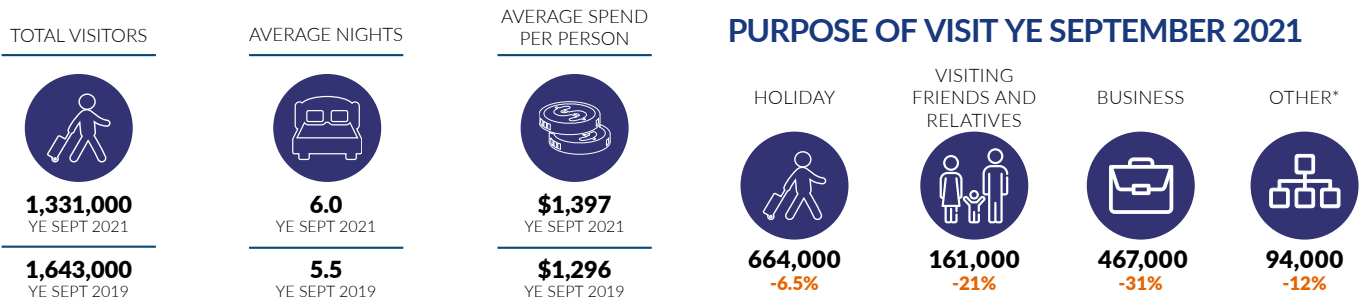


# Domestic Snapshot Year Ending (YE) September 2021

# \$1.86 BILLION

## VISITOR EXPENDITURE YE SEPTEMBER 2021 FROM 1.33 MILLION DOMESTIC VISITORS



DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,643	1,331	-19%	711	664	-6.5%
Visitor nights ('000)	9,017	7,967	-12%	3,998	3,628	-9.3%
Expenditure (\$ million)	2,129	1,859	-13%	815	980	20%
Average length of stay (nights)	5.5	6.0	0.5	5.6	5.5	-0.1
Average spend per trip (\$)	1,296	1,397	7.8%	1,146	1,475	29%
Visitor market share (%)	1.4	1.6	0.2pp	1.5	1.8	0.3pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitor			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	567	378	-33%	306	222	-28%
Visitor nights ('000)	3,587	2,835	-21%	2,055	1,591	-23%
Average length of stay (nights)	6.3	7.5	1.2	6.7	7.2	0.5
Visitor market share (%)	2.0	3.2	1.2pp	2.9	4.4	1.5pp

## INTERSTATE SOURCE MARKETS

**QUEENSLAND**  
VISITORS 179,000 -24 %  
EXPENDITURE \$286M -5.3%

**NEW SOUTH WALES**  
VISITORS 134,000 -52%  
EXPENDITURE \$314M -12%

**SOUTH AUSTRALIA**  
VISITORS 122,000 -14%  
EXPENDITURE \$202M +20%

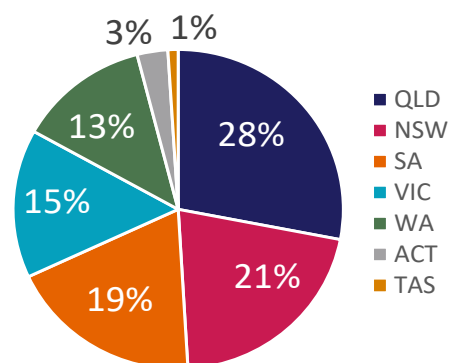
**VICTORIA**  
VISITORS 98,000 -61%  
EXPENDITURE \$308M -25%

**WESTERN AUSTRALIA**  
VISITORS 83,000 -8.6%  
EXPENDITURE \$177M +1.5%

**AUSTRALIAN CAPITAL TERRITORY**  
VISITORS 23,000 +42%  
EXPENDITURE \$33M +17%

**TASMANIA**  
VISITORS 7,000 -55%  
EXPENDITURE \$23M -6.5%

## MARKET SHARE OF INTERSTATE VISITORS

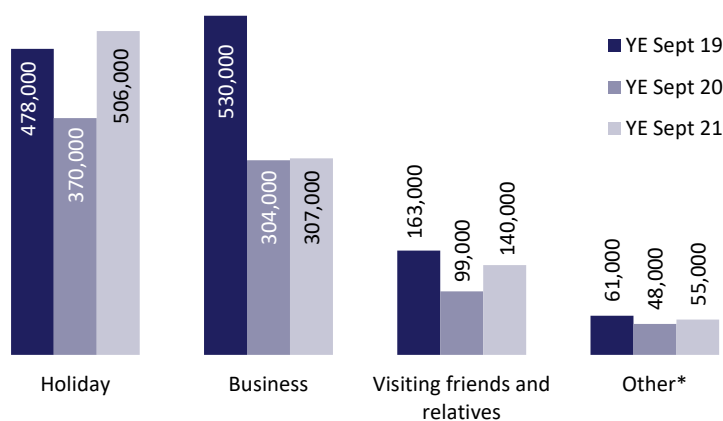


NOTE: Percentage changes in this report are compared to 2019 data (pre COVID-19), unless otherwise stated. \*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot Year Ending September 2021

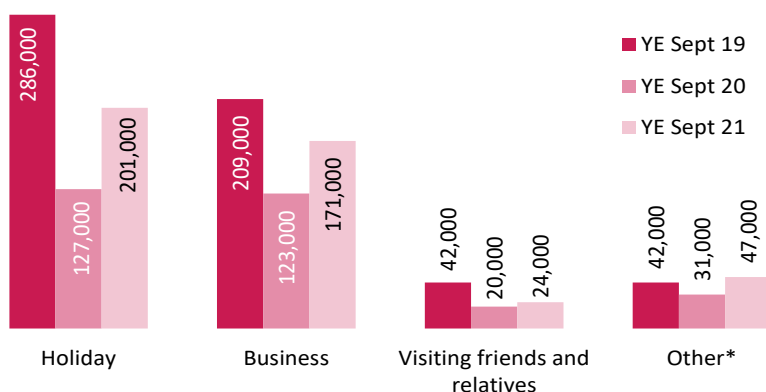
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING SEPTEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,203	961	-20%	478	506	5.8%
Visitor nights ('000)	6,128	5,325	-13%	2,457	2,668	8.6%
Expenditure (\$ million)	1,321	1,278	-3.3%	480	678	41%
Average length of stay (nights)	5.1	5.5	0.4	5.1	5.3	0.2
Average spend per trip (\$)	1,098	1,329	21%	1,004	1,342	34%
Visitor market share (%)	1.0	1.2	0.2pp	1.0	1.3	0.3pp
Visitor market share of the NT (%)	73.2	72.2	-1.0pp	67.2	76.1	8.9pp



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

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING SEPTEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	558	434	-22%	286	201	-30%
Visitor nights ('000)	2,650	2,547	-3.9%	1,475	903	-39%
Expenditure (\$ million)	791	543	-31%	330	279	-16%
Average length of stay (nights)	4.7	5.9	1.2	5.1	4.5	-0.6
Average spend per trip (\$)	1,416	1,250	-12%	1,153	1,389	20%
Visitor market share (%)	0.5	0.5	0pp	0.6	0.5	-0.1pp
Visitor market share of the NT (%)	34.0	32.7	-1.3pp	40.3	30.2	-10.1pp



- For Central Australia, domestic holiday visitors decreased for the year ending September 2021 compared to 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 September 2021

## DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Australia		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	605	684	13%	80,480	66,880	-17%
Holiday Visitors ('000)	243	316	30%	33,647	31,398	-6.7%
Visitor nights ('000)	1,654	2,115	28%	232,842	222,673	-4.4%
Expenditure (\$ million)	664	517	-22%	42,583	41,408	-2.8%
Average length of stay (nights)	2.7	3.1	0.4	2.9	3.3	0.4
Average spend per trip (\$)	1,098	757	-31%	529	619	17%
Visitor market share (%)	0.8	1.0	0.2			

INTERSTATE VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Australia		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,038	647	-38%	37,453	17,245	-54%
Holiday Visitors ('000)	467	349	-25%	13,214	6,638	-50%
Visitor nights ('000)	7,363	5,852	-21%	177,234	102,326	-42%
Expenditure (\$ million)	1,465	1,342	-8.4%	36,533	19,539	-47%
Average length of stay (nights)	7.1	9.0	1.9	4.7	5.9	1.2
Average spend per trip (\$)	1,411	2,074	47%	975	1,133	16%
Visitor market share (%)	2.8	3.8	1.0			

## PLACES VISITED BY DOMESTIC VISITORS

### GREATER DARWIN

VISITORS 638,000 **-29%**  
EXPENDITURE\* \$924M **-0.6%**

### HOLIDAY VISITATION

INTRA-TERRITORY 131,000 **-13%**  
INTERSTATE 213,000 **-7.7%**  
HOLIDAY VISITORS 344,000 **-9.6%**

### KATHERINE DALY

VISITORS 243,000 **-7.1%**  
EXPENDITURE \$164M **-16%**

### HOLIDAY VISITATION

INTRA-TERRITORY 90,000 **↑**  
INTERSTATE 56,000 **↓**  
HOLIDAY VISITORS 146,000 **+15%**

### LASSETER

VISITORS 170,000 **-33%**  
EXPENDITURE \$241M **-5.8%**

### HOLIDAY VISITATION

INTRA-TERRITORY 23,000 **↑**  
INTERSTATE 110,000 **-45%**  
HOLIDAY VISITORS 133,000 **-35%**

### KAKADU ARNHEM

VISITORS 213,000 **-5.5%**  
EXPENDITURE\* \$190M **-3.4%**

### HOLIDAY VISITATION

INTRA-TERRITORY 66,000 **↑**  
INTERSTATE 44,000 **↓**  
HOLIDAY VISITORS 110,000 **+28%**

### BARKLY

VISITORS 68,000 **↓**  
EXPENDITURE \$31M **↓**

### HOLIDAY VISITATION

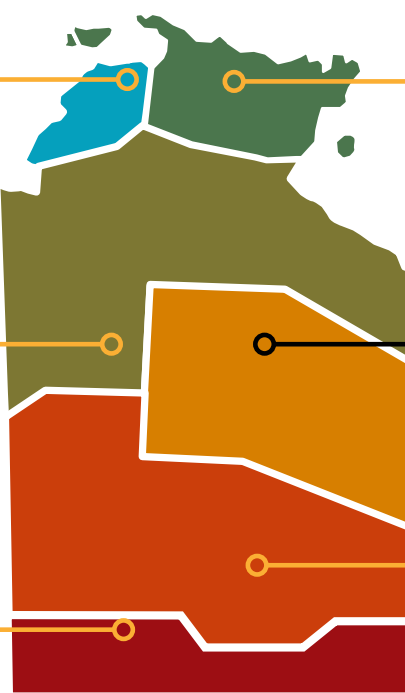
INTRA-TERRITORY 13,000 **↑**  
INTERSTATE 27,000 **↓**  
HOLIDAY VISITORS 40,000 **↓**

### ALICE SPRINGS MACDONNELL

VISITORS 314,000 **-17%**  
EXPENDITURE \$271M **-32%**

### HOLIDAY VISITATION

INTRA-TERRITORY 22,000 **↑**  
INTERSTATE 82,000 **↓**  
HOLIDAY VISITORS 104,000 **-42%**



\*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)