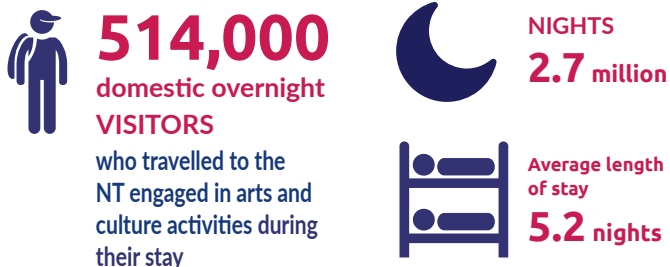


Arts and Culture

Year Ending December 2019



NT Topline 2019



Proportion of NT visitors by market

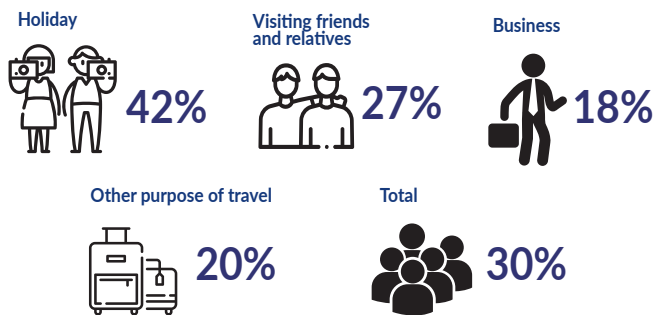


Cultural activities participated in

Note: Arts and culture visitors to the NT are defined as someone who participated in one or more of the below activities during their trip. These figures do not reflect persons for whom arts and culture activities were a key motivator for travel to the NT.



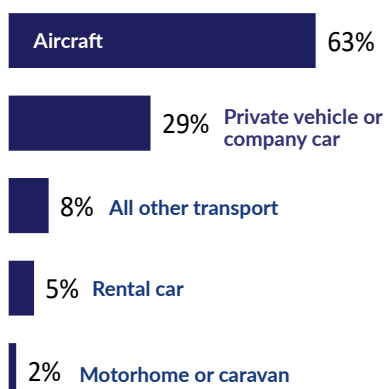
Proportion of NT visitors engaging in arts and culture activities by purpose



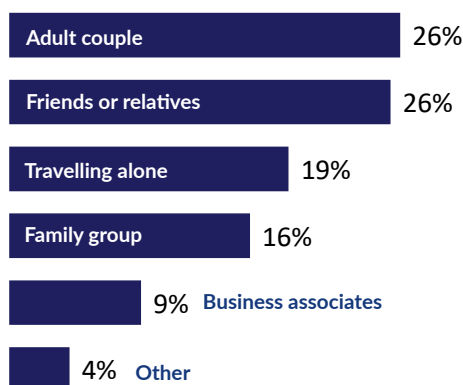
NT share of visitors of Australian market

VISITORS TO THE NT engaging in arts and culture activities YE DECEMBER 2019	Share of Australian market
Interstate visitors	5.1%
Intra-Territory visitors	0.8%

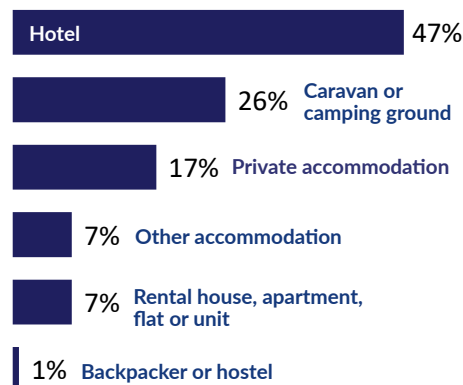
Transportation



Travel Party



Accommodation



Regions where arts and culture activities took place*

Interstate	Intra-Territory
Total 435,000 visitors	Total 78,000 visitors
Greater Darwin 46%	Kakadu Arnhem 42%
Lasseter 34%	Greater Darwin 20%
Alice Springs MacDonnell 25%	Katherine Daly 18%
Kakadu Arnhem 9%	Alice Springs MacDonnell 11%
Katherine Daly 4%	Lasseter 6%
Barkly 2%	Barkly 2%



Destination Importance Factors**

From 21 destination factors that were considered as important to visit the NT, *rich history and heritage* was ranked #6, *native or Indigenous experiences* was ranked #14 and *museums, art galleries and/or theatre* was ranked #19.

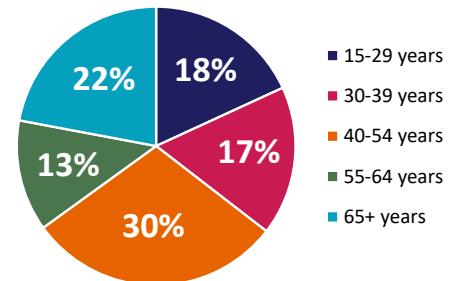
The most highly ranked destination importance factors were *a safe and secure destination* (#1), *world class nature and wildlife* (#2) and *a destination that offers value for money* (#3).

*Regions will not sum to the total as visitors may travel to more than one region as part of their NT trip.

NT visitors by stopover

VISITORS TO THE NT engaging in arts and culture activities YE DECEMBER 2019	Visited Darwin	Visited Regional NT
Interstate visitors	46%	62%
Intra-Territory	17%	83%

Age group



Tourism businesses in the NT by employment size for cultural services***

TIME PERIOD	EMPLOYING BUSINESSES				TOTAL EMPLOYING	NON-EMPLOYING	TOTAL
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)			
Jun-14	12	3	6	0	21	77	98
Jun-15	11	0	6	0	17	70	87
Jun-16	14	3	6	0	23	67	90
Jun-17	12	6	6	0	24	76	100
Jun-18	11	3	6	0	20	78	98
Jun-19	13	3	8	0	24	72	96

Note: Cultural services include Australia and New Zealand Standard Industrial Classification (ANZSIC) categories 89 and 90 - heritage activities and creative and performing arts activities.

Source: This factsheet contains a summary of information relevant to the Northern Territory (NT) tourism industry from Tourism Research Australia's National Visitor Survey, unless otherwise stated.

Disclaimer: The Department of Industry, Tourism and Trade has taken due care 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. 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

Source: Tourism Australia's 2019 Consumer Demand Project, *Tourism Research Australia - Tourism Businesses data.