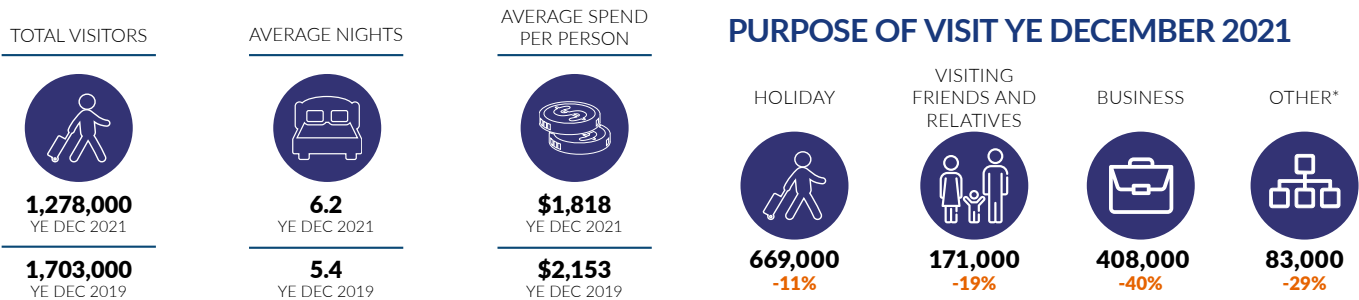


Domestic Snapshot Year Ending (YE) December 2021

\$1.82 BILLION

VISITOR EXPENDITURE YE DECEMBER 2021 FROM 1.28 MILLION DOMESTIC VISITORS



DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,703	1,278	-25%	751	669	-11%
Visitor nights ('000)	9,202	7,884	-14%	4,140	3,726	-10%
Expenditure (\$ million)	2,153	1,818	-16%	885	977	10%
Average length of stay (nights)	5.4	6.2	0.8	5.5	5.6	0.1
Average spend per trip (\$)	1,265	1,423	13%	1,179	1,462	24%
Visitor market share (%)	1.4	1.6	0.2pp	1.6	1.8	0.2pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	Visitor			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	397	223	-44%	142	100	-29%
Visitor nights ('000)	1,913	1,383	-28%	710	499	-30%
Average length of stay (nights)	4.8	6.2	1.4	5.0	5.0	0.0
Visitor market share (%)	1.3	1.1	-0.2pp	1.3	1.1	-0.2pp

INTERSTATE VISITOR SOURCE MARKETS

QUEENSLAND
VISITORS 175,000 -29%
EXPENDITURE \$319M -7.1%

SOUTH AUSTRALIA
VISITORS 141,000 +18%
EXPENDITURE \$251M +44%

NEW SOUTH WALES
VISITORS 111,000 -62%
EXPENDITURE \$254M -40%

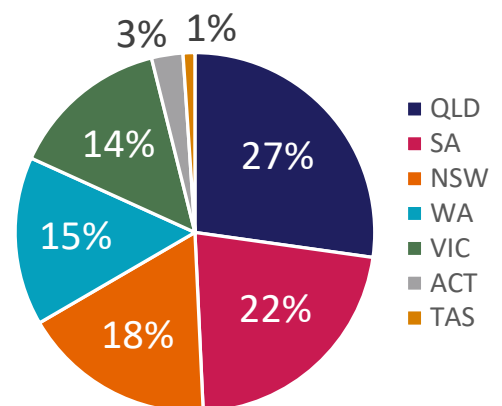
WESTERN AUSTRALIA
VISITORS 97,000 +3.9%
EXPENDITURE \$195M +30%

VICTORIA
VISITORS 92,000 -69%
EXPENDITURE \$284M -39%

AUSTRALIAN CAPITAL TERRITORY
VISITORS 18,000 ↑
EXPENDITURE \$29M ↑

TASMANIA
VISITORS 7,000 ↓
EXPENDITURE \$22M ↓

NT MARKET SHARE OF INTERSTATE VISITORS AUSTRALIA WIDE

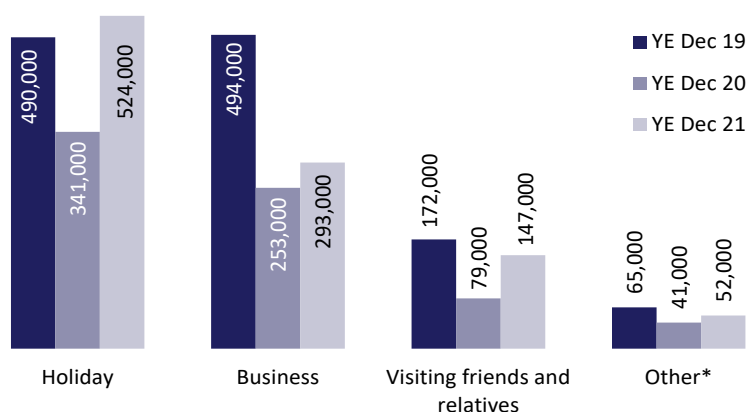


NOTE: Percentage changes in this report are compared to 2019 data (pre COVID-19), unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated. *Other includes: Other reasons, in transit and not stated/not asked.

Domestic Snapshot YE December 2021

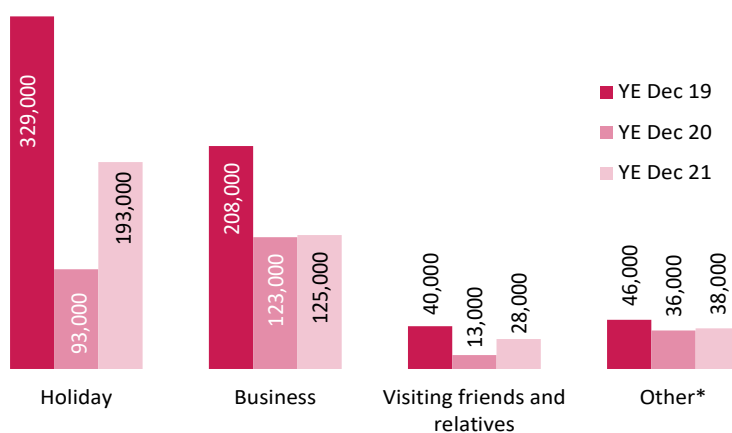
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END SUMMARY YEAR ENDING DECEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,195	976	-18%	490	524	7.0%
Visitor nights ('000)	6,154	5,518	-10%	2,461	2,742	11%
Expenditure (\$ million)	1,274	1,326	4.1%	452	712	57%
Average length of stay (nights)	5.2	5.7	0.5	5.0	5.2	0.2
Average spend per trip (\$)	1,066	1,358	27%	923	1,359	47%
Visitor market share (%)	1.0	1.2	0.2pp	1.1	1.4	0.3pp
Visitor market share of the NT (%)	70.2	76.4	6.2pp	65.2	78.4	13.2pp



- For the Top End, domestic holiday visitation increased for the year ending December 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 December 2021 to the year ending December 2019.
- However, holiday visitation, business travel and visiting friend and relatives was higher year ending December 2021, compared to year ending December 2020.

DOMESTIC VISITOR CENTRAL AUSTRALIA SUMMARY YEAR ENDING DECEMBER	Visitors			Holiday		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	598	373	-38%	329	193	-41%
Visitor nights ('000)	2,804	2,167	-23%	1,612	942	-42%
Expenditure (\$ million)	860	461	-46%	428	252	-41%
Average length of stay (nights)	4.7	5.8	1.1	4.9	4.9	0.0
Average spend per trip (\$)	1,439	1,237	-14%	1,303	1,311	0.6%
Visitor market share (%)	0.5	0.5	0.0pp	0.7	0.5	-0.2pp
Visitor market share of the NT (%)	35.1	29.2	-5.9pp	43.8	28.8	-15.0pp



- For Central Australia, domestic holiday visitors decreased for the year ending December 2021 compared to the same period in 2019. This was also the case for visitors travelling for business and to visit friends and relatives.
- However, holiday visitation along with visiting friends and relatives travel was higher year ending 2021 compared to year ending December 2020.

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

Domestic Snapshot YE December 2021

DOMESTIC SOURCE MARKETS

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Australia		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	623	636	2.1%	81,375	66,814	-18%
Holiday Visitors ('000)	246	308	25%	34,015	31,031	-8.8%
Visitor nights ('000)	1,815	2,051	13%	236,455	219,909	-7.0%
Expenditure (\$ million)	545	465	-15%	42,583	41,452	-2.7%
Average length of stay (nights)	2.9	3.2	0.3	2.9	3.3	0.4
Average spend per trip (\$)	874	730	-17%	523	620	19%
Visitor market share (%)	0.8	1.0	0.2			

INTERSTATE VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Australia		
	2019	2021	Change	2019	2021	Change
Visitors ('000)	1,079	642	-41%	38,344	16,621	-57%
Holiday Visitors ('000)	505	361	-29%	13,208	6,466	-51%
Visitor nights ('000)	7,387	5,833	-21%	181,452	101,199	-44%
Expenditure (\$ million)	1,608	1,354	-16%	36,533	19,295	-47%
Average length of stay (nights)	6.8	9.1	2.3	4.7	6.1	1.4
Average spend per trip (\$)	1,490	2,110	42%	953	1,161	22%
Visitor market share (%)	2.8	3.9	1.1			

PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 662,000 -25%
EXPENDITURE* \$1B +4.9%

HOLIDAY VISITATION

INTRA-TERRITORY 138,000 +3.7
INTERSTATE 223,000 -10%
HOLIDAY VISITORS 361,000 -5.4%

KATHERINE DALY

VISITORS 256,000 -8.5%
EXPENDITURE \$165M +13%

HOLIDAY VISITATION

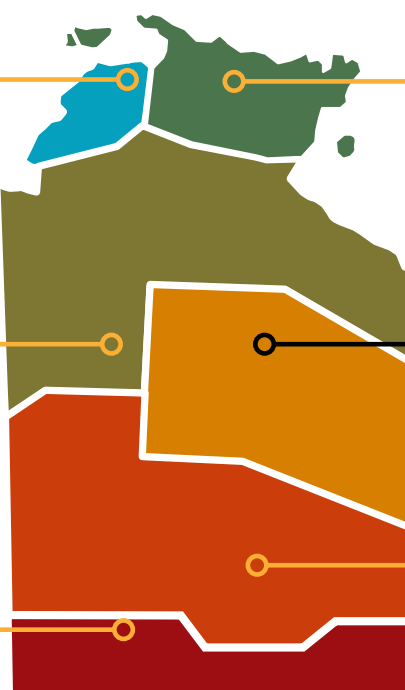
INTRA-TERRITORY 88,000 ↑
INTERSTATE 66,000 ↓
HOLIDAY VISITORS 153,000 +5.4%

LASSETER

VISITORS 159,000 -44%
EXPENDITURE \$210M -41%

HOLIDAY VISITATION

INTRA-TERRITORY 16,000 ↑
INTERSTATE 113,000 -49%
HOLIDAY VISITORS 129,000 -44%



KAKADU ARNHEM

VISITORS 193,000 -4.4%
EXPENDITURE** \$161M -8.2%

HOLIDAY VISITATION

INTRA-TERRITORY 62,000 ↑
INTERSTATE 43,000 ↓
HOLIDAY VISITORS 104,000 +22%

BARKLY

VISITORS 57,000 ↓
EXPENDITURE \$17M ↓

HOLIDAY VISITATION

INTRA-TERRITORY 6,000 ↓
INTERSTATE 25,000 ↓
HOLIDAY VISITORS 31,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 268,000 -35%
EXPENDITURE \$235M -43%

HOLIDAY VISITATION

INTRA-TERRITORY 20,000 ↓
INTERSTATE 92,000 -45%
HOLIDAY VISITORS 112,000 -43%

*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