



## 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	
<b>ALL PURPOSE OF VISIT</b>	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
<b>HOLIDAY</b>	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**

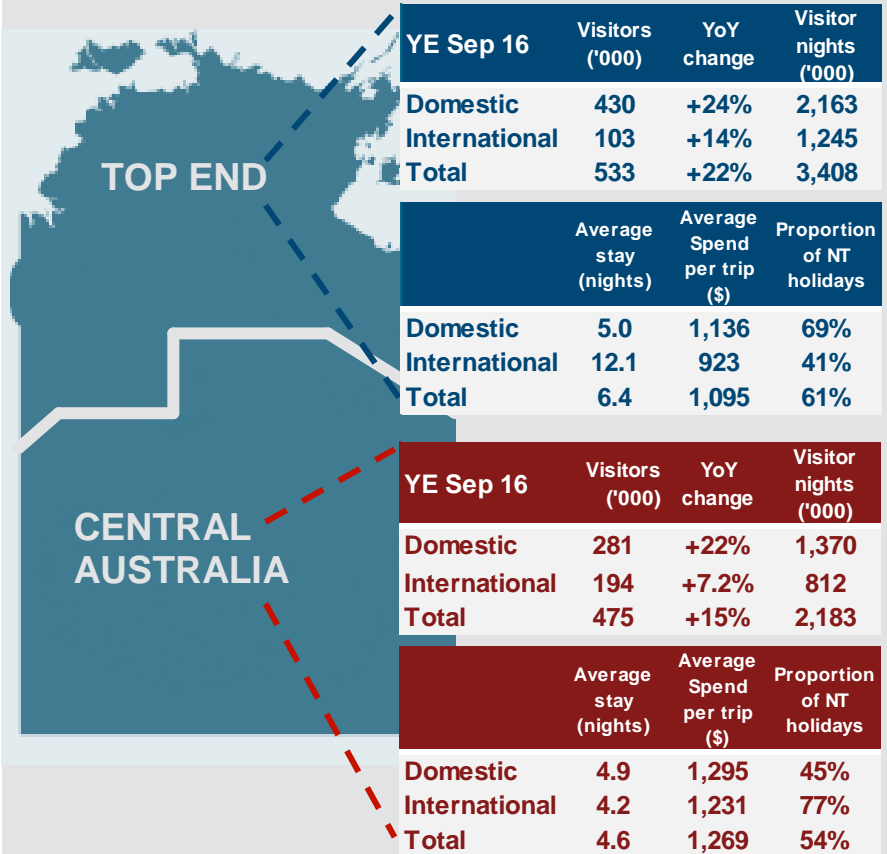
**625,000**

▲ 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.

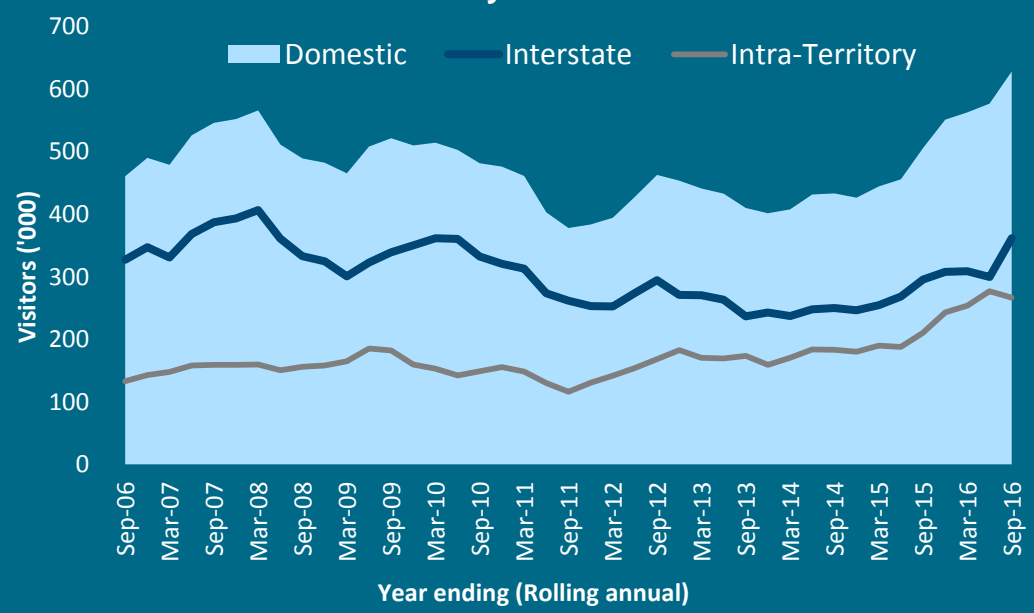
### Holiday visitation to the Top End and Centre



# Australian (domestic) visitor summary

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

## Domestic holiday visitor trends to the NT

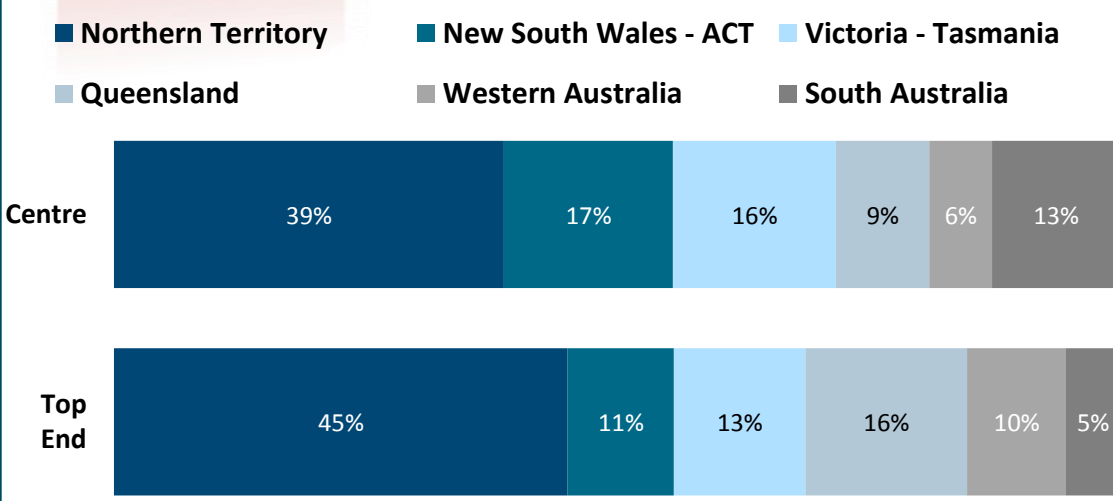


# Which NT regions did Australians visit?



Visitor numbers YE Sep 2016	Interstate	Intra-Territory	Total Domestic
<b>Greater Darwin</b> [year on year change]	493,000 ▲	230,000 ▲	723,000 ▲
<b>Kakadu Arnhem</b> [year on year change]	144,000 ▼	93,000 ▲	237,000 ▲
<b>Katherine Daly</b> [year on year change]	113,000 ▲	173,000 ▲	286,000 ▲
<b>Barkly</b> [year on year change]	64,000 ▲	61,000 ▲	125,000 ▲
<b>Alice Springs – MacDonnell</b> [year on year change]	213,000 ▲	125,000 ▲	339,000 ▲
<b>Lasseter</b> [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 (\$)
<b>Total</b>	293	+4.6%	13.1	1499
<b>Holiday</b>	253	+11%	8.1	1323
<b>Visiting friends/relatives</b>	18	+25%	31.0	1168
<b>Business</b>	10	-29%	15.8	1758

## Source markets

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

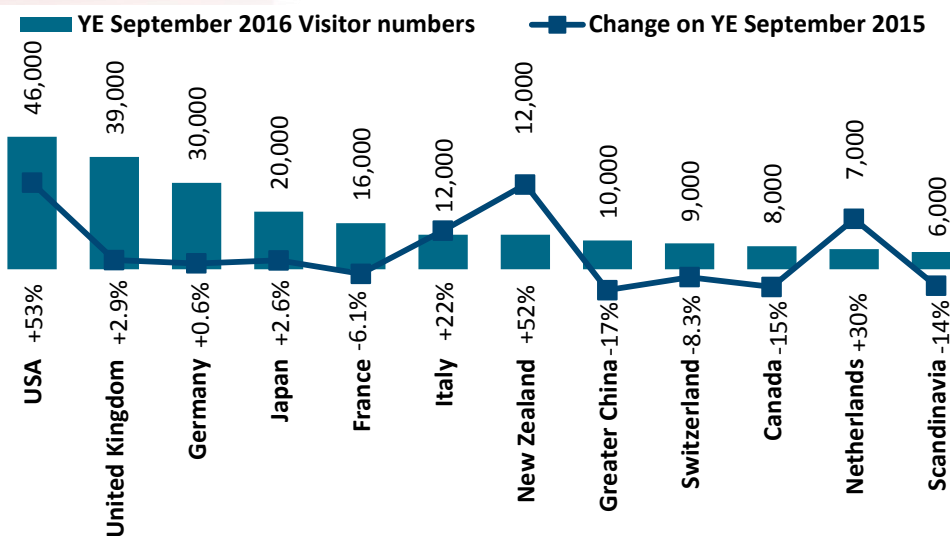


# Which NT regions did internationals visit?



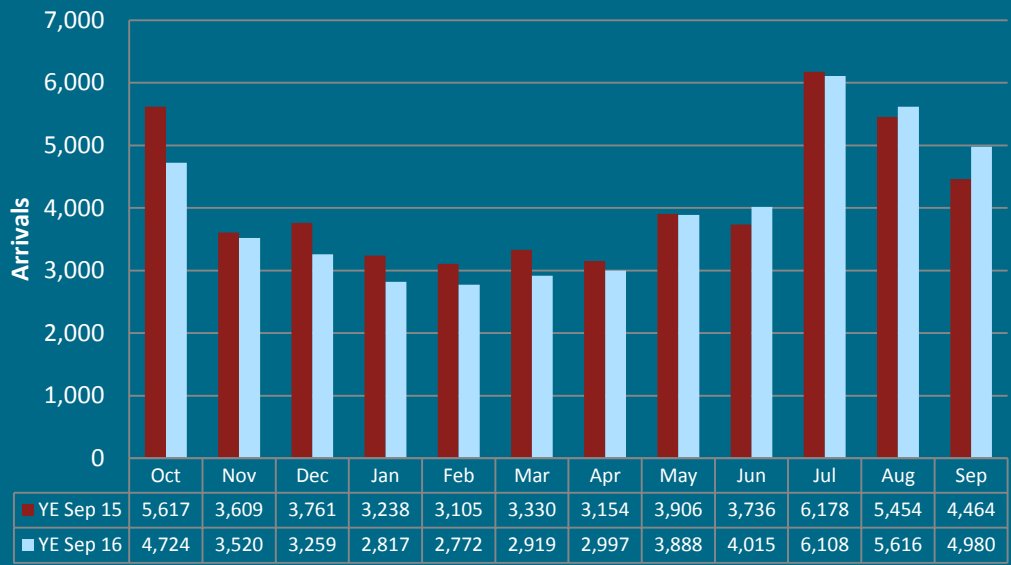
Visitor numbers YE Sep 2016	All purposes	Holiday
<b>Greater Darwin</b> [year on year change]	131,000 ▲	97,000 ▲
<b>Kakadu Arnhem</b> [year on year change]	34,000 ▲	33,000 ▲
<b>Katherine Daly</b> [year on year change]	39,000 ▲	36,000 ▲
<b>Barkly</b> [year on year change]	16,000 ▲	15,000 ▲
<b>Alice Springs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

# Where are international holiday visitors from?

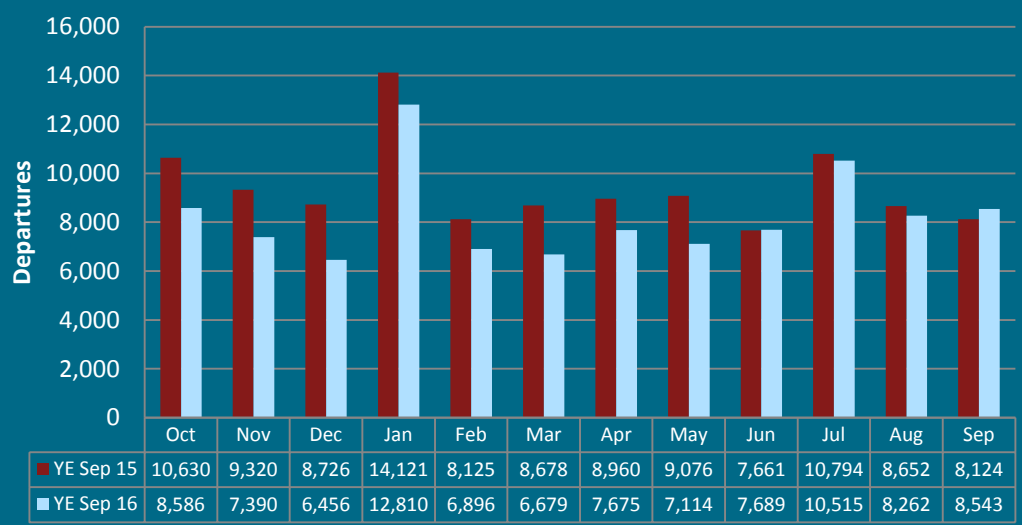


## Monthly movement through the Darwin Airport

### International Short Term Visitor Arrivals



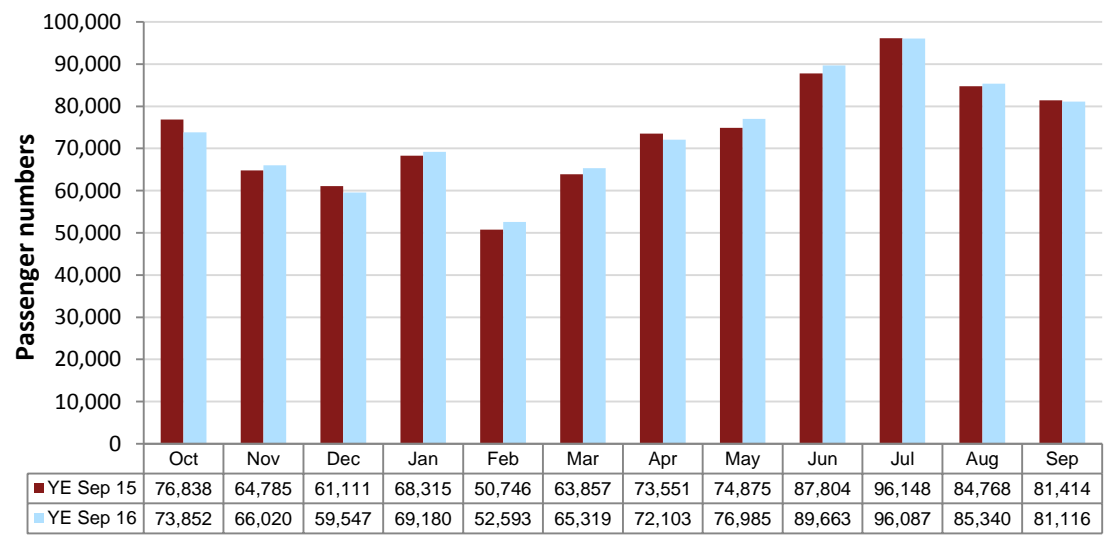
### Australian residents departing overseas



Source: Department of Immigration and Border Protection

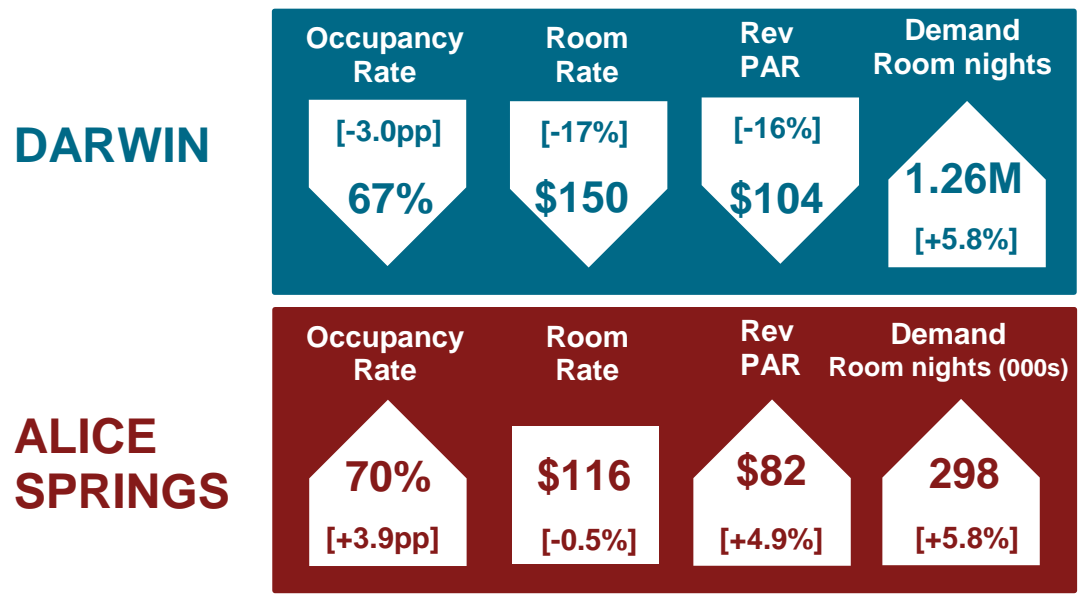
## Traffic on board domestic and regional airlines

### 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