

Domestic Snapshot Year Ending (YE) March 2022

\$1.91 BILLION

VISITOR EXPENDITURE YE MARCH 2022 FROM 1.25 MILLION DOMESTIC VISITORS

TOTAL VISITORS



1,254,000
YE MAR 2022

1,680,000
YE MAR 2020

AVERAGE NIGHTS



6.6
YE MAR 2022

5.3
YE MAR 2020

AVERAGE SPEND PER PERSON



\$1,524
YE MAR 2022

\$1,271
YE MAR 2020

PURPOSE OF VISIT YE MARCH 2022

HOLIDAY



657,000
-11%

VISITING FRIENDS AND RELATIVES



182,000
-6.3%

BUSINESS



377,000
-46%

OTHER*



92,000
-20%

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	1,680	897	1,254	-25%	739	445	657	-11%
Visitor nights ('000)	8,917	4,564	8,230	-7.7%	4,178	1,534	3,824	-8.5%
Expenditure (\$ million)	2,135	859	1,911	-10%	900	405	984	9.4%
Average length of stay (nights)	5.3	5.1	6.6	1.3	5.7	3.4	5.8	0.1
Average spend per trip (\$)	1,271	957	1,524	20%	1,218	910	1,498	23%
Visitor market share (%)	1.5	1.2	1.5	0pp	1.7	1.4	1.8	0.1pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	256	217	193	-25%	72	103	92	27%
Visitor nights ('000)	1,245	931	1,276	2.5%	332	369	467	41%
Average length of stay (nights)	4.9	4.3	6.6	1.7	4.6	3.6	5.1	0.5
Visitor market share (%)	1.1	0.9	0.8	-0.3pp	0.7	0.8	0.8	0.1pp

INTERSTATE VISITOR SOURCE MARKETS

QUEENSLAND
VISITORS 172,000 -31%
EXPENDITURE \$321M -9.2%

SOUTH AUSTRALIA
VISITORS 144,000 +16%
EXPENDITURE \$255M +45%

NEW SOUTH WALES
VISITORS 117,000 -55%
EXPENDITURE \$279M -36%

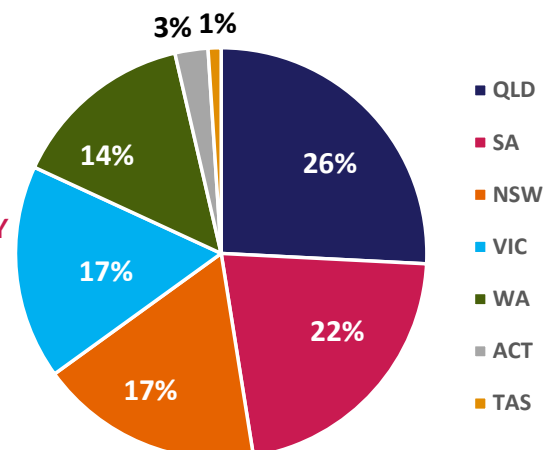
VICTORIA
VISITORS 112,000 -61%
EXPENDITURE \$328M -26%

WESTERN AUSTRALIA
VISITORS 97,000 +5.4%
EXPENDITURE \$209M +41%

AUSTRALIAN CAPITAL TERRITORY
VISITORS 17,000 ↑
EXPENDITURE \$27M ↑

TASMANIA
VISITORS 7,000 ↓
EXPENDITURE \$23M ↓

INTERSTATE VISITORS BY MARKETS

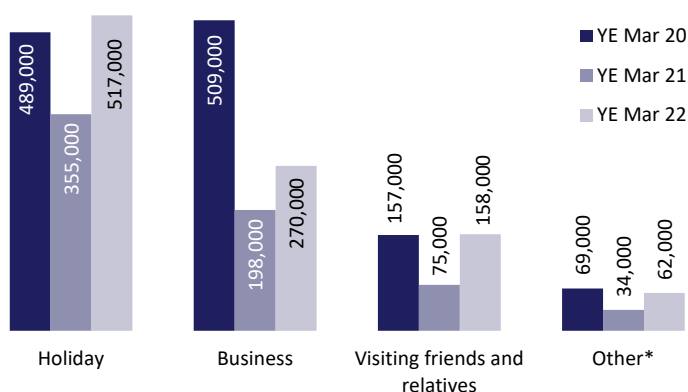


NOTE: Percentage changes in this report are compared to 2020 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.
*Other includes: Other reasons, in transit and not stated/not asked.

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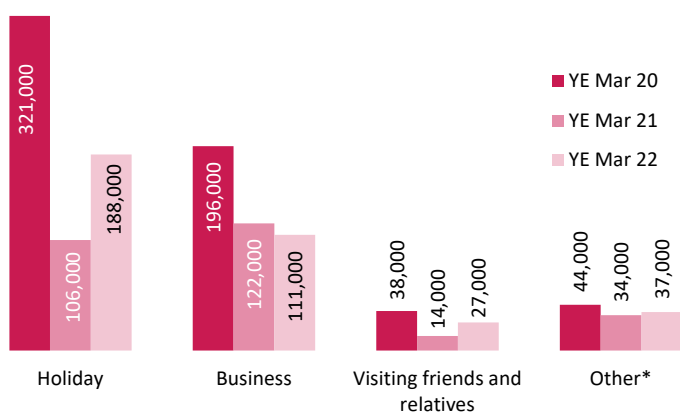
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	1,194	651	965	-19%	489	355	517	5.7%
Visitor nights ('000)	6,001	2,895	5,821	-3.0%	2,508	1,110	2,763	10%
Expenditure (\$ million)	1,282	531	1,390	8.4%	457	253	702	54%
Average length of stay (nights)	5.0	4.4	6.0	1.0	5.1	3.1	5.3	0.2
Average spend per trip (\$)	1,074	816	1,440	34%	935	713	1,358	45%
Visitor market share (%)	1.1	0.9	1.2	0.1pp	1.1	1.1	1.4	0.3pp
Visitor market share of the NT (%)	71.1	72.6	76.9	5.8pp	66.2	79.7	78.6	12.4pp



- For the Top End, domestic holiday visitation increased for the year ending March 2022 compared to the same period in 2020. Visitors travelling to visit friends and relatives showed a slight increase, while business and all other purpose of visitation was lower when comparing year ending March 2022 to year ending March 2020.
- Holiday visitation, business travel and visiting friends and relatives was higher for the year ending March 2022 compared to the year ending March 2021.

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors			Change on 2020	Holiday			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	577	272	352	-39%	321	106	188	-41%
Visitor nights ('000)	2,746	1,579	2,211	-19%	1,598	375	1,022	-36%
Expenditure (\$ million)	828	303	494	-40%	435	136	273	-37%
Average length of stay (nights)	4.8	5.8	6.3	1.5	5.0	3.5	5.4	0.4
Average spend per trip (\$)	1,435	1,117	1,403	-2.2%	1,358	1,284	1,448	6.6%
Visitor market share (%)	0.5	0.4	0.4	-0.1pp	0.7	0.3	0.5	-0.2pp
Visitor market share of the NT (%)	34.4	30.3	28.1	-6.3pp	43.4	23.8	28.7	-14.7pp



- For Central Australia, domestic holiday visitors decreased for the year ending March 2022 compared to the same period in 2020. This was also the case for visitors travelling for business and to visit friends and relatives, as well as other purposes of travel.
- However, holiday visitation, visiting friends and relatives, along with other purposes of travel was higher for the year ending March 2022 compared to the year ending March 2021. Business visitation remains lower in the year ending March 2022 compared to the previous two yearly periods.

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

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DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Change on 2020	Australia			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	1,053	265	666	-37%	36,678	11,604	17,901	-51%
Holiday Visitors ('000)	497	95	368	-26%	12,522	3,739	6,967	-44%
Visitor nights ('000)	7,176	2,527	6,251	-13%	176,873	70,865	104,341	-41%
Expenditure (\$ million)	1,615	378	1,443	-11%	36,589	10,686	21,127	-42%
Average length of stay (nights)	6.8	9.5	9.4	2.6	4.8	6.1	5.8	1.0
Average spend per trip (\$)	1,534	1,425	2,167	41%	998	921	1,180	18%
Visitor market share (%)	2.9	2.3	3.7	0.8				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Change on 2020	Australia			Change on 2020
	2020	2021	2022		2020	2021	2022	
Visitors ('000)	627	632	588	-6.3%	77,850	62,208	65,554	-16%
Holiday Visitors ('000)	242	351	289	19%	31,990	27,943	30,605	-4.3%
Visitor nights ('000)	1,741	2,036	1,979	14%	228,170	210,261	213,923	-6.2%
Expenditure (\$ million)	520	481	468	-10%	42,163	34,964	42,197	0.1%
Average length of stay (nights)	2.8	3.2	3.4	0.6	2.9	3.4	3.3	0.4
Average spend per trip (\$)	828	761	796	-4.0%	542	562	644	19%
Visitor market share (%)	0.8	1.0	0.9	0.1				

PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 667,000 -20%
EXPENDITURE* \$1B +8.0%

HOLIDAY VISITATION

INTRA-TERRITORY 141,000 +25
INTERSTATE 211,000 -15%
HOLIDAY VISITORS 352,000 -2.9%

KATHERINE DALY

VISITORS 247,000 -23%
EXPENDITURE \$183M +13%

HOLIDAY VISITATION

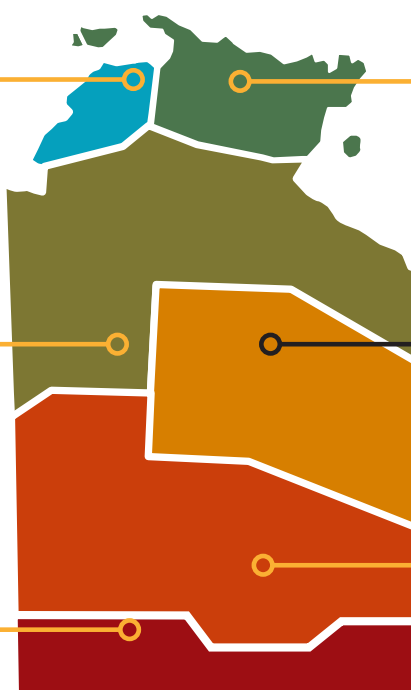
INTRA-TERRITORY 83,000 ↑
INTERSTATE 72,000 ↓
HOLIDAY VISITORS 156,000 -1.4%

LASSETER

VISITORS 163,000 -38%
EXPENDITURE \$232M -34%

HOLIDAY VISITATION

INTRA-TERRITORY 7,000 ↓
INTERSTATE 124,000 -39%
HOLIDAY VISITORS 132,000 -40%



KAKADU ARNHEM

VISITORS 187,000 -11%
EXPENDITURE** \$170M +5.8%

HOLIDAY VISITATION

INTRA-TERRITORY 59,000 ↑
INTERSTATE 41,000 ↓
HOLIDAY VISITORS 100,000 +13%

BARKLY

VISITORS 59,000 ↓
EXPENDITURE \$23M ↓

HOLIDAY VISITATION

INTRA-TERRITORY 4,000 ↓
INTERSTATE 31,000 ↓
HOLIDAY VISITORS 36,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 255,000 -37%
EXPENDITURE \$239M -39%

HOLIDAY VISITATION

INTRA-TERRITORY 14,000 ↓
INTERSTATE 103,000 -37%
HOLIDAY VISITORS 117,000 -39%

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

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