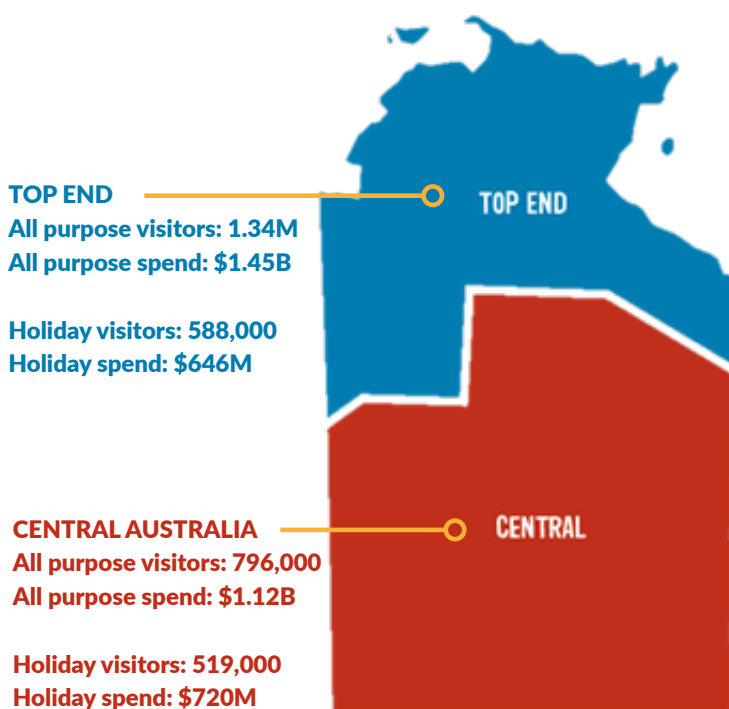


# Combined Snapshot Year Ending December 2019

## VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
<b>Intra-Territory</b>				
Total	623	-1.2%	2.9	874
Holiday	246	3.7%	2.3	456
Visiting friends/relatives	50	-21%	2.1	425
Business	283	-7.3%	3.7	473
<b>Interstate</b>				
Total	1,079	19%	6.8	1,491
Holiday	505	24%	7.1	1,533
Visiting friends/relatives	163	23%	8.6	732
Business	402	8.3%	5.3	925
<b>International</b>				
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
<b>Combined</b>				
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



**27%**  
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

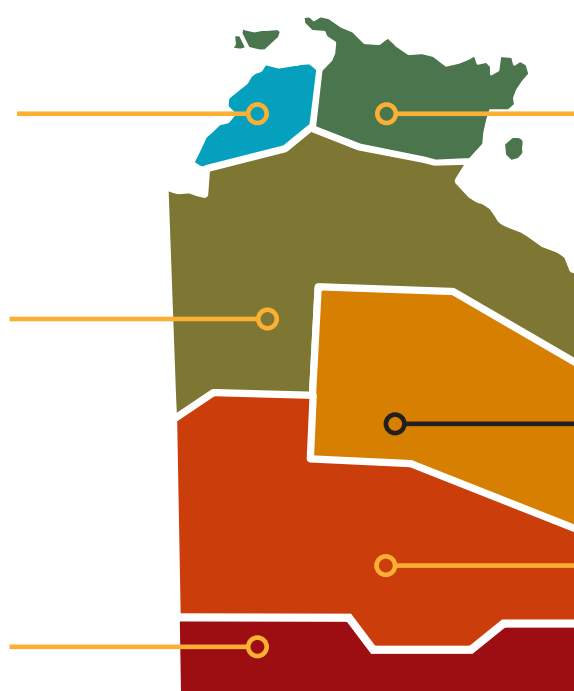
COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER 2019	All Purpose Visit			Holiday		
	2018	2019	Change	2018	2019	Change
Visitors ('000)	724	796	9.9%	471	519	10%
Visitor nights ('000)	3,584	3,915	9.2%	2,149	2,388	11%
Expenditure (\$ million)	888	1,119	26%	645	720	11%
Average length of stay (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](mailto:research.tourismnt@nt.gov.au)