

# Domestic Snapshot Year Ending (YE) June 2020

# \$1.56 BILLION

**VISITOR EXPENDITURE YE JUNE 2020  
FROM 1.35 MILLION DOMESTIC VISITORS**

TOTAL VISITORS



**1,346,000**  
YE JUN 2020

**1,651,000**  
YE JUN 2019

AVERAGE NIGHTS



**5.5**  
YE JUN 2020

**5.5**  
YE JUN 2019

AVERAGE SPEND  
PER PERSON



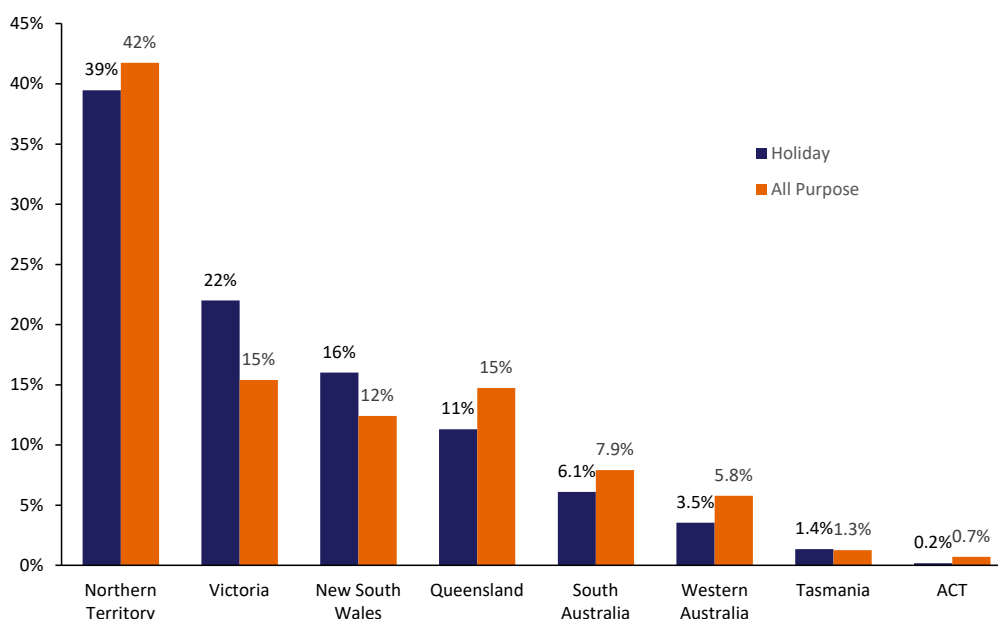
**\$1,161**  
YE JUN 2020

**\$1,265**  
YE JUN 2019

| DOMESTIC VISITOR<br>NORTHERN TERRITORY SUMMARY<br>YEAR ENDING JUNE | All Purpose Visit |       |        | Holiday |       |        |
|--|-------------------|-------|--------|---------|-------|--------|
|  | 2019              | 2020  | Change | 2019    | 2020  | Change |
| Visitors ('000)  | 1,651             | 1,346 | -18%   | 634     | 599   | -5.5%  |
| Visitor nights ('000)  | 9,120             | 7,407 | -19%   | 3,471   | 3,256 | -6.2%  |
| Expenditure (\$ million)   | 2,089             | 1,562 | -25%   | 764     | 678   | -11%   |
| Average length of stay (nights)                                    | 5.5               | 5.5   | 0.0    | 5.5     | 5.4   | -0.1   |
| Average spend per trip (\$)  | 1,265             | 1,161 | -8.3%  | 1,205   | 1,132 | -6.1%  |
| Visitor market share (%)   | 1.5               | 1.5   | 0pp    | 1.4     | 1.7   | 0.3pp  |

| DOMESTIC VISITOR<br>NORTHERN TERRITORY SUMMARY<br>JUNE QUARTER | All Purpose Visit |      |        | Holiday |      |        |
|--|-------------------|------|--------|---------|------|--------|
|  | 2019              | 2020 | Change | 2019    | 2020 | Change |
| Visitors ('000)  | 460               | 126  | -73%   | 219     | 79   | -64%   |
| Visitor nights ('000)  | 2,171             | 662  | -70%   | 1,081   | 159  | -85%   |
| Average length of stay (nights)                                | 4.7               | 5.2  | 0.5    | 4.9     | 2.0  | -2.9   |
| Visitor market share (%)                                       | 1.5               | 1.3  | -0.2pp | 1.8     | 3.0  | 1.2pp  |

## DOMESTIC SOURCE MARKETS

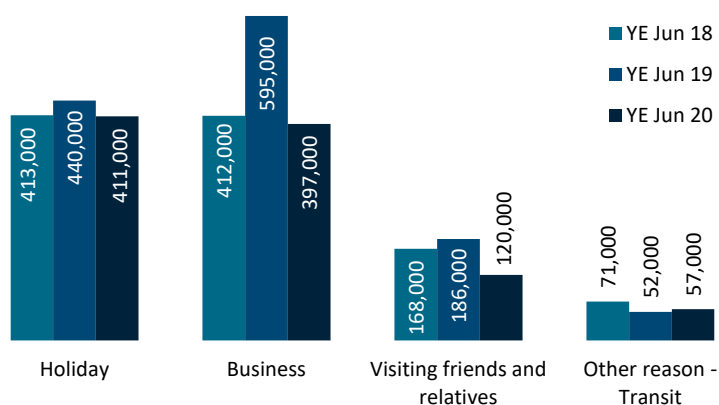


- Domestic all-purpose visitation for year ending June 2020 decreased -18% compared to the same period in 2019. Visitation decreased -73% for the June quarter 2020 compared to 2019.
- Domestic holiday visitation was down -5.5% in the year ending June 2020. Holiday visitation declined -64% for the June quarter 2020.
- Victoria, New South Wales and Queensland represented the largest interstate holiday source markets for the NT in year ending June 2020. For April to June 2020 border restrictions impacted these markets.
- The effect of COVID-19 on visitation started to emerge from the March quarter 2020 results and has continued in the June quarter 2020.

# Domestic Snapshot Year Ending June 2020

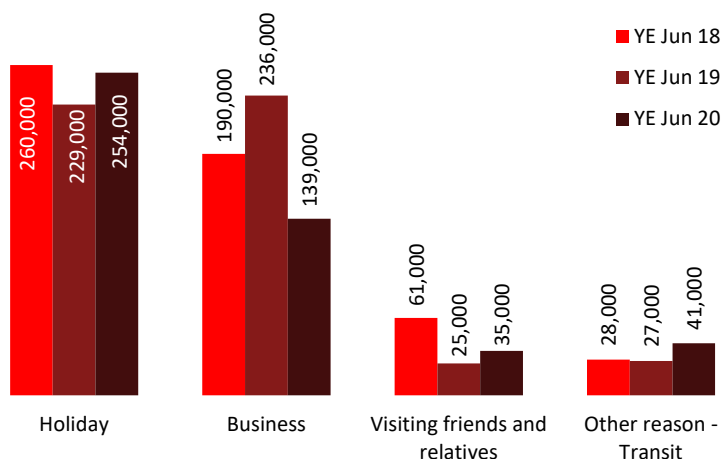
## REGIONAL SUMMARY

| DOMESTIC VISITOR<br>TOP END SUMMARY<br>YEAR ENDING JUNE | All Purpose Visit |       |        | Holiday |       |        |
|---|-------------------|-------|--------|---------|-------|--------|
|   | 2019              | 2020  | Change | 2019    | 2020  | Change |
| Visitors ('000)   | 1,247             | 969   | -22%   | 440     | 411   | -6.7%  |
| Visitor nights ('000)                                   | 6,726             | 5,092 | -24%   | 2,254   | 2,012 | -11%   |
| Expenditure (\$ million)                                | 1,346             | 938   | -30%   | 436     | 334   | -23%   |
| Average length of stay (nights)                         | 5.4               | 5.3   | -0.1   | 5.1     | 4.9   | -0.2   |
| Average spend per trip (\$)                             | 1,079             | 967   | -10%   | 990     | 813   | -18%   |
| Visitor market share (%)                                | 1.1               | 1.1   | 0pp    | 1.0     | 1.2   | 0.2pp  |
| Visitor market share of the NT (%)                      | 75.5              | 72.0  | -3.5pp | 69.5    | 68.7  | -0.8pp |



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

| DOMESTIC VISITOR<br>CENTRAL AUSTRALIA SUMMARY<br>YEAR ENDING JUNE | All Purpose Visit |       |        | Holiday |       |        |
|---|-------------------|-------|--------|---------|-------|--------|
|   | 2019              | 2020  | Change | 2019    | 2020  | Change |
| Visitors ('000)   | 504               | 453   | -10%   | 229     | 254   | 11%    |
| Visitor nights ('000)   | 2,180             | 2,185 | 0.2%   | 1,167   | 1,198 | 2.7%   |
| Expenditure (\$ million)  | 735               | 604   | -18%   | 323     | 336   | 3.9%   |
| Average length of stay (nights)                                   | 4.3               | 4.8   | 0.5    | 5.1     | 4.7   | -0.4   |
| Average spend per trip (\$)                                       | 1,457             | 1,334 | -8.5%  | 1,414   | 1,324 | -6.4%  |
| Visitor market share (%)  | 0.4               | 0.5   | 0.1pp  | 0.5     | 0.7   | 0.2pp  |
| Visitor market share of the NT (%)                                | 30.5              | 33.6  | 3.1pp  | 36.1    | 42.4  | 6.3pp  |



- For Central Australia, domestic holiday visitors increased for the year ending June, however declined over the June quarter.
- Visitors travelling for business decreased significantly for the year ending June 2020 compared to the same period last year.

# Domestic Snapshot Year Ending June 2020

## ALL PURPOSE DOMESTIC SOURCE MARKETS

| INTRA-TERRITORY VISITOR SUMMARY<br>YEAR ENDING JUNE | Northern Territory |       |        | Australia |         |        |
|---|--------------------|-------|--------|-----------|---------|--------|
|   | 2019               | 2020  | Change | 2019      | 2020    | Change |
| Visitors ('000)                                     | 632                | 562   | -11%   | 76,990    | 63,743  | -17%   |
| Visitor nights ('000)                               | 2,059              | 1,612 | -22%   | 222,836   | 192,888 | -13%   |
| Expenditure (\$ million)                            | 675                | 379   | -44%   | 42,321    | 34,414  | -19%   |
| Average length of stay (nights)                     | 3.3                | 2.9   | -0.4   | 2.9       | 3.0     | 0.1    |
| Average spend per trip (\$)                         | 1,067              | 675   | -37%   | 550       | 540     | -1.8%  |
| Visitor market share (%)                            | 0.8                | 0.9   | 0.1    |           |         |        |

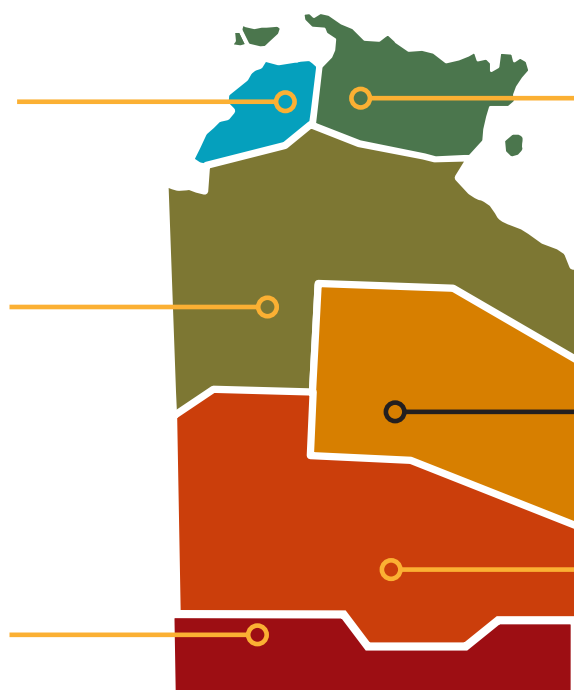
| INTERSTATE VISITOR SUMMARY<br>YEAR ENDING JUNE | Northern Territory |       |        | Australia |         |        |
|--|--------------------|-------|--------|-----------|---------|--------|
|  | 2019               | 2020  | Change | 2019      | 2020    | Change |
| Visitors ('000)                                | 1,019              | 784   | -23%   | 36,331    | 28,293  | -22%   |
| Visitor nights ('000)                          | 7,061              | 5,795 | -18%   | 177,381   | 148,585 | -16%   |
| Expenditure (\$ million)                       | 1,414              | 1,183 | -16%   | 35,155    | 28,594  | -19%   |
| Average length of stay (nights)                | 6.9                | 7.4   | 0.5    | 4.9       | 5.3     | 0.4    |
| Average spend per trip (\$)                    | 1,388              | 1,509 | 8.7%   | 968       | 1,011   | 4.4%   |
| Visitor market share (%)                       | 2.8                | 2.8   | 0.0    |           |         |        |

## PLACES VISITED BY DOMESTIC HOLIDAY VISITORS

**GREATER DARWIN**  
Interstate - 182,000  
Intra-Territory - 114,000  
Total Domestic - 297,000

**KATHERINE DALY**  
Interstate - 65,000  
Intra-Territory - 85,000  
Total Domestic - 149,000

**LASSETER**  
Interstate - 147,000  
Intra-Territory - 12,000  
Total Domestic - 159,000



**KAKADU ARNHEM LAND**  
Interstate - 38,000  
Intra-Territory - 24,000  
Total Domestic - 61,000

**BARKLY**  
Interstate - 50,000  
Intra-Territory - 12,000  
Total Domestic - 62,000

**ALICE SPRINGS MACDONNELL**  
Interstate - 124,000  
Intra-Territory - 28,000  
Total Domestic - 151,000

**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 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)