

Combined Snapshot Year Ending (YE) September 2021

\$1.88 BILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2021
FROM 1.34 MILLION VISITORS**

TOTAL VISITORS



1,335,000
YE SEPT 2021

1,953,000
YE SEPT 2019

AVERAGE NIGHTS



6.2
YE SEPT 2021

6.3
YE SEPT 2019

AVERAGE SPEND PER PERSON



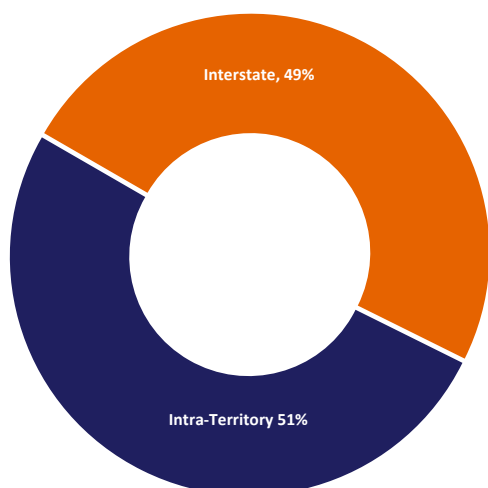
\$1,408
YE SEPT 2021

\$1,331
YE SEPT 2019

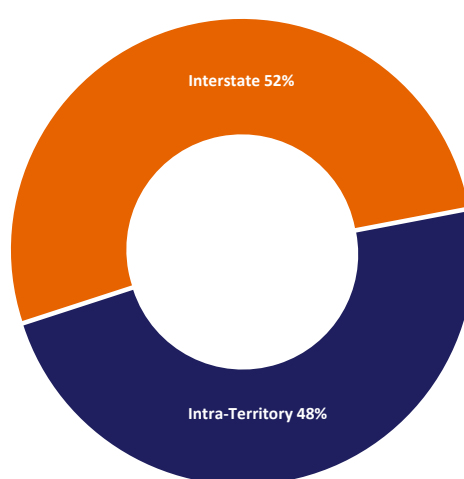
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,953	1,335	-32%	973	665	-32%
Visitor nights ('000)	12,349	8,273	-33%	5,900	3,636	-38%
Expenditure (\$ million)	2,599	1,880	-28%	1,185	981	-17%
Average length of stay (nights)	6.3	6.2	-0.1	6.1	5.5	-0.6
Average spend per trip (\$)	1,331	1,408	-5.9%	1,218	1,475	21%
Visitor market share (%)	1.6	1.6	0pp	1.9	1.8	-0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	659	461	-42%	383	222	-42%
Visitor nights ('000)	4,545	2,958	-35%	2,598	1,596	-39%
Average length of stay (nights)	6.9	7.8	0.9	6.8	7.2	0.4
Visitor market share (%)	2.2	3.2	1.0pp	3.3	4.4	1.1pp

VISITORS



HOLIDAY VISITORS



- For the year ending September 2021, visitors to the Northern Territory (NT) decreased by -32% compared to the year ending September 2019. Visitation for the September quarter 2021 decreased (-42%) 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 September 2021.
- New South Wales, Victoria and South Australia represented the largest interstate holiday source markets for the NT in the year ending September 2021.

NOTE: Percentage changes in this report are compared to 2019 data (pre COVID-19), unless otherwise stated.

Combined Snapshot Year Ending September 2021

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER 2021	Visitors ('000)	% Change on 2019	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	684*	13%	3.1	757
Holiday	316	30%	2.6	577
Visiting friends/relatives	76	98%	2.5	352
Business	260	-5.0%	3.9	449
All other reasons	41	-22%	2.3	617
Interstate				
Total	647*	-38%	9.0	2,074
Holiday	349	-25%	8.0	2,287
Visiting friends/relatives	85	-49%	9.4	803
Business	208	-49%	8.7	965
All other reasons	52	-3.1%	8.3	921
International				
Total	np*	-99%	np	4,890
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	1,335*	-32%	6.2	1,408
Holiday	665	-32%	5.5	1,475
Visiting friends/relatives	162	-28%	6.4	601
Business	468	-32%	6.1	683
All other reasons	96	-27%	7.8	917

SOURCE MARKETS

Domestic Holiday



New South Wales
VISITORS 92,000 -37%
EXPENDITURE \$203M +21%



Victoria
VISITORS 71,000 -50%
EXPENDITURE \$216M +18%



South Australia
VISITORS 67,000 +29%
EXPENDITURE \$108M +19%



Queensland
VISITORS 66,000 -26%
EXPENDITURE \$138M +19%



Western Australia
VISITORS 44,000 +58%
EXPENDITURE \$115M +34%

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



27%
Interstate Holiday
Visitors



10%
Intra-Territory
Holiday Visitors

*Total visitors may not add up to the sum of the below purposes of travel, 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 SEPTEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,341	965	-28%	574	506	-12%
Visitor nights ('000)	8,236	5,559	-33%	3,493	2,671	-24%
Expenditure (\$ million)	1,506	1,293	-14%	595	679	14%
Average length of stay (nights)	6.1	5.8	-0.3	6.1	5.3	-0.8
Average spend per trip (\$)	1,123	1,340	19%	1,037	1,341	29%
Visitor market share (%)	1.1	1.2	0.1pp	1.1	1.4	0.3pp
Visitor market share of the NT (%)	68.7	72.3	3.6pp	59.0	76.1	17.1pp

COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING SEPTEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	773	435	-44%	493	201	-59%
Visitor nights ('000)	3,866	2,549	-34%	2,341	905	-61%
Expenditure (\$ million)	1,075	543	-49%	585	279	-52%
Average length of stay (nights)	5.0	5.9	0.9	4.7	4.5	-0.2
Average spend per trip (\$)	1,392	1,250	10%	1,187	1,390	17%
Visitor market share (%)	0.6	0.5	-0.1pp	1.0	0.5	-0.5pp
Visitor market share of the NT (%)	39.6	32.6	-7.0pp	50.7	30.2	-20.5pp

TOP END

VISITORS 965,000 -28%
EXPENDITURE \$1,293M -14%

HOLIDAY VISITORS 506,000 -12%
HOLIDAY EXPENDITURE \$679M 14%

GREATER DARWIN

VISITORS 641,000 -38%
EXPENDITURE* \$937M -12%

KAKADU ARNHEM

VISITORS 214,000 -17%
EXPENDITURE* \$191M -20%

KATHERINE DALY

VISITORS 244,000 -17%
EXPENDITURE \$165M -20%

CENTRAL AUSTRALIA

VISITORS 435,000 -44%
EXPENDITURE \$543M -49%

HOLIDAY VISITORS 201,000 -59%
HOLIDAY EXPENDITURE \$279M -52%

BARKLY

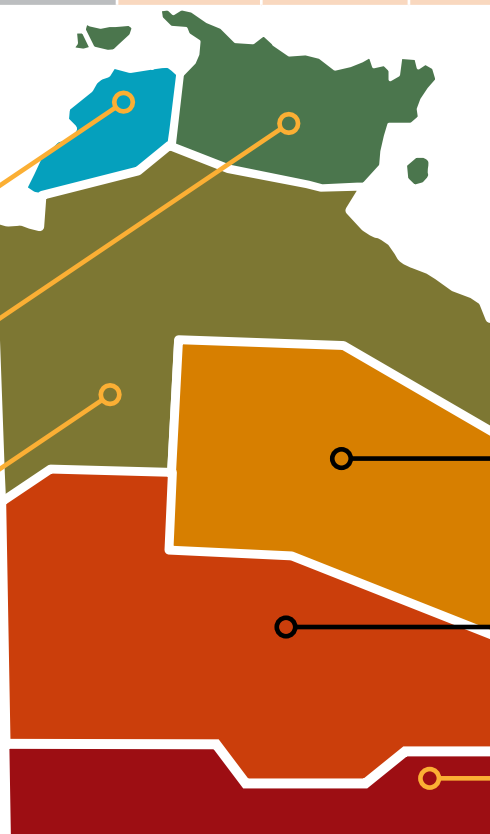
VISITORS 68,000 -42%
EXPENDITURE \$31M -78%

ALICE SPRINGS MACDONNELL

VISITORS 314,000 -35%
EXPENDITURE \$271M -42%

LASSETER

VISITORS 171,000 -61%
EXPENDITURE \$241M -48%



*Expenditure is for the Darwin and Litchfield Kakadu Arnhem regions

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PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN

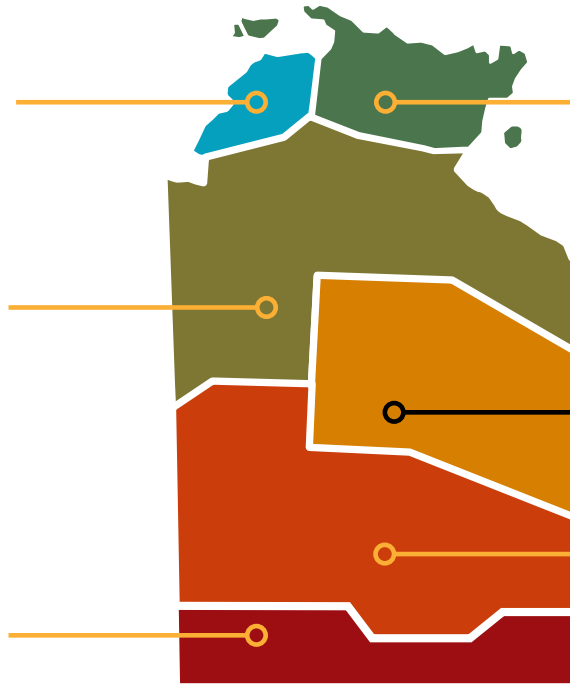
INTRA-TERRITORY 131,000 -13%
INTERSTATE 213,000 -7.7%
DOMESTIC 344,000 -9.6%
INTERNATIONAL 0 ↓

KATHERINE DALY

INTRA-TERRITORY 90,000 ↑
INTERSTATE 56,000 ↓
DOMESTIC 146,000 +15%
INTERNATIONAL 0 ↓

LASSETER

INTRA-TERRITORY 23,000 ↑
INTERSTATE 110,000 -45%
DOMESTIC 133,000 -35%
INTERNATIONAL 0 ↓



KAKADU ARNHEM

INTRA-TERRITORY 66,000 ↑
INTERSTATE 44,000 ↓
DOMESTIC 110,000 +28%
INTERNATIONAL 0 ↓

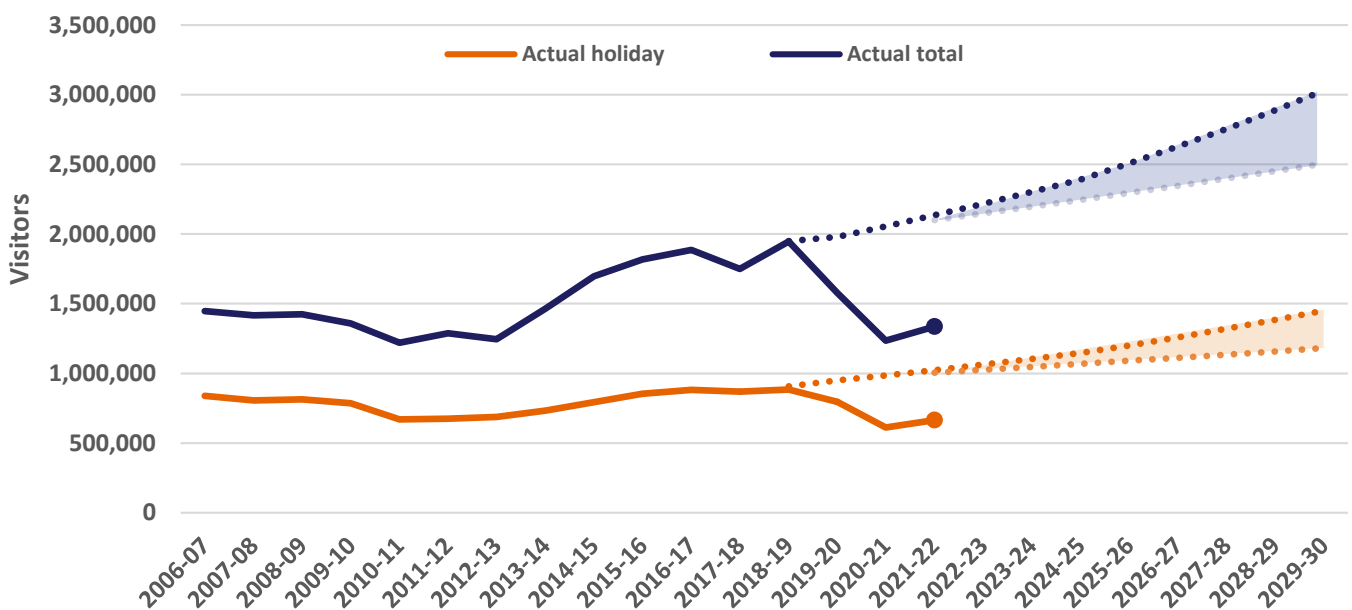
BARKLY

INTRA-TERRITORY 13,000 ↑
INTERSTATE 27,000 ↓
DOMESTIC 40,000 ↓
INTERNATIONAL 0 ↓

ALICE SPRINGS MACDONNELL

INTRA-TERRITORY 22,000 ↑
INTERSTATE 82,000 ↓
DOMESTIC 104,000 -42%
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