

International Snapshot Year Ending (YE) March 2020

\$435 MILLION

**VISITOR EXPENDITURE YE MARCH 2020
FROM 282,000 INTERNATIONAL VISITORS**

TOTAL VISITORS



282,000
YE MAR 2020

297,000
YE MAR 2019

AVERAGE NIGHTS



10.9
YE MAR 2020

11.2
YE MAR 2019

AVERAGE SPEND PER PERSON



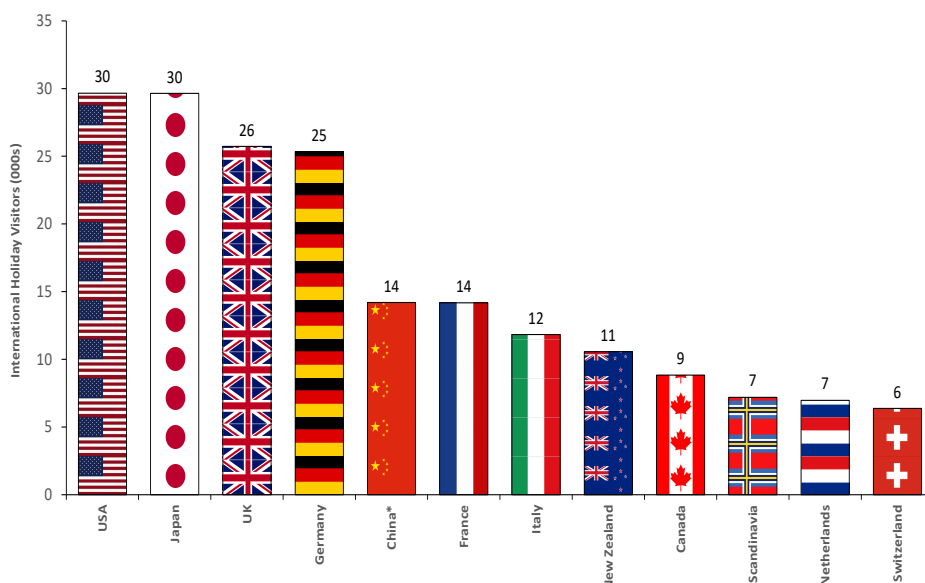
\$1,540
YE MAR 2020

\$1,592
YE MAR 2019

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	297	282	-4.9%	257	236	-8.2%
Visitor nights ('000)	3,330	3,083	-7.4%	1,813	1,739	-4.1%
Expenditure (\$ million)	473	435	-8.0%	375	331	-12%
Average length of stay (nights)	11.2	10.9	-0.3	7.1	7.4	0.3
Average spend per trip (\$)	1,592	1,540	-3.3%	1,460	1,404	-3.9%
Visitor market share (%)	3.5	3.5	0.0pp	5.5	5.5	0.0pp

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	65	49	-25%	53	39	-26%
Visitor nights ('000)	702	623	-11%	321	314	-2.2%
Average length of stay (nights)	10.7	12.7	2.0	6.1	8.1	2.0
Visitor market share (%)	2.8	2.9	0.1pp	4.1	4.6	0.5pp

INTERNATIONAL HOLIDAY SOURCE MARKETS



* China includes Taiwan and Hong Kong

- International visits to the Northern Territory (NT) have increased since early 2018 following a period of stagnant to declining performance since around 2009. In this latest period international visitation decreased for the NT, in particular for the March 2020 quarter, due to the affects of COVID-19 on international travel behavior.
- International decrease in all-purpose visitation to Australia has been driven mostly by declines in visitation from China*, the USA and the UK. For the NT, the largest decreases in all-purpose visitation was seen for visitors from the USA, Japan and the UK.
- For the year ending March 2020, only France and New Zealand grew as source markets for the NT.

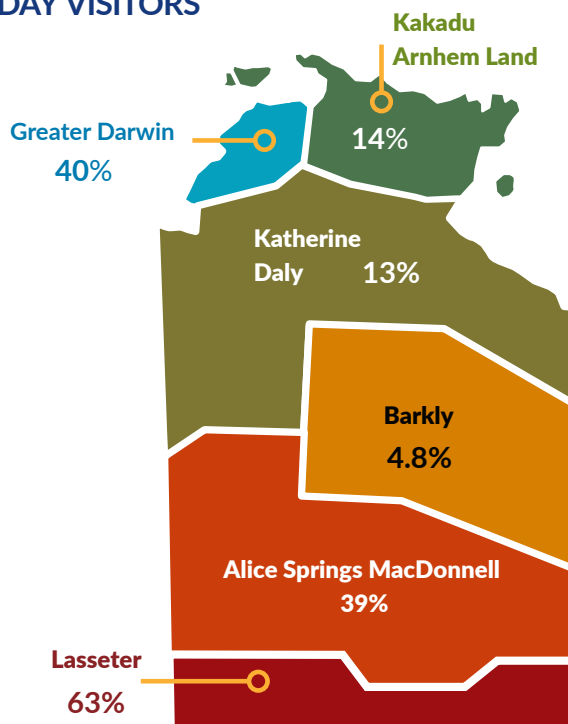
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REGIONAL SUMMARY

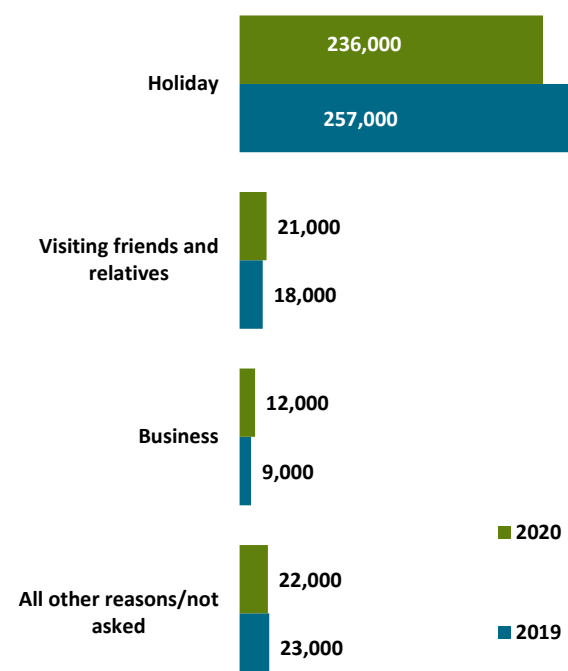
INTERNATIONAL VISITOR TOP END SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	130	138	6.2%	94	98	4.7%
Visitor nights ('000)	2,200	1,948	-11%	987	939	-4.8%
Expenditure (\$ million)	182	193	5.6%	109	120	10%
Average length of stay (nights)	16.9	14.1	-2.8	10.5	9.6	-0.9
Average spend per trip (\$)	1,403	1,394	-0.6%	1,168	1,227	5.1%
Visitor market share (%)	1.5	1.7	0.2pp	2.0	2.3	0.3pp
Visitor market share of the NT (%)	43.8	48.9	5.1pp	36.5	41.7	5.2pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	208	185	-11%	204	175	-14%
Visitor nights ('000)	1,107	1,121	1.3%	824	800	-3.0%
Expenditure (\$ million)	288	242	-16%	263	210	-20%
Average length of stay (nights)	5.3	6.1	0.8	4.0	4.6	0.6
Average spend per trip (\$)	1,383	1,312	-5.1%	1,289	1,202	-6.8%
Visitor market share (%)	2.4	2.3	-0.1pp	4.4	4.1	-0.3pp
Visitor market share of the NT (%)	70.2	65.4	-4.8pp	79.5	74.3	-5.2pp

PLACES VISITED BY INTERNATIONAL HOLIDAY VISITORS



PURPOSE OF VISIT



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ALL PURPOSE INTERNATIONAL SOURCE MARKETS

INTERNATIONAL ALL PURPOSE VISITOR ('000) SOURCE MARKETS YEAR ENDING MARCH	NORTHERN TERRITORY					AUSTRALIA			
	Rank	2019	2020	Change	ASPT	Rank	2019	2020	Change
United States of America	1	43	34	-20%	\$2,193	3	750	714	-4.9%
Japan	2	38	32	-17%	\$1,152	5	438	425	-2.8%
United Kingdom	3	30	29	-2.4%	\$1,504	4	673	637	-5.3%
Germany	4	27	26	-3.2%	\$1,418	6	199	183	-7.7%
China*	5	25	18	-28%	\$1,834	1	1,786	1,512	-15%
France	6	14	16	13%	\$1,386	8	137	130	-5.3%
New Zealand	7	11	13	15%	\$1,392	2	1,262	1,242	-1.6%
Italy	8	13	12	-8.0%	\$1,045	10	75	68	-9.0%
Canada	9	11	10	-9.0%	\$1,481	7	176	165	-6.1%
Netherlands	10	8	7	-12%	\$1,637	11	57	59	2.4%
Scandinavia	11	10	7	-26%	\$1,550	9	106	96	-8.8%
Switzerland	12	12	6	-46%	\$2,322	12	54	47	-12%
Other Europe**		18	23	29%	\$1,413		257	255	-1.0%
Other Asia***		26	37	43%	\$1,389		2,025	2,000	-1.2%
Other Countries****		10	10	2.2%	\$1,798		540	517	-4.2%
Total		297	282	-4.9%	\$1,540		8,534	8,051	-5.7%

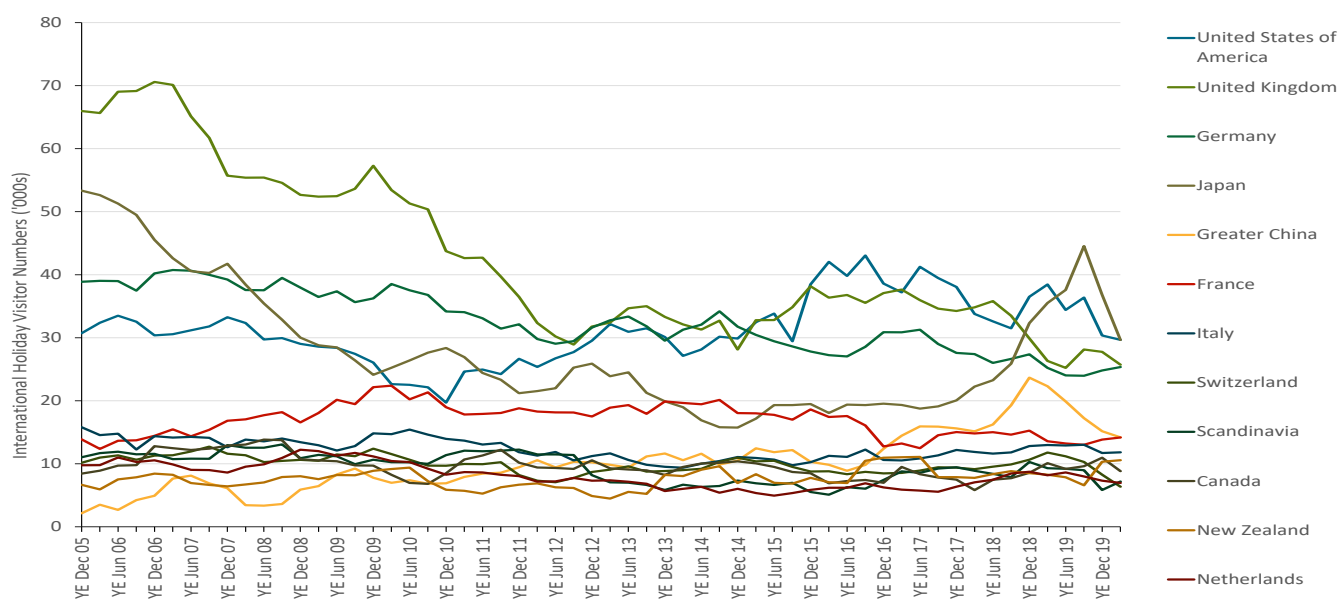
* China includes Taiwan and Hong Kong

** Other Europe includes European countries not included above

*** Other Asia includes Asian countries not included above

**** Other countries includes all other countries not included above

INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



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 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