

Combined Snapshot Year Ending (YE) March 2020

\$2.57 BILLION

**VISITOR EXPENDITURE YE MARCH 2020
FROM 2.0 MILLION VISITORS**

TOTAL VISITORS



1,962,000
YE MAR 2020

1,948,000
YE MAR 2019

AVERAGE NIGHTS



6.1
YE MAR 2020

6.7
YE MAR 2019

AVERAGE SPEND PER PERSON



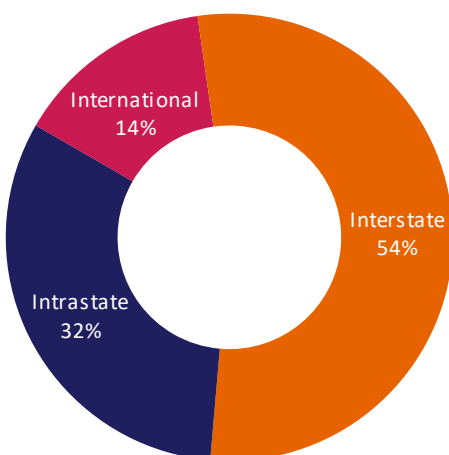
\$1,310
YE MAR 2020

\$1,245
YE MAR 2019

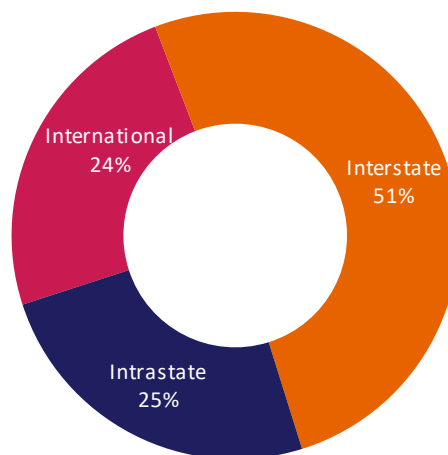
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,948	1,962	0.7%	906	975	7.5%
Visitor nights ('000)	12,992	12,000	-7.6%	5,511	5,917	7.4%
Expenditure (\$ million)	2,425	2,570	6.0%	1,161	1,231	6.0%
Average length of stay (nights)	6.7	6.1	-0.6	6.1	6.1	0.0
Average spend per trip (\$)	1,245	1,310	5.2%	1,281	1,263	-1.4%
Visitor market share (%)	1.7	1.6	-0.1pp	1.9	2.0	0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	344	305	-11%	137	111	-19%
Visitor nights ('000)	2,232	1,868	-16%	615	646	5.0%
Average length of stay (nights)	6.5	6.1	-0.4	4.5	5.8	1.3
Visitor market share (%)	1.1	1.2	0.1pp	1.0	1.0	0.0pp

ALL PURPOSE



HOLIDAY



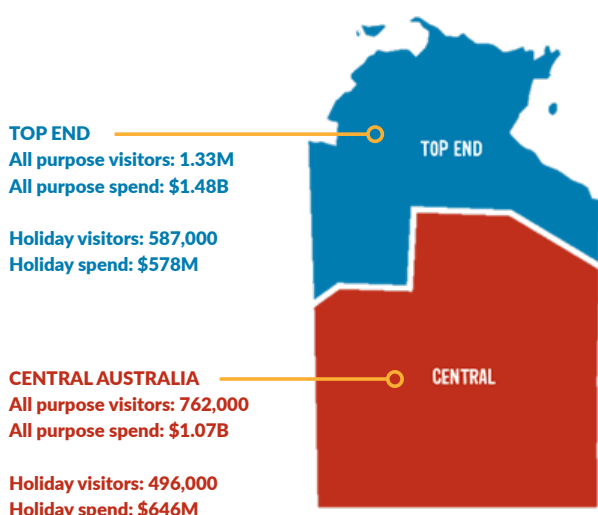
- These figures reflect the impacts of the Uluru climb closure and COVID-19. Domestic all purpose visitors for the year ending March 2020 to the Northern Territory (NT) increased by +1.7% compared to year ending March 19, however, decreased -8.1% for the March quarter 2020 compared to same period in 2019.
- Due to COVID-19, international all-purpose visitation to the NT declined -25% for the March quarter 2020 compared to the same quarter in 2019. International holiday visitation was down -26% for the quarter.
- International declines in visitation to Australia for year ending March 2020 were driven mostly by decreases in the Chinese market. The NT had declines from all international source markets with the exceptions of New Zealand and France.
- Victoria, New South Wales and Queensland represented the largest interstate holiday source markets for the NT in the year ending March 2020.

Combined Snapshot Year Ending March 2020

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	627*	-4.2%	2.8	828
Holiday	242	3.4%	2.4	482
Visiting friends/relatives	47	-5.5%	2.8	429
Business	299	-11%	3.2	447
All other reasons	44	-10%	1.8	654
Interstate				
Total	1,053*	5.6%	6.8	1,535
Holiday	497	20%	7.3	1,577
Visiting friends/relatives	148	-4.3%	7.7	790
Business	396	-6.6%	5.4	967
All other reasons	71	74%	4.3	577
International				
Total	282*	-4.9%	10.9	1,540
Holiday	236	-8.2%	7.4	1,404
Visiting friends/relatives	21	16%	30.6	1,391
Business	12	33%	8.2	1,524
All other reasons	22	-1.6%	26.7	2,542
Combined				
Total	1,962*	0.7%	6.1	1,310
Holiday	975	7.6%	6.1	1,263
Visiting friends/relatives	216	-3.0%	8.9	771
Business	707	-7.9%	4.5	756
All other reasons	137	22%	7.2	923

TOP END AND CENTRAL AUSTRALIA VISITORS



PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



78%
International Holiday
Visitors



27%
Domestic Holiday
Visitors



39%
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.

Combined Snapshot Year Ending March 2020

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,370	1,332	-2.8%	537	587	9.3%
Visitor nights ('000)	9,376	7,949	-15%	3,407	3,447	1.2%
Expenditure (\$ million)	1,467	1,475	0.6%	552	578	4.7%
Average length of stay (nights)	6.8	6.0	-0.8	6.3	5.9	-0.4
Average spend per trip (\$)	1,071	1,107	3.4%	1,027	984	-4.2%
Visitor market share (%)	1.2	1.1	-0.1pp	1.1	1.2	0.1pp
Visitor market share of the NT (%)	70.3	67.9	-2.4pp	59.2	60.2	1.0pp

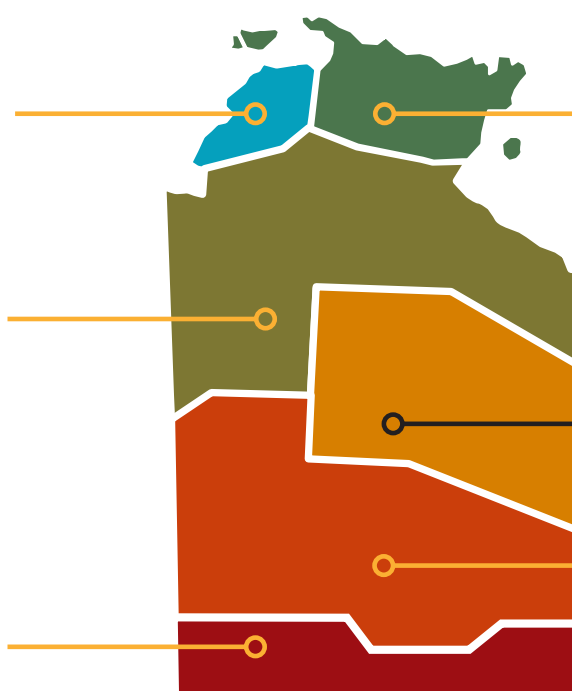
COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	746	762	2.2%	467	496	6.1%
Visitor nights ('000)	3,350	3,867	15%	2,039	2,398	18%
Expenditure (\$ million)	941	1,071	14%	599	646	7.7%
Average length of stay (nights)	4.5	5.1	0.6	4.4	4.8	0.4
Average spend per trip (\$)	1,261	1,405	11%	1,284	1,303	1.5%
Visitor market share (%)	0.6	0.6	0.0pp	1.0	1.0	0.0pp
Visitor market share of the NT (%)	38.3	38.8	0.5pp	51.5	50.9	-0.6pp

PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN
Interstate - 250,000
Intra-Territory - 113,000
Total Domestic - 362,000
Total International - 94,000

KATHERINE DALY
Interstate - 80,000
Intra-Territory - 78,000
Total Domestic - 158,000
Total International - 31,000

LASSETER
Interstate - 204,000
Intra-Territory - 14,000
Total Domestic - 218,000
Total International - 149,000



KAKADU ARNHEM LAND
Interstate - 57,000
Intra-Territory - 31,000
Total Domestic - 88,000
Total International - 34,000

BARKLY
Interstate - 51,000
Intra-Territory - 11,000
Total Domestic - 61,000
Total International - 11,000

ALICE SPRINGS MACDONNELL
Interstate - 163,000
Intra-Territory - 30,000
Total Domestic - 193,000
Total International - 91,000

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