

Combined (Domestic and International) Snapshot Year Ending (YE) December 2021

\$1.84 BILLION

**VISITOR EXPENDITURE YE DECEMBER 2021
FROM 1.28 MILLION VISITORS**

TOTAL VISITORS



1,283,000
YE DEC 2021

2,001,000
YE DEC 2019

AVERAGE NIGHTS



6.4
YE DEC 2021

6.2
YE DEC 2019

AVERAGE SPEND PER PERSON



\$1,435
YE DEC 2021

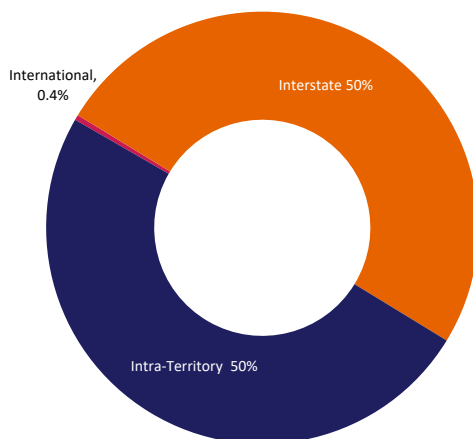
\$1,294
YE DEC 2019

NOTE: International visitation only accounted for 5,000 visitors in the YE December 2021, due to international border closures.

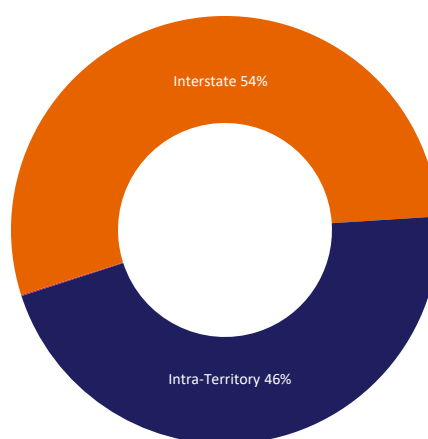
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	2,001	1,283	-36%	1,000	669	-33%
Visitor nights ('000)	12,365	8,211	-34%	5,886	3,735	-37%
Expenditure (\$ million)	2,590	1,841	-29%	1,225	978	-20%
Average length of stay (nights)	6.2	6.4	0.2	5.9	5.6	-0.3
Average spend per trip (\$)	1,294	1,435	11%	1,224	1,462	19%
Visitor market share (%)	1.6	1.6	0pp	2.0	1.8	-0.2pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	488	224	-54%	223	100	-55%
Visitor nights ('000)	2,859	1,425	-50%	1,302	500	-62%
Average length of stay (nights)	5.9	6.4	0.5	5.8	5.0	-0.8
Visitor market share (%)	1.5	1.1	-0.4pp	1.8	1.1	-0.7pp

VISITORS



HOLIDAY VISITORS



- For the year ending December 2021, visitors to the Northern Territory (NT) decreased by -36% compared to the year ending December 2019. Visitation for the December quarter 2021 decreased (-54%) compared to the same period in 2019 due to the impact of COVID-19 and interstate and international travel restrictions.
- Due to COVID-19 and the closure of Australia's border in March 2020, international visitation to the NT was almost zero as at year ending December 2021. International borders to Australia opened 21 February 2022, while border restriction for all interstate markets entry into the NT were lifted 20 December 2021.
- New South Wales, Queensland, South Australia, Victoria and Western Australia represented the largest interstate holiday source markets for the NT in the year ending December 2021.

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

Combined (Domestic and International) Snapshot YE December 2021

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER 2021	Visitors ('000)	% Change on 2019	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	636*	2.1%	3.2	730
Holiday	308	25%	2.4	558
Visiting friends/relatives	76	52%	2.6	359
Business	225	-21%	4.3	450
All other reasons	35	-26%	3.6	672
Interstate				
Total	642*	-41%	9.1	2,110
Holiday	361	-29%	8.3	2,233
Visiting friends/relatives	95	-41%	9.2	1,088
Business	183	-54%	9.4	961
All other reasons	48	-32%	5.2	723
International				
Total	5	-98%	np	4,489
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	1,283*	-36%	6.4	1,435
Holiday	669	-33%	5.6	1,462
Visiting friends/relatives	173	-26%	6.6	777
Business	409	-42%	6.7	686
All other reasons	86	-39%	6.9	857

SOURCE MARKETS

Domestic Holiday



New South Wales
VISITORS 79,000 ↓
EXPENDITURE \$170M ↓



Queensland
VISITORS 74,000 ↓
EXPENDITURE \$150M ↑



South Australia
VISITORS 72,000 ↑
EXPENDITURE \$123M ↑



Victoria
VISITORS 69,000 ↓
EXPENDITURE \$217M ↑



Western Australia
VISITORS 58,000 ↑
EXPENDITURE \$128M ↑

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.

np - indicates data is not publishable. *International figures are currently too low to report on individual markets.

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REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING DECEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,336	980	-27%	588	524	-11%
Visitor nights ('000)	8,191	5,768	-30%	3,431	2,747	-20%
Expenditure (\$ million)	1,453	1,343	-7.6%	564	712	26%
Average length of stay (nights)	6.1	5.9	-0.2	5.8	5.2	-0.6
Average spend per trip (\$)	1,087	1,370	26%	959	1,358	42%
Visitor market share (%)	1.1	1.2	0.1pp	1.2	1.4	0.2pp
Visitor market share of the NT (%)	66.8	76.4	9.6pp	58.8	78.4	19.6pp

COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	796	373	-53%	519	193	-63%
Visitor nights ('000)	3,915	2,169	-45%	2,388	944	-60%
Expenditure (\$ million)	1,118	461	-59%	656	253	-61%
Average length of stay (nights)	4.9	5.8	0.9	4.6	4.9	0.3
Average spend per trip (\$)	1,405	1,237	-12%	1,264	1,312	3.8%
Visitor market share (%)	0.6	0.5	-0.1pp	1.0	0.5	-0.5pp
Visitor market share of the NT (%)	39.8	29.1	-10.7pp	51.9	28.8	-23.1pp

TOP END

VISITORS 980,000 -27%
EXPENDITURE \$1,343M -7.6%

HOLIDAY VISITORS 524,000 -11%
HOLIDAY EXPENDITURE \$712M +26%

GREATER DARWIN

VISITORS 666,000 -35%
EXPENDITURE* \$1,015M -6.8%

KAKADU ARNHEM

VISITORS 193,000 -19%
EXPENDITURE** \$162M -22%

KATHERINE DALY

VISITORS 257,000 -18%
EXPENDITURE \$166M +6.7%

CENTRAL AUSTRALIA

VISITORS 373,000 -53%
EXPENDITURE \$461M -59%

HOLIDAY VISITORS 193,000 -63%
HOLIDAY EXPENDITURE \$253M -61%

BARKLY

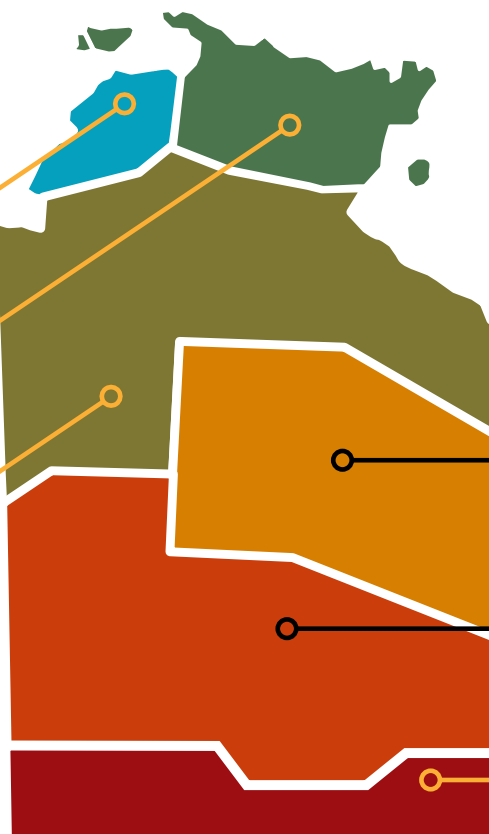
VISITORS 57,000 ↓
EXPENDITURE \$17M -83%

ALICE SPRINGS MACDONNELL

VISITORS 268,000 -47%
EXPENDITURE \$235M -51%

LASSETER

VISITORS 159,000 -65%
EXPENDITURE \$210M -61%



*Expenditure is for Darwin only, excludes Outer Darwin. ** Expenditure is for the combined region of Litchfield Kakadu Arnhem and includes Outer Darwin.

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PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN

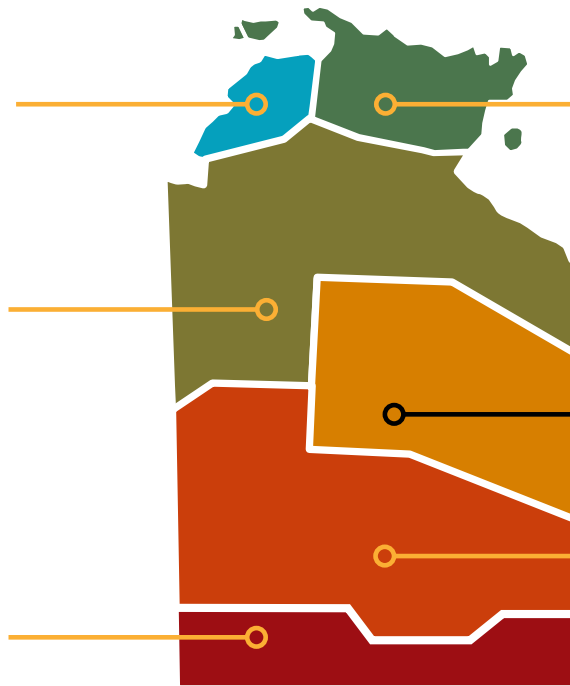
INTRA-TERRITORY 138,000 +3.7%
INTERSTATE 223,000 -10%
DOMESTIC 361,000 -5.4%
INTERNATIONAL 0 ↓

KATHERINE DALY

INTRA-TERRITORY 88,000 ↑
INTERSTATE 66,000 ↓
DOMESTIC 153,000 +5.4%
INTERNATIONAL 0 ↓

LASSETER

INTRA-TERRITORY 16,000 ↑
INTERSTATE 113,000 -49%
DOMESTIC 129,000 -44%
INTERNATIONAL 0 ↓



KAKADU ARNHEM

INTRA-TERRITORY 62,000 ↑
INTERSTATE 43,000 ↓
DOMESTIC 104,000 +22%
INTERNATIONAL 0 ↓

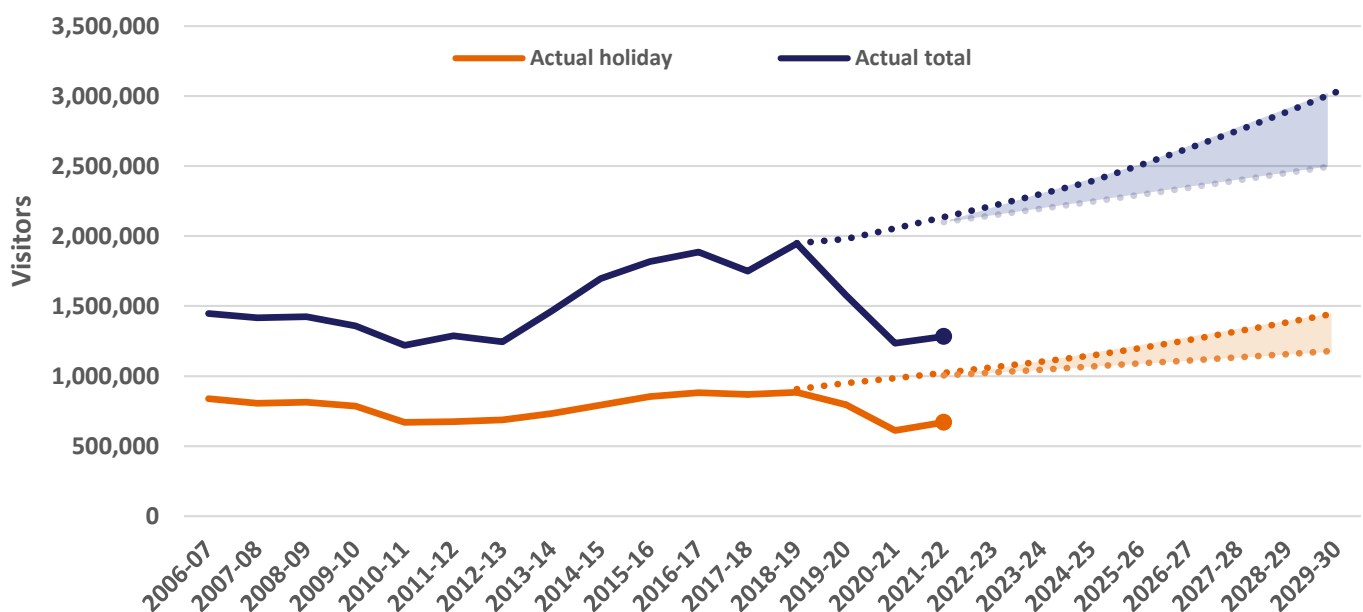
BARKLY

INTRA-TERRITORY 6,000 ↓
INTERSTATE 25,000 -45%
DOMESTIC 31,000 ↓
INTERNATIONAL 0 ↓

ALICE SPRINGS MACDONNELL

INTRA-TERRITORY 20,000 ↓
INTERSTATE 92,000 ↓
DOMESTIC 112,000 -43%
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 Surveys. 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