

Combined Snapshot Year Ending (YE) March 2021

\$873 MILLION

**VISITOR EXPENDITURE YE MARCH 2021
FROM 899,000 VISITORS**

TOTAL VISITORS



899,000
YE MAR 2021

1,962,000
YE MAR 2020

AVERAGE NIGHTS



5.3
YE MAR 2021

6.1
YE MAR 2020

AVERAGE SPEND
PER PERSON



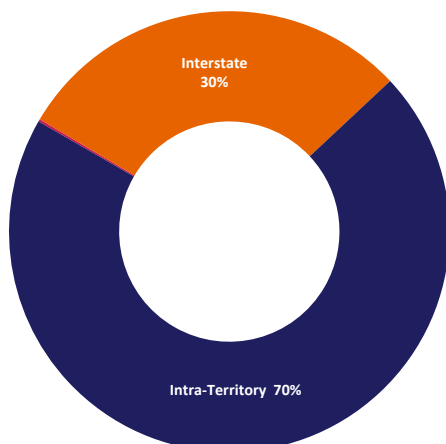
\$972
YE MAR 2021

\$1,310
YE MAR 2020

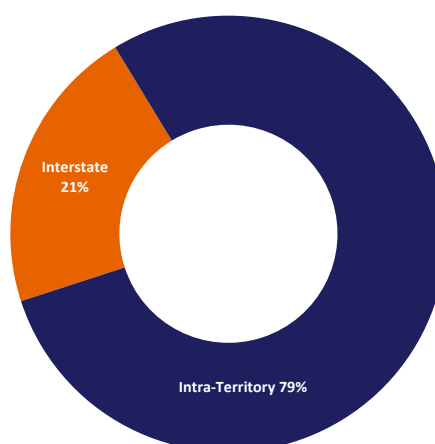
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	1,962	899	-54%	975	445	-54%
Visitor nights ('000)	12,000	4,789	-60%	5,917	1,536	-74%
Expenditure (\$ million)	2,570	873	-66%	1,231	405	-67%
Average length of stay (nights)	6.1	5.3	-0.8	6.1	3.4	-2.7
Average spend per trip (\$)	1,310	972	-26%	1,263	910	-28%
Visitor market share (%)	1.6	1.2	-0.4pp	2.0	1.4	-0.6pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	305	218	-29%	111	103	-7.2%
Visitor nights ('000)	1,868	1,029	-45%	646	370	-43%
Average length of stay (nights)	6.1	4.7	-1.4	5.8	3.6	-2.2
Visitor market share (%)	1.2	0.9	-0.3pp	1.0	0.9	-0.1pp

ALL PURPOSE



HOLIDAY



- These figures reflect a full year of the impacts of COVID-19. All purpose visitors for the year ending March 2021 to the Northern Territory (NT) decreased by -54% compared to the year ending March 2020. All purpose visitation for the March quarter 2021 also decreased -29% compared to the same period in 2020.
- Due to COVID-19 and the closure of Australia's border, international all-purpose visitation to the NT declined -99% for the year ending March 2021 compared to the same period in 2020. International all purpose visitation for the quarter was down -100%.
- New South Wales, Queensland and South Australia represented the largest interstate holiday source markets for the NT in the year ending March 2021.






Combined Snapshot Year Ending March 2021

VISITOR SUMMARY






NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING MARCH 2021	Visitors ('000)	Change	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	632*	0.7%	3.2	761
Holiday	351	45%	2.8	670
Visiting friends/relatives	48	2.0%	2.4	296
Business	198	-34%	3.9	444
All other reasons	44	1.7%	3.3	493
Interstate				
Total	265*	-75%	9.5	1,425
Holiday	95	-81%	5.7	1,794
Visiting friends/relatives	42	-72%	7.0	666
Business	116	-71%	12.4	831
All other reasons	21	-71%	12.8	1,138
International				
Total	2*	-99%	140.0	8,928
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	899*	-54%	5.3	972
Holiday	445	-54%	3.4	910
Visiting friends/relatives	90	-58%	4.7	481
Business	314	-56%	7.2	597
All other reasons	66	-52%	8.4	829

SOURCE MARKETS

Domestic

	Queensland VISITORS 110,000 -56% EXPENDITURE \$117M -67%
	New South Wales VISITORS 53,000 -80% EXPENDITURE \$99M -77%
	South Australia VISITORS 45,000 -64% EXPENDITURE \$78M -56%
	Victoria VISITORS 30,000 -90% EXPENDITURE \$47M -89%
	Western Australia VISITORS 18,000 -80% EXPENDITURE \$27M -82%

International**

	United States of America
	Japan
	New Zealand
	United Kingdom
	Singapore

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



np
International Holiday
Visitors



25%
Interstate Holiday
Visitors



7.9%
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.

Combined Snapshot Year Ending March 2021

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	1,332	652	-51%	587	355	-40%
Visitor nights ('000)	7,949	3,077	-61%	3,447	1,111	-68%
Expenditure (\$ million)	1,475	543	-63%	578	253	-56%
Average length of stay (nights)	6.0	4.7	-1.3	5.9	3.1	-2.8
Average spend per trip (\$)	1,108	832	-25%	984	713	-28%
Visitor market share (%)	1.1	0.9	-0.2pp	1.2	1.1	-0.1pp
Visitor market share of the NT (%)	67.9	72.6	4.7pp	60.2	79.7	19.5pp

COMBINED VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING MARCH	All Purpose Visit			Holiday		
	2020	2021	Change	2020	2021	Change
Visitors ('000)	762	272	-64%	496	106	-79%
Visitor nights ('000)	3,867	1,579	-59%	2,398	375	-84%
Expenditure (\$ million)	1,070	303	-72%	646	136	-79%
Average length of stay (nights)	5.1	5.8	0.7	4.8	3.5	-1.3
Average spend per trip (\$)	1,405	1,117	-20%	1,303	1,284	-1.4%
Visitor market share (%)	0.6	0.4	-0.2pp	1.0	0.3	-0.7pp
Visitor market share of the NT (%)	38.8	30.2	-8.6pp	50.9	23.8	-27.1pp

TOP END

VISITORS 652,000 -51%
EXPENDITURE \$543M -63%

HOLIDAY VISITORS 355,000 -40%
HOLIDAY EXPENDITURE \$253M -56%

GREATER DARWIN

VISITORS 394,000 -59%
EXPENDITURE* \$342M -69%

KAKADU ARNHEM

VISITORS 119,000 -51%
EXPENDITURE* \$116M -42%

KATHERINE DALY

VISITORS 199,000 -44%
EXPENDITURE \$84M -51%

CENTRAL AUSTRALIA

VISITORS 272,000 -64%
EXPENDITURE \$303M -72%

HOLIDAY VISITORS 106,000 -79%
HOLIDAY EXPENDITURE \$136M -79%

BARKLY

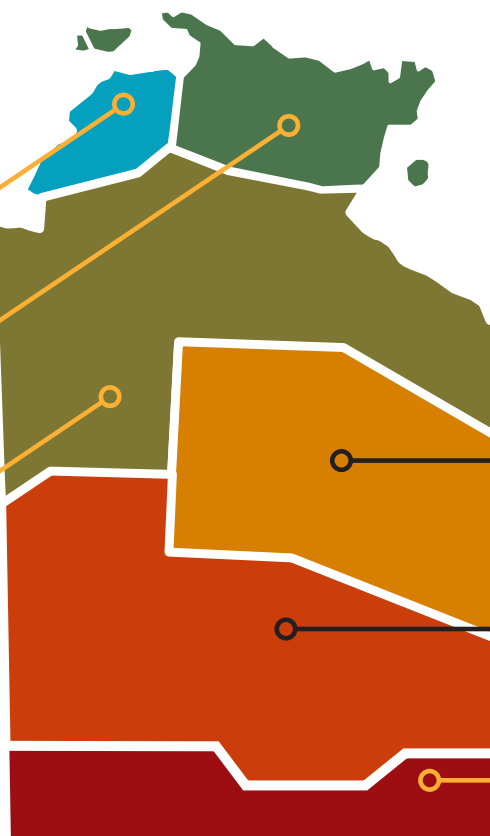
VISITORS 58,000 -47%
EXPENDITURE \$31M -65%

ALICE SPRINGS MACDONNELL

VISITORS 177,000 -65%
EXPENDITURE \$158M -66%

LASSETER

VISITORS 82,000 -80%
EXPENDITURE \$114M -78%



*Expenditure is for the Darwin and Litchfield Kakadu Arnhem regions

Combined Snapshot Year Ending March 2021

PLACES VISITED BY HOLIDAY VISITORS

GREATER DARWIN

INTRA-TERRITORY 177,000 +57%
INTERSTATE 55,000 -78%
DOMESTIC 233,000 -36%
INTERNATIONAL 0 -100%

KATHERINE DALY

INTRA-TERRITORY 109,000 +40%
INTERSTATE 9,000 -89%
DOMESTIC 118,000 -26%
INTERNATIONAL 0 -100%

LASSETER

INTRA-TERRITORY 23,000 +62%
INTERSTATE 31,000 -85%
DOMESTIC 54,000 -75%
INTERNATIONAL 0 -100%

KAKADU ARNHEM

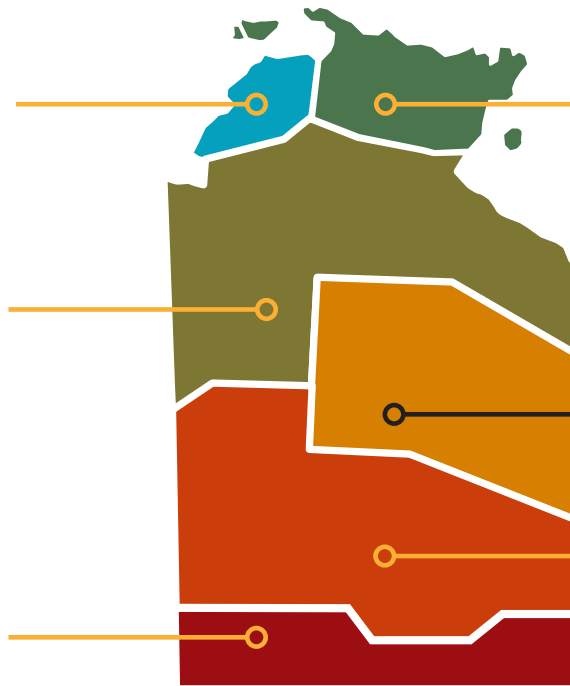
INTRA-TERRITORY 38,000 +24%
INTERSTATE 9,000 -83%
DOMESTIC 48,000 -46%
INTERNATIONAL 0 -100%

BARKLY

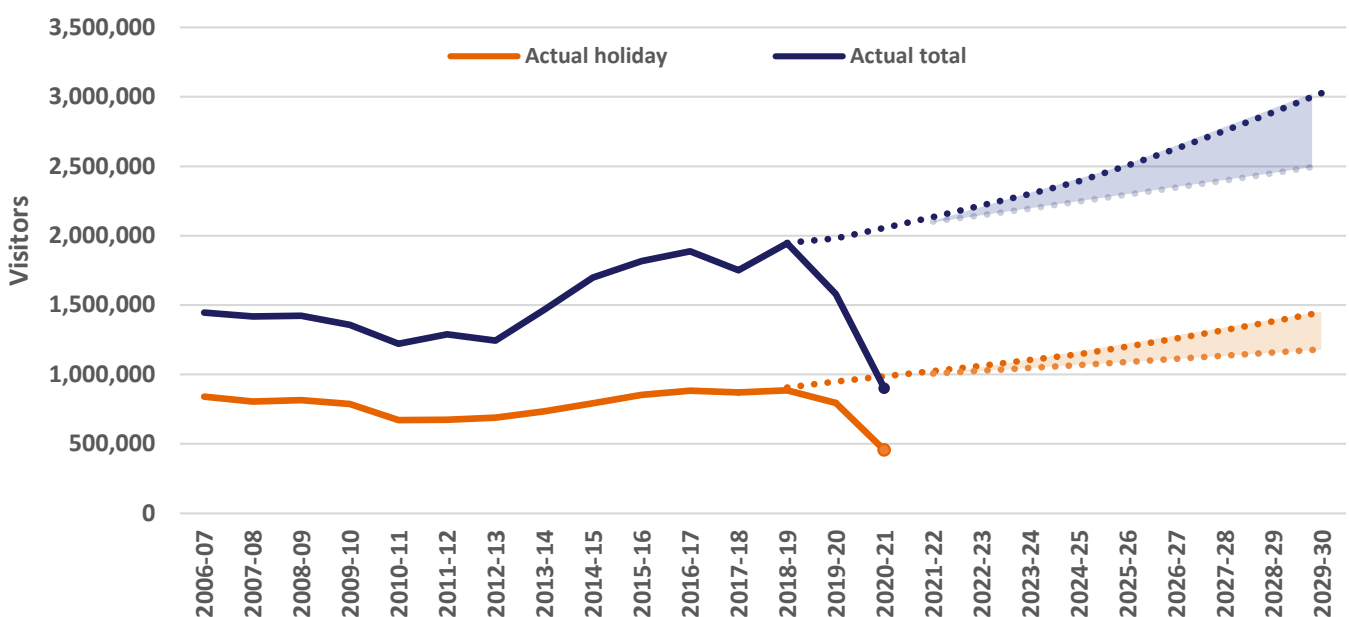
INTRA-TERRITORY 29,000 ↑
INTERSTATE 2,000 -96%
DOMESTIC 31,000 -49%
INTERNATIONAL 0 -100%

ALICE SPRINGS MACDONNELL

INTRA-TERRITORY 37,000 +22%
INTERSTATE 9,000 -94%
DOMESTIC 46,000 -76%
INTERNATIONAL 0 -100%



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