

Combined Snapshot Year Ending (YE) June 2020

\$1.90 BILLION

**VISITOR EXPENDITURE YE JUNE 2020
FROM 1.6 MILLION VISITORS**

TOTAL VISITORS



1,579,000
YE JUN 2020

1,946,000
YE JUN 2019

AVERAGE NIGHTS



6.3
YE JUN 2020

6.3
YE JUN 2019

AVERAGE SPEND PER PERSON



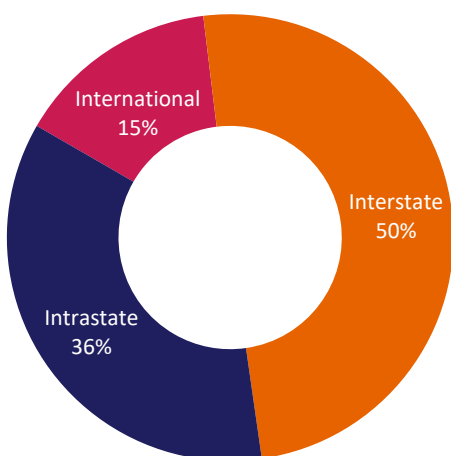
\$1,204
YE JUN 2020

\$1,307
YE JUN 2019

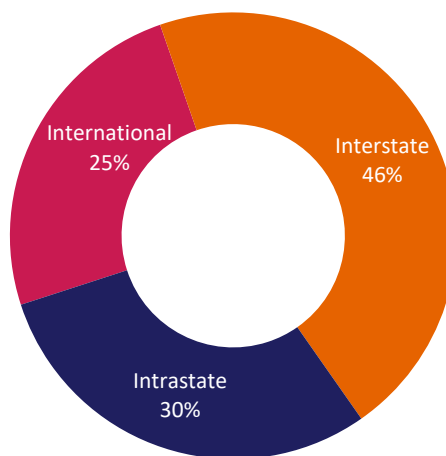
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,946	1,579	-19%	885	795	-10%
Visitor nights ('000)	12,342	9,974	-19%	5,328	4,705	-12%
Expenditure (\$ million)	2,544	1,901	-25%	1,126	939	-17%
Average length of stay (nights)	6.3	6.3	0.0	6.0	5.9	-0.1
Average spend per trip (\$)	1,307	1,204	-7.9%	1,272	1,181	-7.1%
Visitor market share (%)	1.6	1.6	0pp	1.8	2.1	0.3pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	510	127	-75%	258	79	-70%
Visitor nights ('000)	2,728	702	-74%	1,370	159	-88%
Average length of stay (nights)	5.4	5.5	0.1	5.3	2.0	-3.3
Visitor market share (%)	1.6	1.3	-0.3pp	2.0	3.0	1.0pp

ALL PURPOSE



HOLIDAY



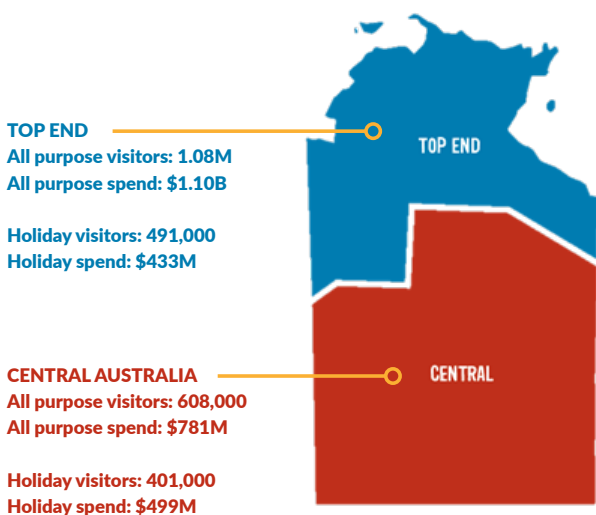
- These figures reflect the impacts of COVID-19 and the Uluru climb closure. All purpose visitors for the year ending June 2020 to the Northern Territory (NT) decreased by -19% compared to the year ending June 2019. The decrease for the June quarter 2020 was more evident with a -75% decline compared to same period in 2019.
- Due to COVID-19, international all-purpose visitation to the NT declined -21% for the year ending June 2020 compared to the same period in 2019. International all purpose visitation for the quarter was down -99%.
- Victoria, New South Wales and Queensland represented the largest interstate holiday source markets for the NT in the year ending June 2020.

Combined Snapshot Year Ending June 2020

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING JUNE 2020	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	562*	-11%	2.9	675
Holiday	236	7.2%	2.2	356
Visiting friends/relatives	43	-11%	2.9	436
Business	243	-25%	3.7	439
All other reasons	41	-8.2%	1.8	546
Interstate				
Total	784*	-23%	7.4	1,509
Holiday	362	-12%	7.5	1,638
Visiting friends/relatives	112	-30%	8.1	772
Business	292	-35%	6.4	889
All other reasons	58	73%	4.7	563
International				
Total	233*	-21%	11.0	1,454
Holiday	196	-22%	7.4	1,332
Visiting friends/relatives	18	16%	31.1	1,498
Business	9	-12%	10.8	1,614
All other reasons	17	-31%	26.8	2,098
Combined				
Total	1,579*	-19%	6.3	1,204
Holiday	795	-10%	5.9	1,181
Visiting friends/relatives	173	-23%	9.2	764
Business	543	-31%	5.3	699
All other reasons	116	13%	6.9	782

TOP END AND CENTRAL AUSTRALIA VISITORS



PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



78%
International Holiday
Visitors



25%
Domestic Holiday
Visitors



38%
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 June 2020

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,381	1,081	-22%	536	491	-8.5%
Visitor nights ('000)	8,851	6,723	-24%	3,301	2,761	-16%
Expenditure (\$ million)	1,517	1,099	-28%	541	433	-20%
Average length of stay (nights)	6.4	6.2	-0.2	6.2	5.6	-0.6
Average spend per trip (\$)	1,099	1,017	-7.4%	1,009	882	-13%
Visitor market share (%)	1.1	1.1	0pp	1.1	1.3	0.2pp
Visitor market share of the NT (%)	71.0	68.4	-2.6pp	60.6	61.7	1.1pp

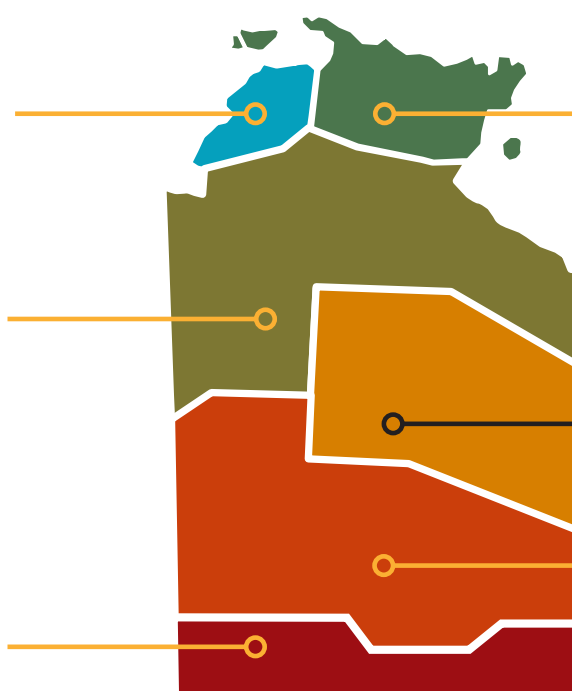
COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	707	608	-14%	427	401	-6.0%
Visitor nights ('000)	3,258	3,105	-4.7%	1,975	1,898	-3.9%
Expenditure (\$ million)	1,015	781	-23%	578	499	-14%
Average length of stay (nights)	4.6	5.1	0.5	4.6	4.7	0.1
Average spend per trip (\$)	1,436	1,284	-11%	1,354	1,243	-8.2%
Visitor market share (%)	0.6	0.6	0pp	0.9	1.1	0.2pp
Visitor market share of the NT (%)	36.3	38.5	2.2pp	48.2	50.5	2.3pp

PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN
Interstate - 182,000
Intra-Territory - 114,000
Total Domestic - 297,000
Total International - 76,000

KATHERINE DALY
Interstate - 65,000
Intra-Territory - 85,000
Total Domestic - 149,000
Total International - 26,000

LASSETER
Interstate - 147,000
Intra-Territory - 12,000
Total Domestic - 159,000
Total International - 125,000



KAKADU ARNHEM LAND
Interstate - 38,000
Intra-Territory - 24,000
Total Domestic - 61,000
Total International - 28,000

BARKLY
Interstate - 50,000
Intra-Territory - 12,000
Total Domestic - 62,000
Total International - 10,000

ALICE SPRINGS MACDONNELL
Interstate - 124,000
Intra-Territory - 28,000
Total Domestic - 151,000
Total International - 79,000

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 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