

# Domestic Snapshot Year Ending (YE) March 2020

# \$2.14 BILLION

**VISITOR EXPENDITURE YE MARCH 2020  
FROM 1.68 MILLION DOMESTIC VISITORS**

TOTAL VISITORS



**1,680,000**  
YE MAR 2020

**1,651,000**  
YE MAR 2019

AVERAGE NIGHTS



**5.3**  
YE MAR 2020

**5.9**  
YE MAR 2019

AVERAGE SPEND  
PER PERSON



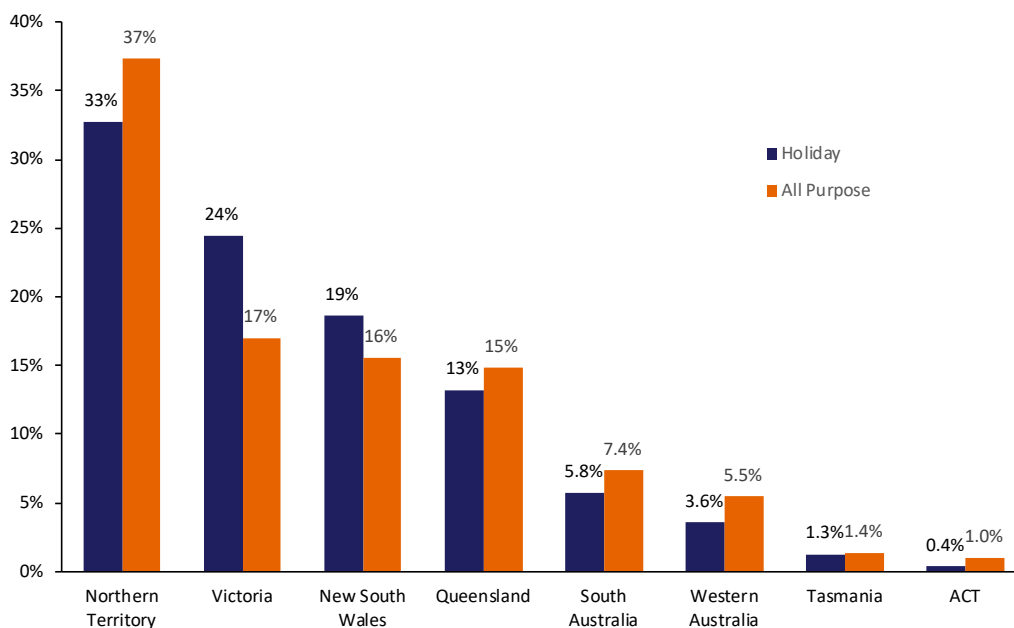
**\$1,271**  
YE MAR 2020

**\$1,182**  
YE MAR 2019

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,651	1,680	1.7%	650	739	14%
Visitor nights ('000)	9,663	8,917	-7.7%	3,697	4,178	13%
Expenditure (\$ million)	1,952	2,135	9.4%	786	900	14%
Average length of stay (nights)	5.9	5.3	-0.6	5.7	5.7	0.0
Average spend per trip (\$)	1,182	1,271	7.5%	1,210	1,218	0.6%
Visitor market share (%)	1.5	1.5	0.0pp	1.5	1.7	0.2pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	279	256	-8.1%	84	72	-14%
Visitor nights ('000)	1,530	1,245	-19%	294	332	13%
Average length of stay (nights)	5.5	4.9	-0.6	3.5	4.6	1.1
Visitor market share (%)	0.9	1.1	0.2pp	0.7	0.7	0.0pp

## DOMESTIC SOURCE MARKETS

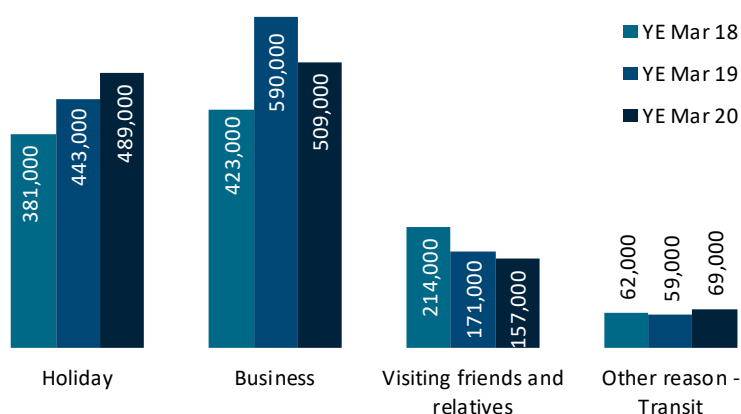


- Domestic all-purpose visitation for year ending March 2020 increased +1.7% compared to the same period in 2019, however, visitation decreased -8.1% for the March quarter 2020 compared to 2019.
- Domestic holiday visitation was up +14% in the year ending March 2020, however holiday visitation declined -14% for the March quarter 2020.
- Victoria, New South Wales and Queensland represented the largest interstate holiday source markets for the NT in year ending March 2020.
- The effect of COVID-19 on visitation started to emerge from the March quarter 2020 results.

# Domestic Snapshot Year Ending March 2020

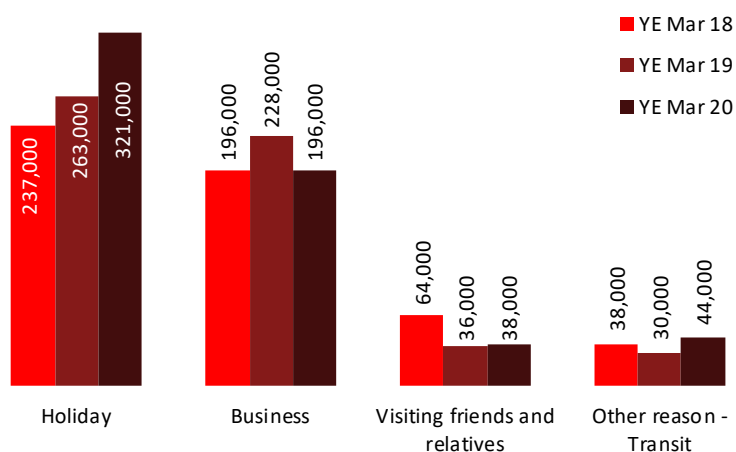
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,240	1,194	-3.7%	443	489	10%
Visitor nights ('000)	7,176	6,001	-16%	2,420	2,508	3.6%
Expenditure (\$ million)	1,284	1,283	-0.1%	442	457	3.4%
Average length of stay (nights)	5.8	5.0	-0.8	5.5	5.1	-0.4
Average spend per trip (\$)	1,036	1,074	3.7%	998	935	-6.3%
Visitor market share (%)	1.1	1.1	0.0pp	1.0	1.1	0.1pp
Visitor market share of the NT (%)	75.1	71.1	-4.0pp	68.2	66.2	-2.0pp



- For the Top End, domestic holiday visitation increased for the year ending March 2020 compared with the same period last year. Visitors travelling for business or visiting friends and relatives showed a decline over the same period.

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	537	577	7.4%	263	321	22%
Visitor nights ('000)	2,243	2,746	22%	1,215	1,598	32%
Expenditure (\$ million)	652	828	27%	336	435	30%
Average length of stay (nights)	4.2	4.8	0.6	4.6	5.0	0.4
Average spend per trip (\$)	1,214	1,435	18%	1,280	1,358	6.2%
Visitor market share (%)	0.5	0.5	0.0pp	0.6	0.7	0.1pp
Visitor market share of the NT (%)	32.5	34.4	1.9pp	40.4	43.4	3.0pp



- For Central Australia, domestic holiday visitors increased; visitors travelling for business decreased for the year ending March 2020 compared to the same period last year.

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## ALL PURPOSE DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	655	627	-4.2%	73,419	75,607	3.0%
Visitor nights ('000)	2,143	1,741	-19%	213,386	220,851	3.5%
Expenditure (\$ million)	585	520	-11%	40,437	42,163	4.3%
Average length of stay (nights)	3.3	2.8	-0.5	2.9	2.9	0.0
Average spend per trip (\$)	894	828	-7.3%	551	558	1.3%
Visitor market share (%)	0.9	0.8	-0.1pp			

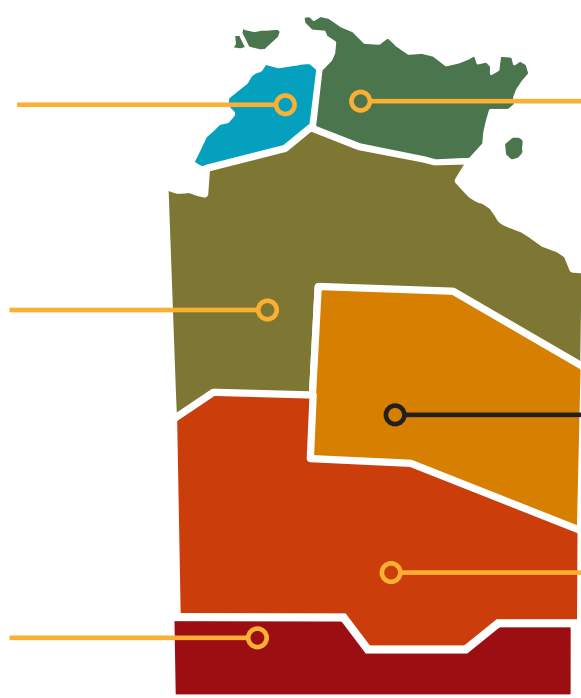
INTERSTATE VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	997	1,053	5.6%	35,632	36,678	2.9%
Visitor nights ('000)	7,519	7,176	-4.6%	172,776	184,193	6.6%
Expenditure (\$ million)	1,367	1,616	18%	34,112	36,589	7.3%
Average length of stay (nights)	7.5	6.8	-0.7	4.8	5.0	0.2
Average spend per trip (\$)	1,372	1,535	12%	957	998	4.2%
Visitor market share (%)	2.8	2.9	0.1pp			

## PLACES VISITED BY DOMESTIC HOLIDAY VISITORS

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

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

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



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

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

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

**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)