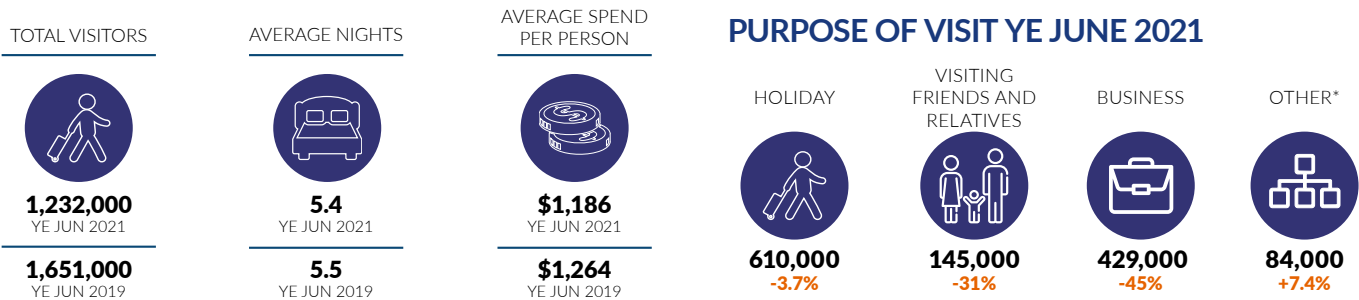


# Domestic Snapshot Year Ending (YE) June 2021

# \$1.46 BILLION

## VISITOR EXPENDITURE YE JUNE 2021 FROM 1.23 MILLION DOMESTIC VISITORS



DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,651	1,232	-25%	634	610	-3.7%
Visitor nights ('000)	9,120	6,638	-27%	3,471	2,642	-24%
Expenditure (\$ million)	2,088	1,460	-30%	763	716	-6.1%
Average length of stay (nights)	5.5	5.4	-0.1	5.5	4.3	-1.2
Average spend per trip (\$)	1,264	1,186	-6.2%	1,204	1,173	-2.6%
Visitor market share (%)	1.5	1.4	0.1pp	1.4	1.5	0.1pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	460	460	0%	219	244	11%
Visitor nights ('000)	2,171	2,736	26%	1,081	1,266	17%
Average length of stay (nights)	4.7	5.9	1.2	4.9	5.2	0.3
Visitor market share (%)	1.5	1.9	0.4pp	1.8	2.2	0.4pp

## INTERSTATE SOURCE MARKETS

**QUEENSLAND**  
VISITORS 151,000 -37 %  
EXPENDITURE \$202M -30%

**NEW SOUTH WALES**  
VISITORS 129,000 -55%  
EXPENDITURE \$293M -25%

**SOUTH AUSTRALIA**  
VISITORS 84,000 -40%  
EXPENDITURE \$140M -12%

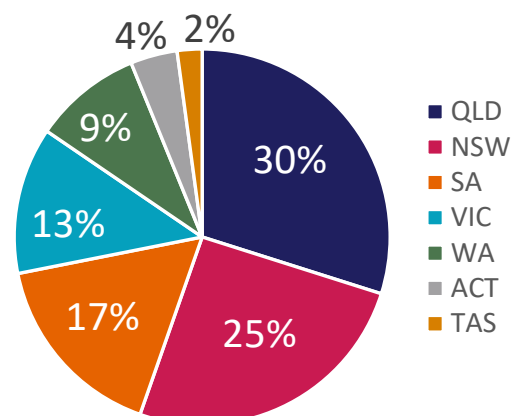
**VICTORIA**  
VISITORS 64,000 -67%  
EXPENDITURE \$127M -63%

**WESTERN AUSTRALIA**  
VISITORS 47,000 -61%  
EXPENDITURE \$76M -56%

**AUSTRALIAN CAPITAL TERRITORY**  
VISITORS 20,000 -15%  
EXPENDITURE \$28M -19%

**TASMANIA**  
VISITORS 11,000 -23%  
EXPENDITURE \$27M +12%

## MARKET SHARE OF INTERSTATE VISITORS

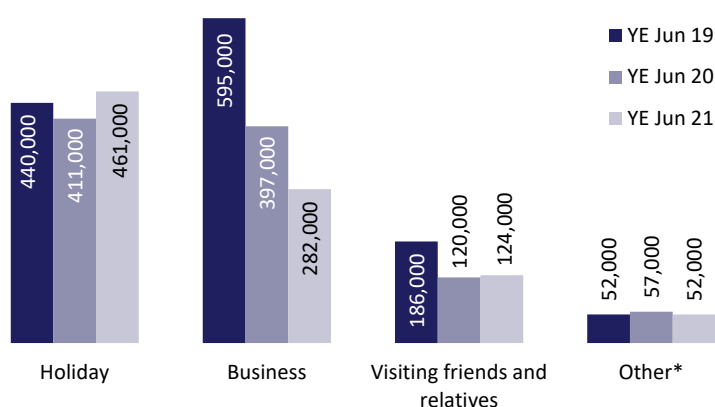


NOTE: Percentage changes in this report are compared to 2019 data, unless otherwise stated. \*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot Year Ending June 2021

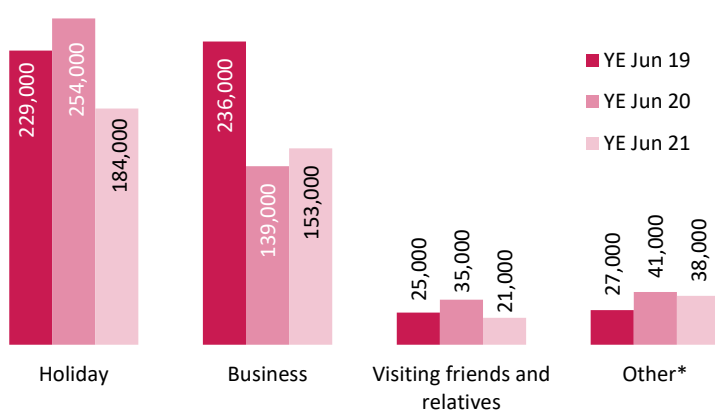
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,247	891	-29%	440	461	4.6%
Visitor nights ('000)	6,726	4,093	-39%	2,254	1,820	-19%
Expenditure (\$ million)	1,346	972	-28%	436	467	7.1%
Average length of stay (nights)	5.4	4.6	-0.8	5.1	4.0	-1.1
Average spend per trip (\$)	1,079	1,092	1.1%	990	1,013	2.4%
Visitor market share (%)	1.1	1.0	-0.1pp	1.0	1.2	0.2pp
Visitor market share of the NT (%)	75.5	72.3	-3.2pp	69.5	75.5	6.0pp



- For the Top End, domestic holiday visitation increased for the year ending June 2021 compared with the same period in 2019. Visitors travelling for business and to visit friends and relatives showed a decline when comparing year ending June 2021 with year ending June 2019.

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	504	389	-23%	229	184	-20%
Visitor nights ('000)	2,180	2,440	12%	1,167	761	-35%
Expenditure (\$ million)	733	458	-38%	322	233	-28%
Average length of stay (nights)	4.3	6.3	2.0	5.1	4.1	-1.0
Average spend per trip (\$)	1,455	1,177	-19%	1,411	1,269	-10%
Visitor market share (%)	0.4	0.4	0pp	0.5	0.5	0pp
Visitor market share of the NT (%)	30.5	31.6	1.1pp	36.1	30.1	-6.0pp



- For Central Australia, domestic holiday visitors decreased for the year ending June 2021 compared with the same period in 2019. This was also the case for visitors travelling for business and to visit friends and relatives.

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

# Domestic Snapshot Year Ending June 2021

## DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Australia		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	632	725	15%	79,111	71,336	-9.8%
Holiday Visitors ('000)	220	368	67%	33,458	33,713	0.8%
Visitor nights ('000)	2,059	2,351	14%	229,715	234,474	2.1%
Expenditure (\$ million)	675	566	-16%	42,316	42,932	1.5%
Average length of stay (nights)	3.3	3.2	-0.1	2.9	3.3	0.4
Average spend per trip (\$)	1,067	780	-27%	535	602	13%
Visitor market share (%)	0.8	1.0	0.2			

INTERSTATE VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Australia		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,019	506	-50%	36,331	17,523	-52%
Holiday Visitors ('000)	413	242	-41%	12,834	6,427	-50%
Visitor nights ('000)	7,061	4,287	-39%	170,502	99,178	-42%
Expenditure (\$ million)	1,413	894	-37%	35,160	18,410	-48%
Average length of stay (nights)	6.9	8.5	1.6	4.7	5.7	1.0
Average spend per trip (\$)	1,387	1,766	27%	968	1,051	8.6%
Visitor market share (%)	2.8	2.9	0.1			

### GREATER DARWIN

VISITORS 594,000 **-34%**  
EXPENDITURE\* \$666M **-32%**

### HOLIDAY VISITATION

INTRA-TERRITORY 174,000 **+33%**  
INTERSTATE 142,000 **-33%**  
HOLIDAY VISITORS 316,000 **-7.7%**

### KATHERINE DALY

VISITORS 237,000 **-11%**  
EXPENDITURE \$146M **+2.5%**

### HOLIDAY VISITATION

INTRA-TERRITORY 110,000 **↑**  
INTERSTATE 29,000 **↓**  
HOLIDAY VISITORS 139,000 **+12%**

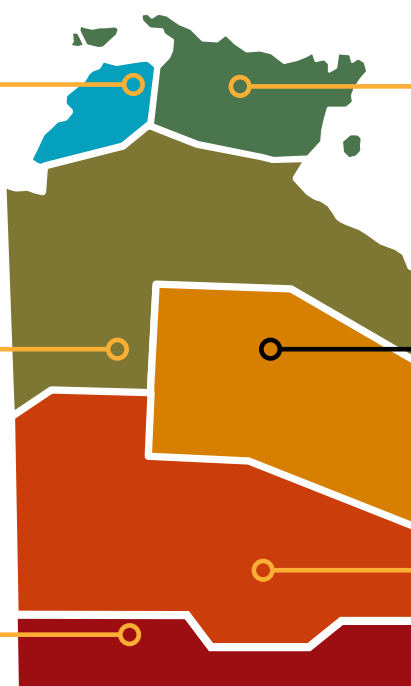
### LASSETER

VISITORS 144,000 **-36%**  
EXPENDITURE \$194M **-35%**

### HOLIDAY VISITATION

INTRA-TERRITORY 25,000 **↑**  
INTERSTATE 82,000 **↓**  
HOLIDAY VISITORS 107,000 **-40%**

## PLACES VISITED BY DOMESTIC VISITORS



### KAKADU ARNHEM

VISITORS 160,000 **-35%**  
EXPENDITURE\* \$160M **-28%**

### HOLIDAY VISITATION

INTRA-TERRITORY 50,000 **↑**  
INTERSTATE 28,000 **↓**  
HOLIDAY VISITORS 77,000 **-0.1%**

### BARKLY

VISITORS 67,000 **-27%**  
EXPENDITURE \$32M **-70%**

### HOLIDAY VISITATION

INTRA-TERRITORY 28,000 **↑**  
INTERSTATE 12,000 **↓**  
HOLIDAY VISITORS 40,000 **+70%**

### ALICE SPRINGS MACDONNELL

VISITORS 265,000 **-17%**  
EXPENDITURE \$232M **-30%**

### HOLIDAY VISITATION

INTRA-TERRITORY 39,000 **↑**  
INTERSTATE 54,000 **↓**  
HOLIDAY VISITORS 93,000 **-28%**

\*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](mailto:research.tourismnt@nt.gov.au)