



NORTHERN TERRITORY TOURISM - LATEST VISITOR DATA

YEAR ENDING SEPTEMBER 2016

Summary of visitation to the Northern Territory

	Domestic Overnight		International		Combined Total		
	YE Sep 2016	YoY change	YE Sep 2016	YoY change	YE Sep 2016	YoY change	
ALL PURPOSE OF VISIT	Visitor numbers ('000)	1,531	+27%	293	+4.6%	1,824	+23%
	Visitor nights ('000)	8,875	+11%	3,847	-13%	12,722	+2.6%
	Expenditure (\$m)	2,102	+44%	439	+3.7%	2,541	+35%
	Average stay (nights)	5.8	-0.9	13.1	-2.6	7.0	-1.4
	Average spend per trip (\$)	1,373	+13%	1,499	-0.9%	1,393	+9.6%
	Visitor market share*	1.7%	+0.3pp	3.9%	-0.3pp	1.9%	+0.3pp
HOLIDAY	Visitor numbers ('000)	628	+24%	253	+11%	881	+20%
	Visitor nights ('000)	3,298	+14%	2,057	+11%	5,355	+13%
	Expenditure (\$m)	1,012	+47%	334	+15%	1,346	+37%
	Average stay (nights)	5.3	-0.5	8.1	+0.0	6.1	-0.4
	Average spend per trip (\$)	1,611	+18%	1,323	+3.7%	1,529	+14%
	Visitor market share*	1.7%	+0.2pp	6.1%	-0.4pp	2.1%	+0.2pp

Combined Holiday travel

881,000

▲ 20%

Combined travel to visit friends and relatives

234,000

▲ 9.5%

Combined Business travel

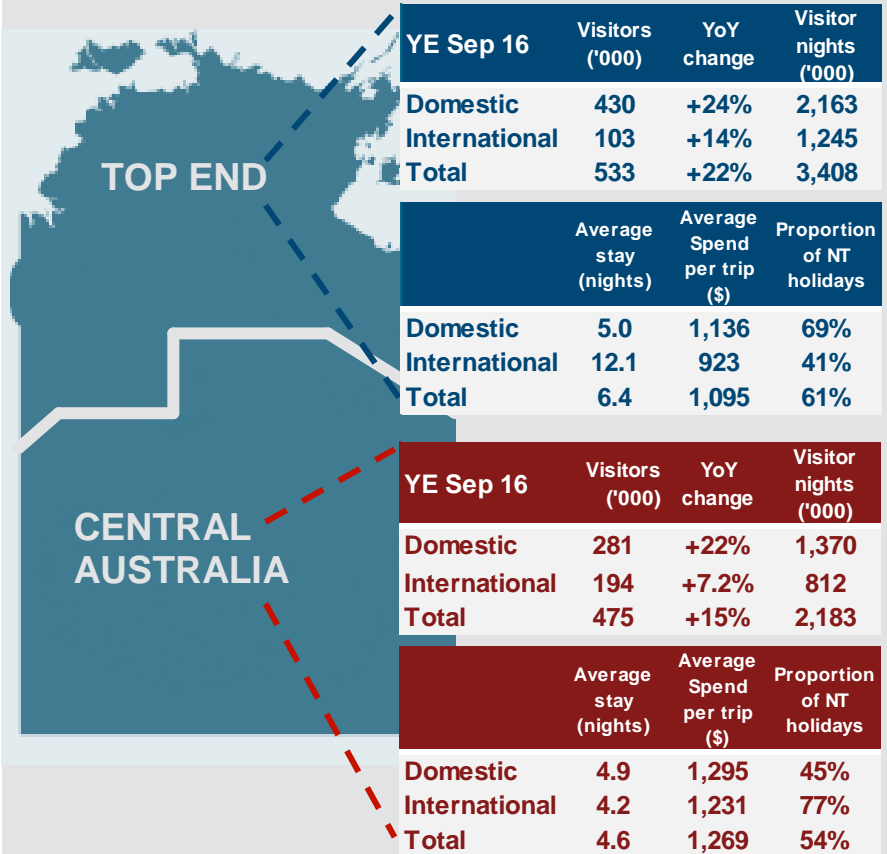
625,000

▲ 33%

The following is a summary of information relevant to the Northern Territory tourism industry including visitation results from the national surveys produced by Tourism Research Australia, accommodation results from STR Global, overseas and arrivals information from the Department of Immigration and Border Protection and airport traffic data from the Bureau of Infrastructure, Transport and Regional Economics.

Disclaimer: Tourism NT has taken due care and skill in preparing this information, however does not warrant that it is correct or suitable for the purpose for which it is intended to be used. Tourism NT disclaim all liability associated with the use of this information.

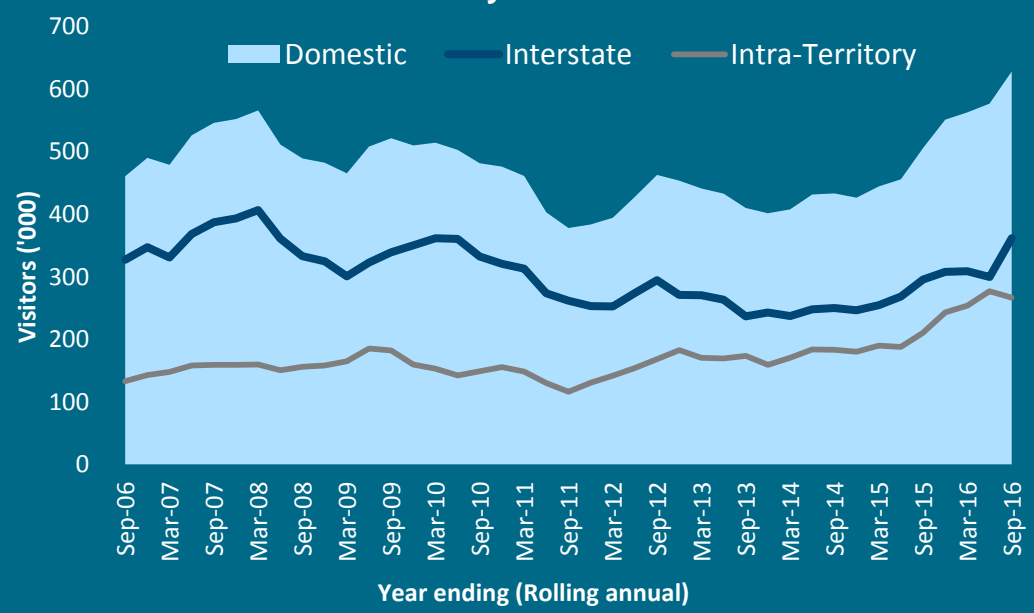
Holiday visitation to the Top End and Centre



Australian (domestic) visitor summary

YE September 2016 All Domestic	Visitors ('000)	YoY change	Average stay (nights)	Average Spend per trip (\$)
Total	1531	+27%	5.8	1373
Holiday	628	+24%	5.3	1611
Visiting friends/relatives	216	+8.4%	6.9	933
Business	615	+35%	5.5	924
Intra-Territory				
Total	680	+37%	3.2	726
Holiday	267	+27%	2.2	np
Visiting friends/relatives	57	+28%	2.4	np
Business	286	+27%	3.9	np
Interstate				
Total	851	+21%	7.9	1269
Holiday	361	+22%	7.5	np
Visiting friends/relatives	158	+2.8%	8.6	np
Business	330	+43%	6.8	np

Domestic holiday visitor trends to the NT



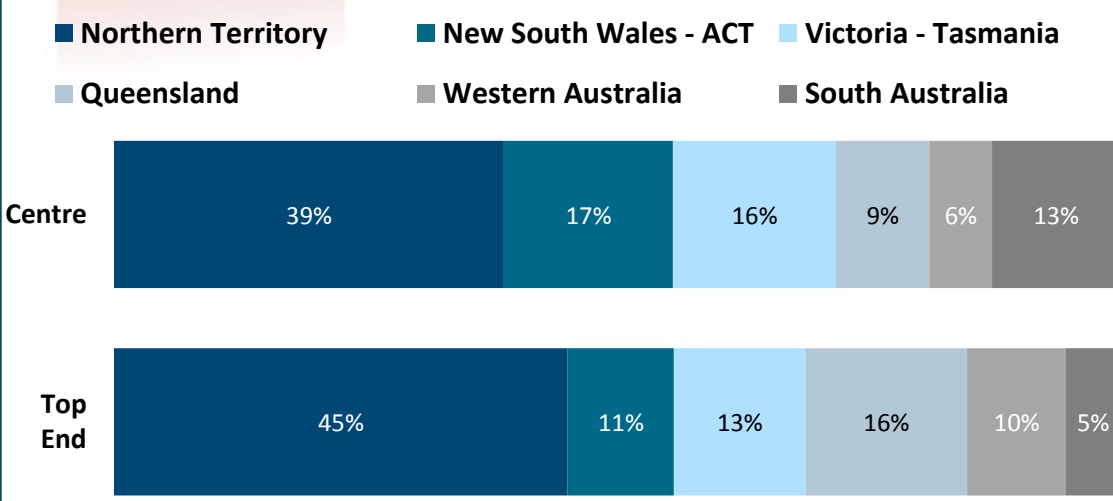
Source: Derived by Tourism NT from Tourism Research Australia's National Visitor Survey

Which NT regions did Australians visit?



Visitor numbers YE Sep 2016	Interstate	Intra-Territory	Total Domestic
Greater Darwin [year on year change]	493,000 ▲	230,000 ▲	723,000 ▲
Kakadu Arnhem [year on year change]	144,000 ▼	93,000 ▲	237,000 ▲
Katherine Daly [year on year change]	113,000 ▲	173,000 ▲	286,000 ▲
Barkly [year on year change]	64,000 ▲	61,000 ▲	125,000 ▲
Alice Springs – MacDonnell [year on year change]	213,000 ▲	125,000 ▲	339,000 ▲
Lasseter [year on year change]	191,000 ▲	34,000 ▲	225,000 ▲

Where are Australian visitors travelling from?



International visitor summary

YE September 2016 International	Visitors ('000)	YoY change	Average stay (nights)	Average Spend per trip (\$)
Total	293	+4.6%	13.1	1499
Holiday	253	+11%	8.1	1323
Visiting friends/relatives	18	+25%	31.0	1168
Business	10	-29%	15.8	1758

Source markets

United States of America	51	+36%	8.9	1652
United Kingdom	41	-0.7%	12.0	1580
Germany	31	-1.7%	12.6	1349
Japan	22	-7.2%	9.8	1182
France	17	-6.1%	14.0	1075
New Zealand	17	+8.9%	12.2	1600
Greater China	13	-9.4%	25.5	2106
Italy	12	+13%	7.8	1230
Canada	10	+2.7%	9.4	1119
Switzerland	9	-11%	12.4	1601
Netherlands	8	+5.9%	8.9	1468
Scandinavia	7	-24%	8.1	1378
Other Asia	22	+5.9%	33.5	1941
Other Europe	25	+25%	10.9	1474
Other Countries	8	-21%	10.7	1007

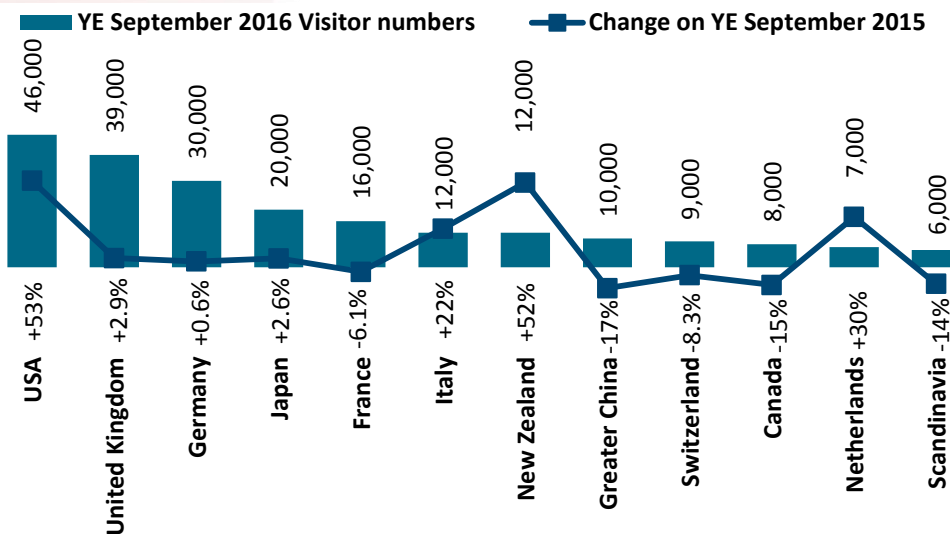


Which NT regions did internationals visit?



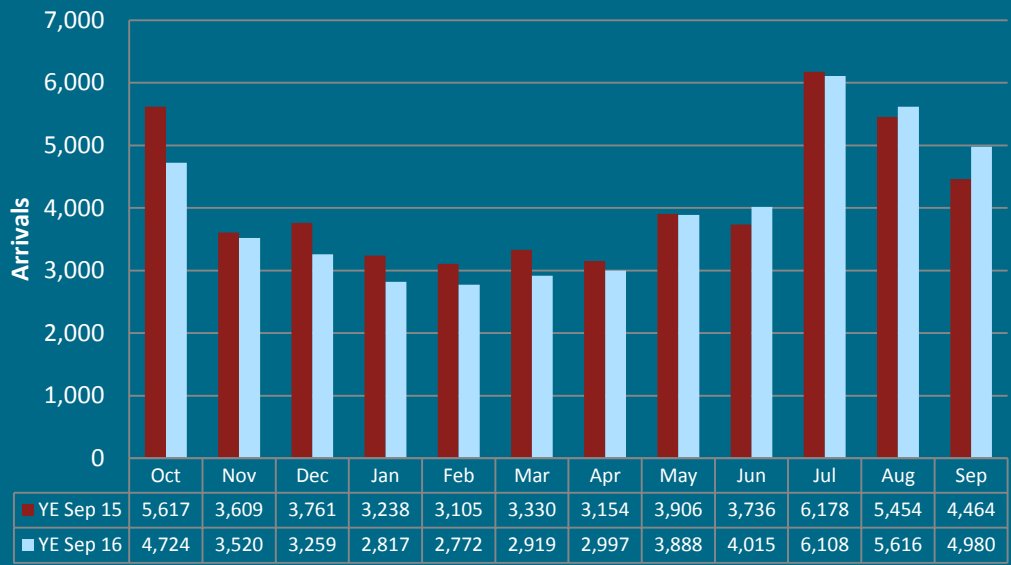
Visitor numbers YE Sep 2016	All purposes	Holiday
Greater Darwin [year on year change]	131,000 ▲	97,000 ▲
Kakadu Arnhem [year on year change]	34,000 ▲	33,000 ▲
Katherine Daly [year on year change]	39,000 ▲	36,000 ▲
Barkly [year on year change]	16,000 ▲	15,000 ▲
Alice Springs – MacDonnell [year on year change]	118,000 ▲	112,000 ▲
Lasseter [year on year change]	161,000 ▲	160,000 ▲

Where are international holiday visitors from?

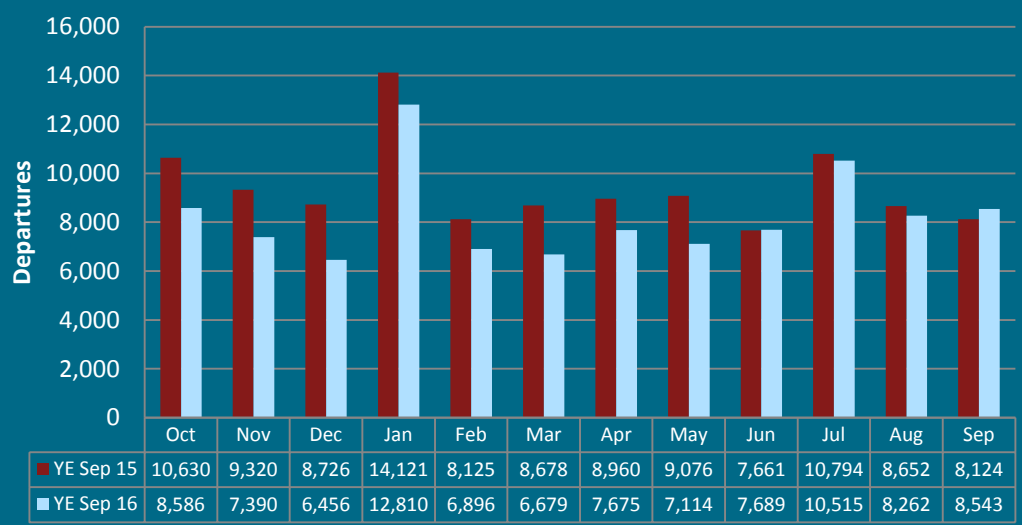


Monthly movement through the Darwin Airport

International Short Term Visitor Arrivals



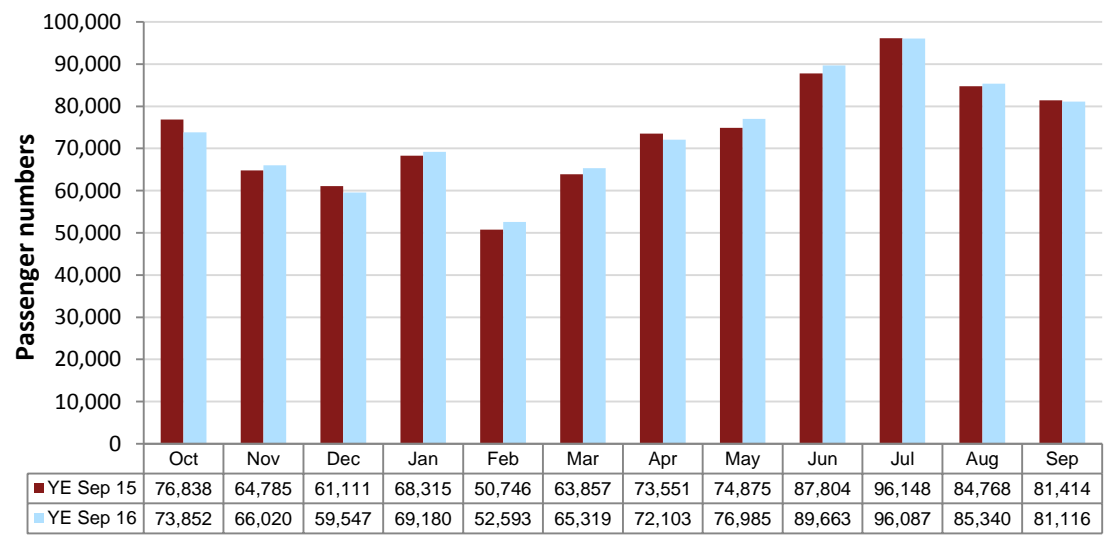
Australian residents departing overseas



Source: Department of Immigration and Border Protection

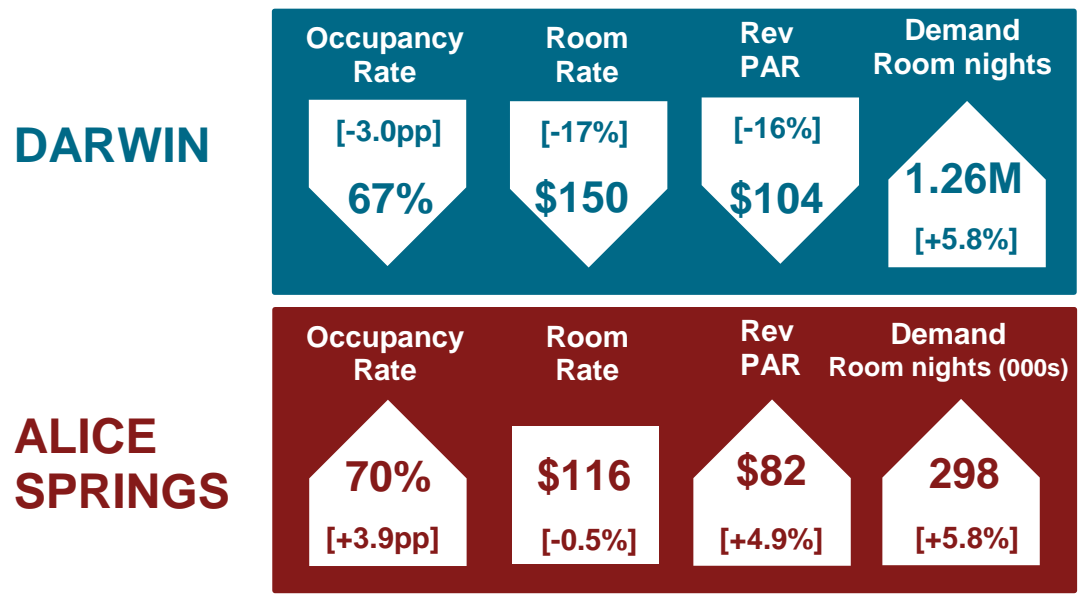
Traffic on board domestic and regional airlines

Darwin Domestic and Regional Combined Inbound Revenue Passenger



Source: Bureau of Infrastructure, Transport and Regional Economics

Tourist Accommodation YE September



Source: STR Global, year ending September 2016