

# Domestic Snapshot Year Ending (YE) March 2021

# \$859 MILLION

## VISITOR EXPENDITURE YE MARCH 2021 FROM 897,000 DOMESTIC VISITORS

<b>TOTAL VISITORS</b>  <b>897,000</b> YE MAR 2021 <b>1,680,000</b> YE MAR 2020	<b>AVERAGE NIGHTS</b>  <b>5.1</b> YE MAR 2021 <b>5.3</b> YE MAR 2020	<b>AVERAGE SPEND PER PERSON</b>  <b>\$957</b> YE MAR 2021 <b>\$1,271</b> YE MAR 2020	<b>PURPOSE OF VISIT YE MARCH 2021</b> <b>HOLIDAY</b>  <b>445,000</b> -40%	<b>VISITING FRIENDS AND RELATIVES</b>  <b>89,000</b> -54%	<b>BUSINESS</b>  <b>314,000</b> -55%	<b>OTHER*</b>  <b>65,000</b> -43%
-----------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	--------------------------------------------------------------------	-----------------------------------------------	--------------------------------------------

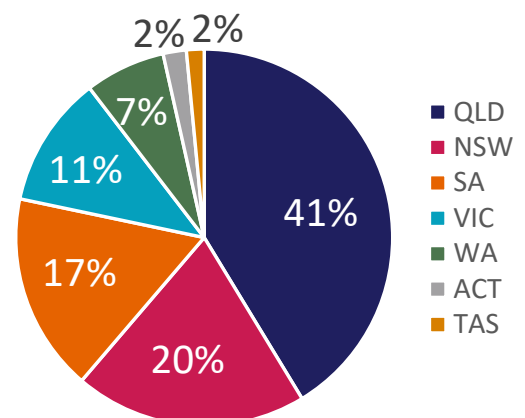
DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	1,680	897	-47%	739	445	-40%
Visitor nights ('000)	8,917	4,564	-49%	4,178	1,534	-63%
Expenditure (\$ million)	2,135	859	-60%	900	405	-55%
Average length of stay (nights)	5.3	5.1	-0.2	5.7	3.4	-2.3
Average spend per trip (\$)	1,271	957	-25%	1,218	910	-25%
Visitor market share (%)	1.5	1.2	-0.3pp	1.7	1.4	-0.3pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	256	217	-15%	72	103	43%
Visitor nights ('000)	1,245	931	-25%	332	369	11%
Average length of stay (nights)	4.9	4.3	-0.6	4.6	3.6	-1.0
Visitor market share (%)	1.1	0.9	-0.2pp	0.7	0.9	0.2pp

### INTERSTATE SOURCE MARKETS

 <b>QUEENSLAND</b> VISITORS 110,000 -56% EXPENDITURE \$117M -67%	 <b>WESTERN AUSTRALIA</b> VISITORS 18,000 -80% EXPENDITURE \$27M -82%
 <b>NEW SOUTH WALES</b> VISITORS 53,000 -80% EXPENDITURE \$99M -77%	 <b>AUSTRALIAN CAPITAL TERRITORY</b> VISITORS 5,000 -68% EXPENDITURE \$5M -79%
 <b>SOUTH AUSTRALIA</b> VISITORS 45,000 -64% EXPENDITURE \$78M -56%	 <b>TASMANIA</b> VISITORS 4,000 -83% EXPENDITURE \$5M -84%
 <b>VICTORIA</b> VISITORS 30,000 -90% EXPENDITURE \$47M -89%	

### MARKET SHARE OF INTERSTATE VISITORS

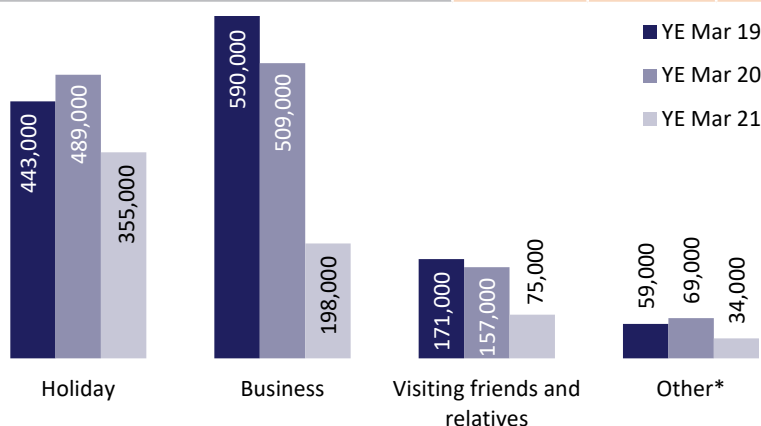


\*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot Year Ending March 2021

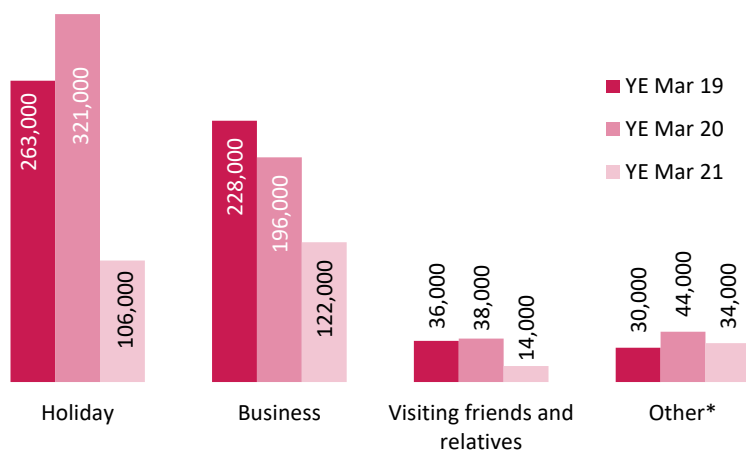
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	1,194	651	-45%	489	355	-27%
Visitor nights ('000)	6,001	2,895	-52%	2,508	1,110	-56%
Expenditure (\$ million)	1,282	531	-59%	457	253	-45%
Average length of stay (nights)	5.0	4.4	-0.6	5.1	3.1	-2.0
Average spend per trip (\$)	1,074	816	-24%	935	713	-24%
Visitor market share (%)	1.1	0.9	-0.2pp	1.1	1.1	0pp
Visitor market share of the NT (%)	71.1	72.6	1.5pp	66.2	79.7	13.5pp



- For the Top End, domestic holiday visitation decreased for the year ending March 2021 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 MARCH	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	577	272	-53%	321	106	-67%
Visitor nights ('000)	2,746	1,579	-42%	1,598	375	-77%
Expenditure (\$ million)	828	303	-63%	435	136	-69%
Average length of stay (nights)	4.8	5.8	1.1	5.0	3.5	-1.5
Average spend per trip (\$)	1,435	1,117	-22%	1,358	1,284	-5.4%
Visitor market share (%)	0.5	0.4	-0.1pp	0.7	0.3	-0.4pp
Visitor market share of the NT (%)	34.4	30.3	-4.1pp	43.4	23.8	-19.5pp



- For Central Australia, domestic holiday visitors decreased for the year ending March 2021 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 March 2021

## DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	2020	2021	Change	2020	2021	Change
All Purpose Visitors ('000)	627	632	0.7%	77,850	62,208	-20%
Holiday Visitors ('000)	242	351	45%	31,990	27,943	-13%
All Purpose Visitor nights ('000)	1,741	2,036	17%	228,170	210,261	-7.8%
All Purpose Expenditure (\$ million)	520	481	-7.4%	42,163	34,964	-17%
All Purpose Average length of stay (nights)	2.8	3.2	0.4	2.9	3.4	0.5
All Purpose Average spend per trip (\$)	828	761	-8.1%	542	562	3.8%
All Purpose Visitor market share (%)	0.8	1.0	0.2			

INTERSTATE VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	2020	2021	Change	2020	2021	Change
All Purpose Visitors ('000)	1,053	265	-75%	36,678	11,604	-68%
Holiday Visitors ('000)	497	95	-81%	12,522	3,739	-70%
All Purpose Visitor nights ('000)	7,176	2,527	-65%	176,873	70,865	-60%
All Purpose Expenditure (\$ million)	1,615	378	-77%	36,589	10,686	-71%
All Purpose Average length of stay (nights)	6.8	9.5	2.7	4.8	6.1	1.3
All Purpose Average spend per trip (\$)	1,534	1,425	-7.1%	998	921	-7.7%
All Purpose Visitor market share (%)	2.9	2.3	-0.6			

### GREATER DARWIN

ALL PURPOSE VISITORS 393,000 -53%  
TOTAL EXPENDITURE\* \$331M -66%

### HOLIDAY VISITATION

INTRA-TERRITORY 177,000 +57%  
INTERSTATE 55,000 -78%  
HOLIDAY VISITORS 233,000 -36%

### KATHERINE DALY

ALL PURPOSE VISITORS 199,000 -38%  
TOTAL EXPENDITURE \$84M -48%

### HOLIDAY VISITATION

INTRA-TERRITORY 109,000 +40%  
INTERSTATE 9,000 -89%  
HOLIDAY VISITORS 118,000 -26%

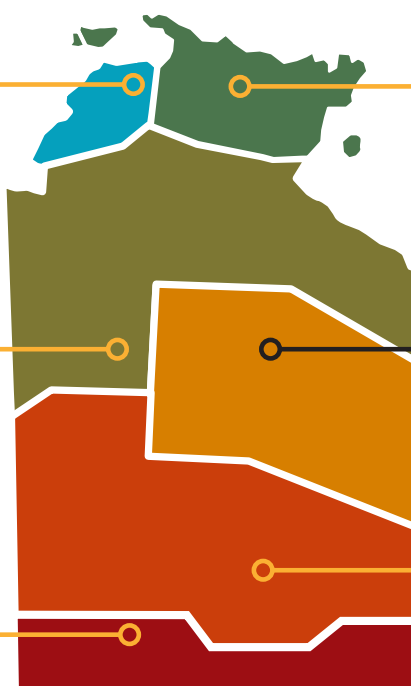
### LASSETER

ALL PURPOSE VISITORS 82,000 -69%  
TOTAL EXPENDITURE \$114M -67%

### HOLIDAY VISITATION

INTRA-TERRITORY 23,000 +62%  
INTERSTATE 31,000 -85%  
HOLIDAY VISITORS 54,000 -75%

## PLACES VISITED BY DOMESTIC VISITORS



### KAKADU ARNHEM

ALL PURPOSE VISITORS 119,000 -42%  
TOTAL EXPENDITURE\* \$116M -27%

### HOLIDAY VISITATION

INTRA-TERRITORY 38,000 +24%  
INTERSTATE 9,000 -83%  
HOLIDAY VISITORS 48,000 -46%

### BARKLY

ALL PURPOSE VISITORS 58,000 -40%  
TOTAL EXPENDITURE \$31M -64%

### HOLIDAY VISITATION

INTRA-TERRITORY 29,000 ↑  
INTERSTATE 2,000 -96%  
HOLIDAY VISITORS 31,000 -49%

### ALICE SPRINGS MACDONNELL

ALL PURPOSE VISITORS 177,000 -56%  
TOTAL EXPENDITURE \$158M -60%

### HOLIDAY VISITATION

INTRA-TERRITORY 37,000 +22%  
INTERSTATE 9,000 -94%  
HOLIDAY VISITORS 46,000 -76%

\*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