

Domestic Snapshot Year Ending (YE) September 2020

\$1.03 BILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2020
FROM 1.06 MILLION DOMESTIC VISITORS**

TOTAL VISITORS



1,058,000
YE SEP 2020

1,643,000
YE SEP 2019

AVERAGE NIGHTS



5.0
YE SEP 2020

5.5
YE SEP 2019

AVERAGE SPEND
PER PERSON



\$975
YE SEP 2020

\$1,296
YE SEP 2019

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,643	1,058	-36%	711	460	-35%
Visitor nights ('000)	9,017	5,325	-41%	3,998	1,806	-55%
Expenditure (\$ million)	2,130	1,031	-52%	815	416	-49%
Average length of stay (nights)	5.5	5.0	-0.5	5.6	3.9	-1.7
Average spend per trip (\$)	1,296	975	-25%	1,147	903	-21%
Visitor market share (%)	1.4	1.3	-0.1pp	1.5	1.5	0pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	567	279	-51%	306	168	-45%
Visitor nights ('000)	3,587	1,505	-58%	2,055	605	-71%
Average length of stay (nights)	6.3	5.4	-0.9	6.7	3.6	-3.1
Visitor market share (%)	2.0	1.7	-0.3pp	2.9	2.3	-0.6pp

INTERSTATE SOURCE MARKETS

 **QUEENSLAND**
VISITORS 140,000 -41%
EXPENDITURE \$158M -48%

 **NEW SOUTH WALES**
VISITORS 92,000 -67%
EXPENDITURE \$185M -49%

 **VICTORIA**
VISITORS 88,000 -65%
EXPENDITURE \$107M -74%

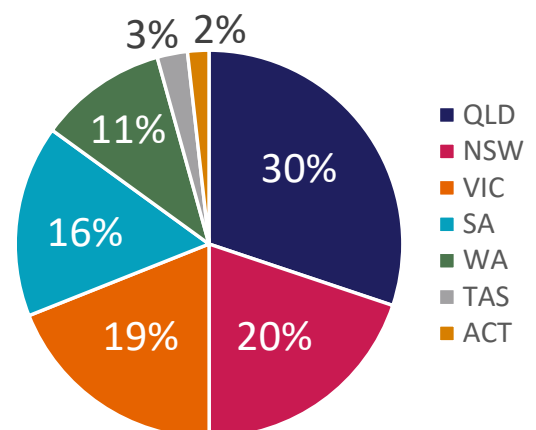
 **SOUTH AUSTRALIA**
VISITORS 74,000 -48%
EXPENDITURE \$93M -45%

 **WESTERN AUSTRALIA**
VISITORS 50,000 -46%
EXPENDITURE \$40M -77%

 **TASMANIA**
VISITORS 12,000 -29%
EXPENDITURE \$15M -38%

 **AUSTRALIAN CAPITAL
TERRITORY**
VISITORS 8,000 -48%
EXPENDITURE \$9M -68%

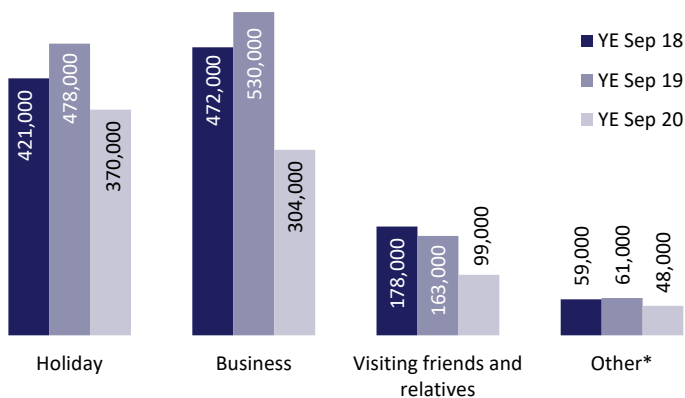
MARKET SHARE OF NT VISITORS



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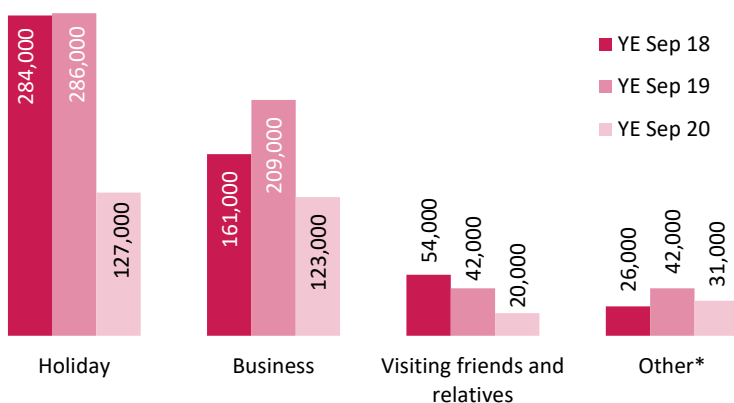
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING SEPTEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,203	808	-33%	478	370	-23%
Visitor nights ('000)	6,128	3,808	-38%	2,457	1,283	-48%
Expenditure (\$ million)	1,321	662	-50%	480	226	-53%
Average length of stay (nights)	5.1	4.7	-0.4	5.1	3.5	-1.6
Average spend per trip (\$)	1,098	819	-25%	1,004	611	-39%
Visitor market share (%)	1.0	1.0	0pp	1.0	1.2	0.2pp
Visitor market share of the NT (%)	73.2	76.4	3.2pp	67.2	80.5	13.3pp



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

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING SEPTEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	558	292	-48%	286	127	-56%
Visitor nights ('000)	2,650	1,440	-46%	1,475	496	-66%
Expenditure (\$ million)	791	363	-54%	330	188	-43%
Average length of stay (nights)	4.7	4.9	0.2	5.1	3.9	-1.2
Average spend per trip (\$)	1,417	1,243	-12%	1,154	1,475	28%
Visitor market share (%)	0.5	0.4	-0.1pp	0.6	0.4	-0.2pp
Visitor market share of the NT (%)	34.0	27.6	-6.4pp	40.3	27.7	-12.6pp



- For Central Australia, domestic holiday visitors decreased for the year ending September 2020 compared with the same period last year. This was also the case for visitors travelling for business or to visit friends and relatives.

*Other includes: Other reasons, in transit and not stated/not asked.

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ALL PURPOSE DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Australia		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	605	594	-1.7%	78,236	60,143	-23%
Visitor nights ('000)	1,654	1,950	18%	225,320	192,281	-15%
Expenditure (\$ million)	664	425	-36%	42,587	32,391	-24%
Average length of stay (nights)	2.7	3.3	0.6	2.9	3.2	0.3
Average spend per trip (\$)	1,099	716	-35%	544	539	-1.1%
Visitor market share (%)	0.8	1.0	0.2			

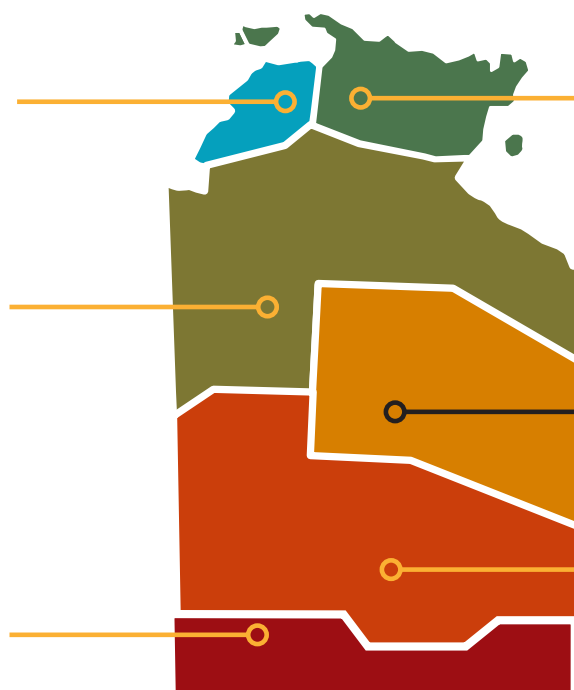
INTERSTATE VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Australia		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,038	463	-55%	37,453	20,122	-46%
Visitor nights ('000)	7,363	3,375	-54%	184,756	107,757	-42%
Expenditure (\$ million)	1,466	606	-59%	36,528	19,499	-47%
Average length of stay (nights)	7.1	7.3	0.2	4.9	5.4	0.5
Average spend per trip (\$)	1,411	1,308	-7.4%	975	969	-0.6%
Visitor market share (%)	2.8	2.3	-0.5			

PLACES VISITED BY DOMESTIC HOLIDAY VISITORS

GREATER DARWIN
Interstate - 83,000
Intra-Territory - 159,000
Total Domestic - 242,000

KATHERINE DALY
Interstate - 19,000
Intra-Territory - 117,000
Total Domestic - 135,000

LASSETER
Interstate - 49,000
Intra-Territory - 16,000
Total Domestic - 65,000



KAKADU ARNHEM LAND
Interstate - 15,000
Intra-Territory - 30,000
Total Domestic - 45,000

BARKLY
Interstate - 11,000
Intra-Territory - 29,000
Total Domestic - 39,000

ALICE SPRINGS MACDONNELL
Interstate - 29,000
Intra-Territory - 33,000
Total Domestic - 62,000

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