

Domestic Snapshot Year Ending (YE) December 2020

\$875 MILLION

VISITOR EXPENDITURE YE DECEMBER 2020 FROM 936,000 DOMESTIC VISITORS

TOTAL VISITORS



936,000
YE DEC 2020

1,703,000
YE DEC 2019

AVERAGE NIGHTS



5.2
YE DEC 2020

5.4
YE DEC 2019

AVERAGE SPEND PER PERSON



\$935
YE DEC 2020

\$1,265
YE DEC 2019

PURPOSE OF VISIT YE DECEMBER 2020

HOLIDAY



415,000
-45%

VISITING FRIENDS AND RELATIVES



92,000
-57%

BUSINESS



377,000
-45%

OTHER*



72,000
-39%

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,703	936	-45%	751	415	-45%
Visitor nights ('000)	9,202	4,878	-47%	4,140	1,497	-64%
Expenditure (\$ million)	2,154	875	-59%	886	336	-62%
Average length of stay (nights)	5.4	5.2	-0.2	5.5	3.6	-1.9
Average spend per trip (\$)	1,265	935	-26%	1,180	810	-31%
Visitor market share (%)	1.4	1.3	-0.1pp	1.6	1.4	-0.2pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	397	275	-31%	142	96	-32%
Visitor nights ('000)	1,913	1,466	-23%	710	401	-44%
Average length of stay (nights)	4.8	5.3	0.5	5.0	4.2	-0.8
Visitor market share (%)	1.3	1.3	-0pp	1.3	1.0	-0.3pp

INTERSTATE SOURCE MARKETS



QUEENSLAND

VISITORS 127,000 -48%
EXPENDITURE \$109M -68%



NEW SOUTH WALES

VISITORS 66,000 -77%
EXPENDITURE \$139M -67%



VICTORIA

VISITORS 49,000 -83%
EXPENDITURE \$62M -87%



SOUTH AUSTRALIA

VISITORS 48,000 -60%
EXPENDITURE \$72M -59%



WESTERN AUSTRALIA

VISITORS 25,000 -73%
EXPENDITURE \$23M -85%



TASMANIA

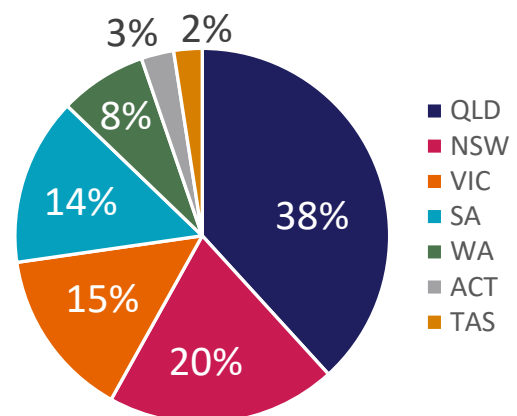
VISITORS 8,000 -60%
EXPENDITURE \$7M -77%



AUSTRALIAN CAPITAL TERRITORY

VISITORS 9,000 -27%
EXPENDITURE \$4M -85%

MARKET SHARE OF INTERSTATE VISITORS

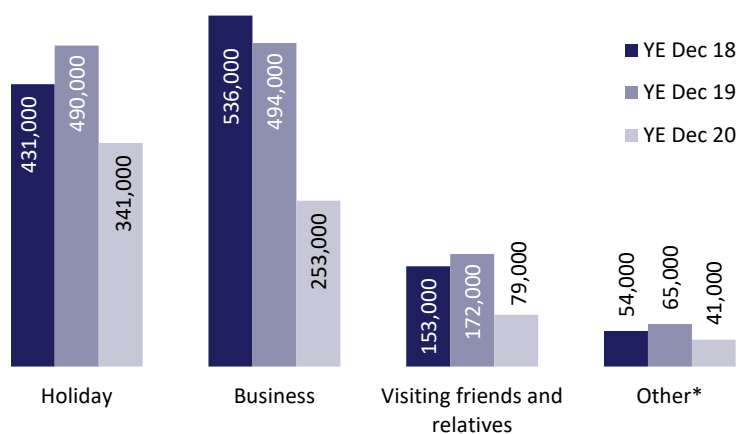


*Other includes: Other reasons, in transit and not stated/not asked.

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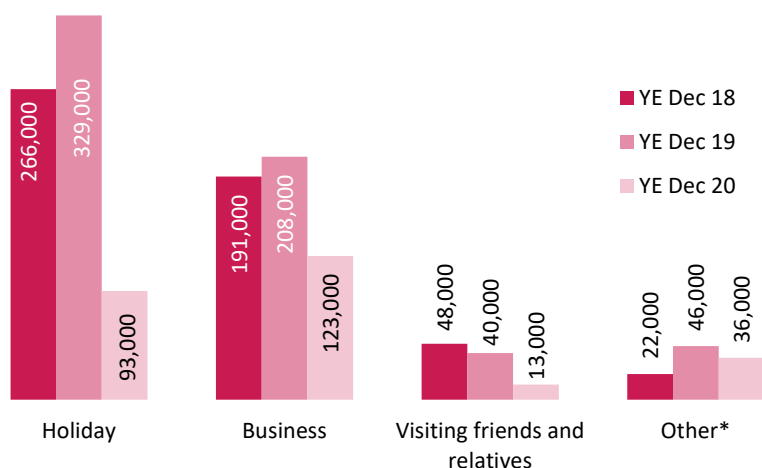
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING DECEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	1,195	699	-42%	490	341	-30%
Visitor nights ('000)	6,154	3,262	-47%	2,461	1,090	-56%
Expenditure (\$ million)	1,274	553	-57%	452	202	-55%
Average length of stay (nights)	5.2	4.7	-0.5	5.0	3.2	-1.8
Average spend per trip (\$)	1,067	792	-26%	924	592	-36%
Visitor market share (%)	1.0	1.0	0pp	1.1	1.2	0.1pp
Visitor market share of the NT (%)	70.2	74.6	4.4pp	65.2	82.2	17pp



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

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER	All Purpose Visit			Holiday		
	2019	2020	Change	2019	2020	Change
Visitors ('000)	598	260	-56%	329	93	-72%
Visitor nights ('000)	2,804	1,536	-45%	1,612	367	-77%
Expenditure (\$ million)	861	306	-64%	429	126	-71%
Average length of stay (nights)	4.7	5.9	1.2	4.9	4.0	-0.9
Average spend per trip (\$)	1,440	1,175	-18%	1,304	1,359	4.2%
Visitor market share (%)	0.5	0.4	-0.1pp	0.7	0.3	-0.4pp
Visitor market share of the NT (%)	35.1	27.8	-7.3pp	43.8	22.4	-21.4pp



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

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

Domestic Snapshot Year Ending December 2020

DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Australia		
	2019	2020	Change	2019	2020	Change
All Purpose Visitors ('000)	623	603	-3.3%	81,375	59,965	-26%
Holiday Visitors ('000)	246	324	32%	34,015	25,443	-25%
All Purpose Visitor nights ('000)	1,815	1,897	4.5%	236,455	199,715	-16%
All Purpose Expenditure (\$ million)	545	460	-15%	43,289	32,833	-24%
All Purpose Average length of stay (nights)	2.9	3.1	0.2	2.9	3.3	0.4
All Purpose Average spend per trip (\$)	874	764	-13%	532	548	2.9%
All Purpose Visitor market share (%)	0.8	1.0	0.2pp			

INTERSTATE VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Australia		
	2019	2020	Change	2019	2020	Change
All Purpose Visitors ('000)	1,079	333	-69%	38,344	13,584	-65%
Holiday Visitors ('000)	505	91	-82%	13,208	4,307	-67%
All Purpose Visitor nights ('000)	7,387	2,981	-60%	181,452	75,688	-58%
All Purpose Expenditure (\$ million)	1,609	415	-74%	37,403	12,809	-66%
All Purpose Average length of stay (nights)	6.8	8.9	2.1	4.7	5.6	0.9
All Purpose Average spend per trip (\$)	1,491	1,244	-17%	975	943	-3.3%
All Purpose Visitor market share (%)	2.8	2.5	-0.3pp			

GREATER DARWIN

ALL PURPOSE VISITORS 418,000 -53%
TOTAL EXPENDITURE* \$352M -63%

HOLIDAY VISITATION

INTRA-TERRITORY 168,000 +26%
INTERSTATE 48,000 -81%
HOLIDAY VISITORS 216,000 -43%

KATHERINE DALY

ALL PURPOSE VISITORS 217,000 -22%
TOTAL EXPENDITURE \$84M -42%

HOLIDAY VISITATION

INTRA-TERRITORY 113,000 +72%
INTERSTATE 9,000 -89%
HOLIDAY VISITORS 122,000 -16%

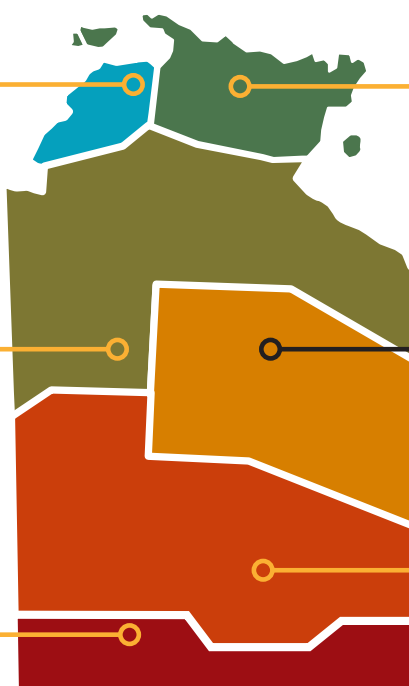
LASSETER

ALL PURPOSE VISITORS 72,000 -75%
TOTAL EXPENDITURE \$92M -74%

HOLIDAY VISITATION

INTRA-TERRITORY 15,000 +25%
INTERSTATE 26,000 -88%
HOLIDAY VISITORS 41,000 -82%

PLACES VISITED BY DOMESTIC VISITORS



KAKADU ARNHEM LAND

ALL PURPOSE VISITORS 130,000 -35%
TOTAL EXPENDITURE* \$117M -33%

HOLIDAY VISITATION

INTRA-TERRITORY 32,000 +6.7%
INTERSTATE 11,000 -80%
HOLIDAY VISITORS 43,000 -49%

BARKLY

ALL PURPOSE VISITORS 59,000 -41%
TOTAL EXPENDITURE* \$35M -64%

HOLIDAY VISITATION

INTRA-TERRITORY 31,000 ↑
INTERSTATE 5,000 -90%
HOLIDAY VISITORS 36,000 -37%

ALICE SPRINGS MACDONNELL

ALL PURPOSE VISITORS 177,000 -57%
TOTAL EXPENDITURE \$179M -56%

HOLIDAY VISITATION

INTRA-TERRITORY 28,000 -9.1%
INTERSTATE 16,000 -91%
HOLIDAY VISITORS 44,000 -78%

*Expenditure is for the Darwin and Litchfield Kakadu Arnhem regions

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