

Combined Snapshot Year Ending (YE) September 2020

\$1.2 BILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2020
FROM 1.2 MILLION VISITORS**

TOTAL VISITORS



1,199,000
YE SEP 2020

1,953,000
YE SEP 2019

AVERAGE NIGHTS



5.8
YE SEP 2020

6.3
YE SEP 2019

AVERAGE SPEND
PER PERSON



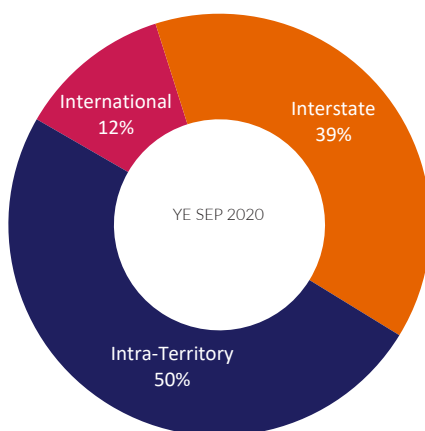
\$1,039
YE SEP 2020

\$1,331
YE SEP 2019

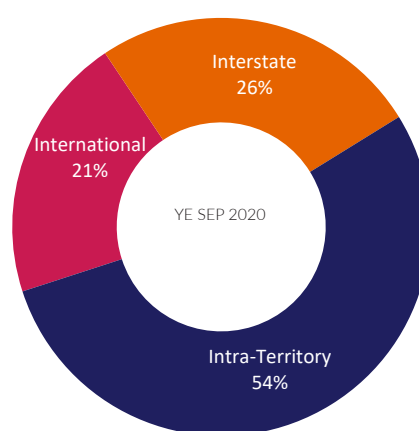
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,953	1,199	-39%	973	580	-40%
Visitor nights ('000)	12,349	7,000	-43%	5,900	2,712	-54%
Expenditure (\$ million)	2,599	1,245	-52%	1,185	576	-51%
Average length of stay (nights)	6.3	5.8	-0.5	6.1	4.7	-1.4
Average spend per trip (\$)	1,331	1,039	-22%	1,218	994	-18%
Visitor market share (%)	1.6	1.4	-0.2pp	1.9	1.8	-0.2pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	659	279	-58%	383	168	-56%
Visitor nights ('000)	4,545	1,571	-65%	2,598	605	-77%
Average length of stay (nights)	6.9	5.6	-1.3	6.8	3.6	-3.2
Visitor market share (%)	2.2	1.7	-0.5pp	3.3	2.3	-0.9pp

ALL PURPOSE



HOLIDAY



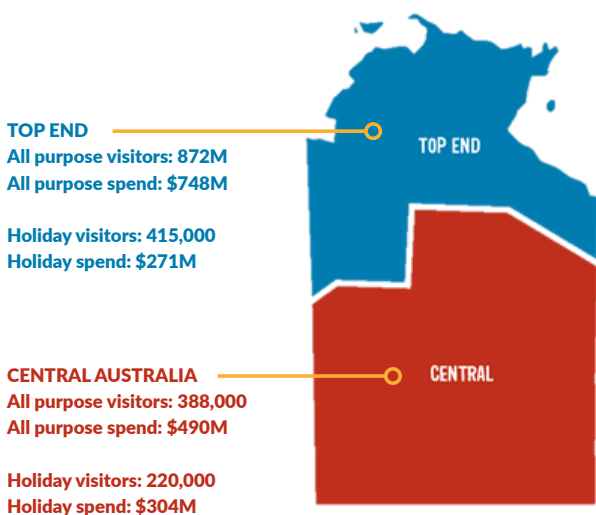
- These figures reflect the impacts of COVID-19. All purpose visitors for the year ending September 2020 to the Northern Territory (NT) decreased by -39% compared to the year ending September 2019. The decrease for the September quarter 2020 was more evident with a -56% decline compared to the same period in 2019.
- Due to COVID-19 and the closure of Australia's border, international all-purpose visitation to the NT declined -55% for the year ending September 2020 compared to the same period in 2019. International all purpose visitation for the quarter was down -100%.
- Victoria, New South Wales and Queensland represented the largest interstate holiday source markets for the NT in the year ending September 2020.

Combined Snapshot Year Ending September 2020

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER 2020	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	594*	-1.7%	3.3	716
Holiday	312	28%	2.8	546
Visiting friends/relatives	47	22%	3.1	469
Business	205	-25%	3.8	438
All other reasons	39	-25%	3.9	393
Interstate				
Total	463*	-55%	7.3	1,308
Holiday	148	-68%	6.3	1654
Visiting friends/relatives	72	-57%	7.7	770
Business	225	-45%	7.6	799
All other reasons	34	-37%	5.0	508
International				
Total	141*	-55%	11.9	1,514
Holiday	120	-54%	7.6	1,343
Visiting friends/relatives	10	-50%	34.0	1,661
Business	5	-61%	18.8	1,687
All other reasons	11	-55%	31.5	2,607
Combined				
Total	1,199*	-39%	5.8	1,039
Holiday	580	-40%	4.7	994
Visiting friends/relatives	128	-43%	8.1	728
Business	434	-37%	5.9	638
All other reasons	85	-35%	7.9	726

TOP END AND CENTRAL AUSTRALIA VISITORS



PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



78%
International Holiday
Visitors



13%
Domestic Holiday
Visitors



27%
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 September 2020

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING SEPTEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,341	872	-35%	574	415	-28%
Visitor nights ('000)	8,236	4,886	-41%	3,493	1,731	-50%
Expenditure (\$ million)	1,506	748	-50%	595	271	-55%
Average length of stay (nights)	6.1	5.6	-0.5	6.1	4.2	-1.9
Average spend per trip (\$)	1,123	858	-24%	1,037	652	-37%
Visitor market share (%)	1.1	1.0	-0.1pp	1.1	1.3	0.2pp
Visitor market share of the NT (%)	68.7	72.7	4.0pp	59.0	71.6	12.6pp

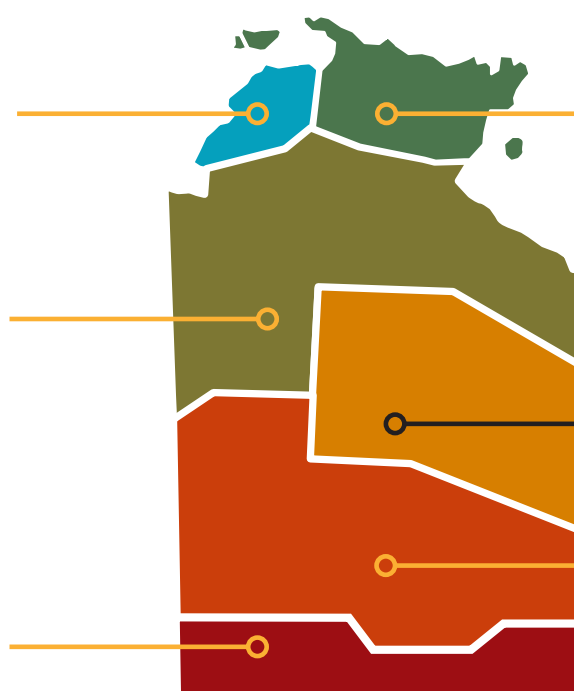
COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING SEPTEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	773	388	-50%	493	220	-55%
Visitor nights ('000)	3,866	2,015	-48%	2,341	955	-59%
Expenditure (\$ million)	1,076	490	-54%	585	304	-48%
Average length of stay (nights)	5.0	5.2	0.2	4.7	4.3	-0.4
Average spend per trip (\$)	1,393	1,261	-9.5%	1,187	1,384	17%
Visitor market share (%)	0.6	0.5	-0.1pp	1.0	0.7	-0.3pp
Visitor market share of the NT (%)	39.6	32.4	-7.2pp	50.7	37.9	-12.8pp

PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN
Interstate - 83,000
Intra-Territory - 159,000
Total Domestic - 242,000
Total International - 42,000

KATHERINE DALY
Interstate - 19,000
Intra-Territory - 117,000
Total Domestic - 135,000
Total International - 12,000

LASSETER
Interstate - 49,000
Intra-Territory - 16,000
Total Domestic - 65,000
Total International - 77,000



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

BARKLY
Interstate - 11,000
Intra-Territory - 29,000
Total Domestic - 39,000
Total International - 6,000

ALICE SPRINGS MACDONNELL
Interstate - 29,000
Intra-Territory - 33,000
Total Domestic - 62,000
Total International - 54,000

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