

Combined Snapshot Year Ending (YE) June 2021

\$1.48 BILLION

**VISITOR EXPENDITURE YE JUNE 2021
FROM 1.23 MILLION VISITORS**

TOTAL VISITORS



1,234,000
YE JUNE 2021

2,542,000
YE JUNE 2019

AVERAGE NIGHTS



5.6
YE JUNE 2021

6.3
YE JUNE 2019

AVERAGE SPEND PER PERSON



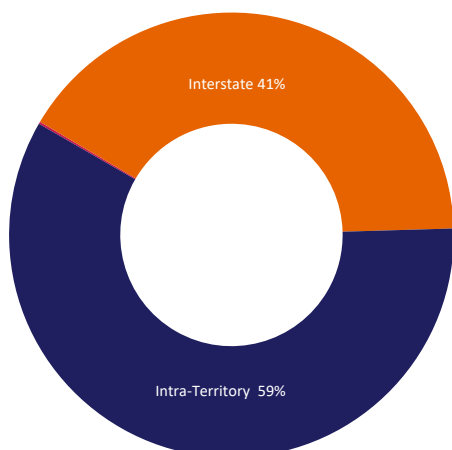
\$1,196
YE JUNE 2021

\$1,307
YE JUNE 2019

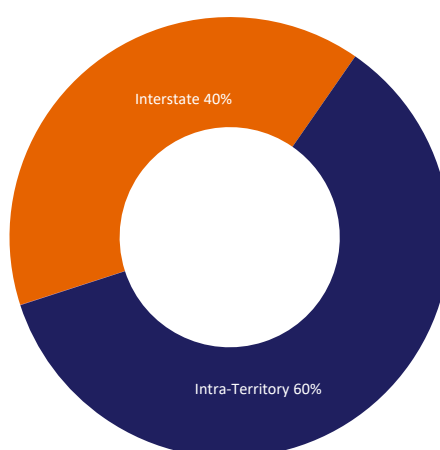
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,946	1,234	-37%	885	611	-31%
Visitor nights ('000)	12,342	6,869	-44%	5,328	2,645	-50%
Expenditure (\$ million)	2,542	1,475	-42%	1,125	717	-36%
Average length of stay (nights)	6.3	5.6	-0.7	6.0	4.3	-1.7
Average spend per trip (\$)	1,307	1,196	-8.5%	1,271	1,174	-7.7%
Visitor market share (%)	1.6	1.4	-0.2pp	1.8	1.5	-0.3pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	510	461	-9.6%	258	244	-5.6%
Visitor nights ('000)	2,728	2,782	2.0%	1,370	1,267	-7.5%
Average length of stay (nights)	5.4	6.0	0.6	5.3	5.2	-0.1
Visitor market share (%)	1.6	1.9	0.3pp	2.0	2.2	0.2pp

VISITOR



HOLIDAY VISITOR



- For the year ending June 2021, visitors to the Northern Territory (NT) decreased by -37% compared to the year ending June 2019. Visitation for the June quarter 2021 decreased compared to the same period in 2019 due to the interstate and international travel restrictions.
- Due to COVID-19 and the closure of Australia's border, international visitation to the NT was effectively zero as at year ending June 2021.
- New South Wales, South Australia and Queensland represented the largest interstate holiday source markets for the NT in the year ending June 2021.

NOTE: Percentage changes in this report are compared to 2019 data, unless otherwise stated.

Combined Snapshot Year Ending June 2021

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING JUNE 2021	Visitors ('000)	% Change on 2019	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	725*	15%	3.2	780
Holiday	368	67%	2.8	685
Visiting friends/relatives	79	61%	2.8	403
Business	247	-23%	3.9	392
All other reasons	42	-7.5%	3.4	582
Interstate				
Total	506*	-50%	8.5	1,766
Holiday	242	-41%	6.7	1,917
Visiting friends/relatives	66	-59%	6.9	654
Business	181	-60%	10.3	1,034
All other reasons	43	28%	8.2	981
International				
Total	2*	-99%	115.4	7,484
Holiday**	np	np	np	np
Visiting friends/relatives**	np	np	np	np
Business**	np	np	np	np
All other reasons**	np	np	np	np
Combined				
Total	1,234*	-37%	5.6	1,196
Holiday	611	-31%	4.3	1,174
Visiting friends/relatives	145	-35%	4.9	530
Business	429	-45%	6.7	670
All other reasons	85	-17%	7.4	884

Domestic

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%

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



32%
Interstate Holiday
Visitors



9.4%
Intra-Territory
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.

**International figures are currently too low to report on individual markets.

Department of Industry, Tourism and Trade

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REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,381	892	-35%	536	461	-14%
Visitor nights ('000)	8,851	4,266	-52%	3,301	1,821	-45%
Expenditure (\$ million)	1,517	983	-35%	541	467	-14%
Average length of stay (nights)	6.4	4.8	-1.6	6.2	4.0	-2.2
Average spend per trip (\$)	1,099	1,102	0.3%	1,009	1,013	0.4%
Visitor market share (%)	1.1	1.0	-0.1pp	1.1	1.2	0.1pp
Visitor market share of the NT (%)	71.0	72.3	1.3pp	60.6	75.5	14.9pp

COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING JUNE	All Purpose Visit			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	707	389	-45%	427	184	-57%
Visitor nights ('000)	3,258	2,440	-25%	1,975	761	-61%
Expenditure (\$ million)	1,014	458	-55%	577	233	-60%
Average length of stay (nights)	4.6	6.3	1.7	4.6	4.1	-0.5
Average spend per trip (\$)	1,434	1,177	-18%	1,352	1,269	-6.2%
Visitor market share (%)	0.6	0.4	-0.2pp	0.9	0.5	-0.4pp
Visitor market share of the NT (%)	36.3	31.6	-4.7pp	48.2	30.1	-18.1pp

TOP END

VISITORS 892,000 -35%
EXPENDITURE \$983M -35%

HOLIDAY VISITORS 461,000 -14%
HOLIDAY EXPENDITURE \$467M -14%

GREATER DARWIN

VISITORS 595,000 -42%
EXPENDITURE* \$676M -39%

KAKADU ARNHEM

VISITORS 160,000 -43%
EXPENDITURE* \$160M -38%

KATHERINE DALY

VISITORS 237,000 -20%
EXPENDITURE \$147M -3.3%

CENTRAL AUSTRALIA

VISITORS 389,000 -45%
EXPENDITURE \$458M -55%

HOLIDAY VISITORS 184,000 -57%
HOLIDAY EXPENDITURE \$233M -60%

BARKLY

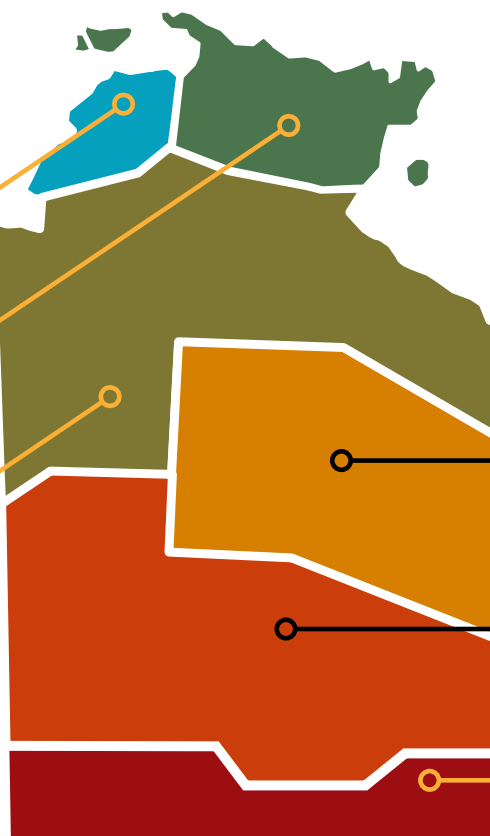
VISITORS 67,000 -37%
EXPENDITURE \$32M -71%

ALICE SPRINGS MACDONNELL

VISITORS 265,000 -37%
EXPENDITURE \$232M -41%

LASSETER

VISITORS 144,000 -64%
EXPENDITURE \$194M -62%



*Expenditure is for the Darwin and Litchfield Kakadu Arnhem regions

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PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN

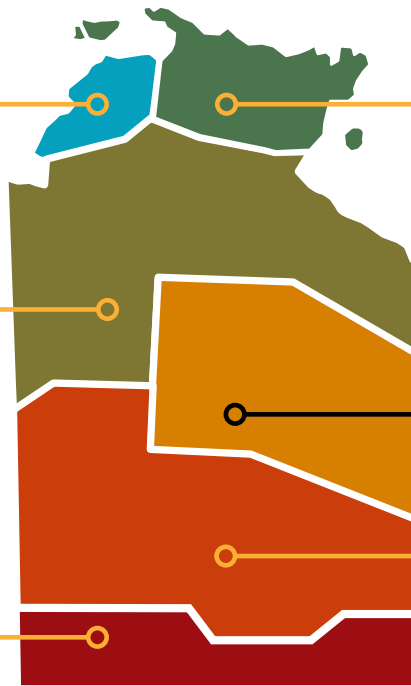
INTRA-TERRITORY 174,000 +33%
INTERSTATE 142,000 -33%
DOMESTIC 316,000 -7.7%
INTERNATIONAL 0 ↓

KATHERINE DALY

INTRA-TERRITORY 110,000 ↑
INTERSTATE 29,000 ↓
DOMESTIC 139,000 +12%
INTERNATIONAL 0 ↓

LASSETER

INTRA-TERRITORY 25,000 ↑
INTERSTATE 82,000 ↓
DOMESTIC 107,000 -40%
INTERNATIONAL 0 ↓



KAKADU ARNHEM

INTRA-TERRITORY 50,000 ↑
INTERSTATE 28,000 ↓
DOMESTIC 77,000 -0.1%
INTERNATIONAL 0 ↓

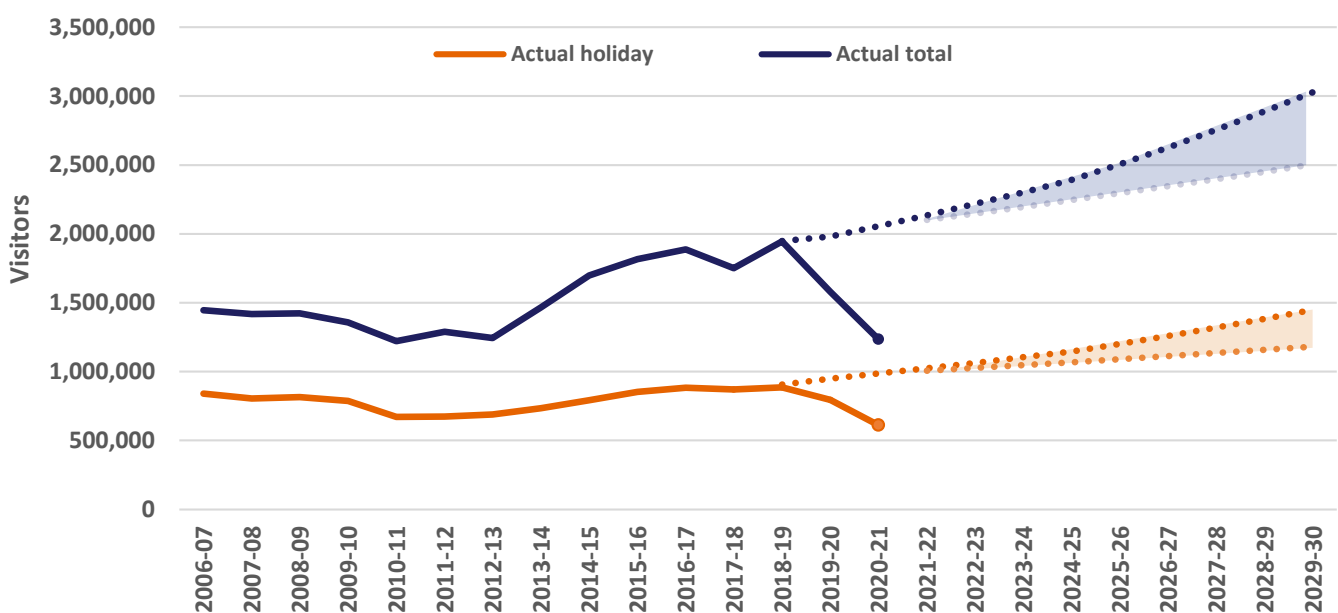
BARKLY

INTRA-TERRITORY 28,000 ↑
INTERSTATE 12,000 ↓
DOMESTIC 40,000 ↑
INTERNATIONAL 0 ↓

ALICE SPRINGS MACDONNELL

INTRA-TERRITORY 39,000 ↑
INTERSTATE 54,000 ↓
DOMESTIC 93,000 -28%
INTERNATIONAL 0 ↓

NORTHERN TERRITORY TOURISM INDUSTRY STRATEGY 2030 TOTAL AND HOLIDAY VISITOR TARGETS



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