



*The road to Kata Tjuta, Uluru and Surrounds
Credit: Tourism NT/Lola Hubner*

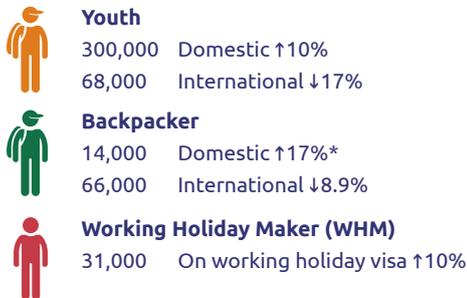
Youth, Backpacker and Working Holiday Maker Visitation to the NT

Year Ending December 2019



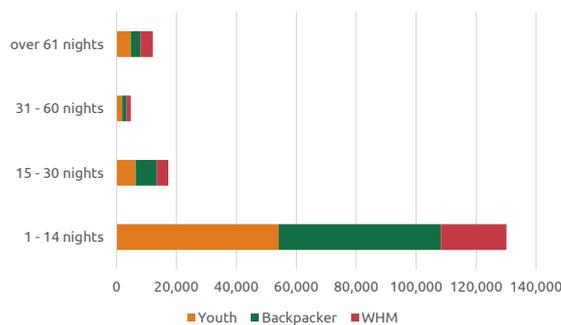
Youth, Backpacker and Working Holiday Maker Visitation to the NT

Visitor numbers by type



*Caution when interpreting data

Length of stay in the NT (nights) international visitors

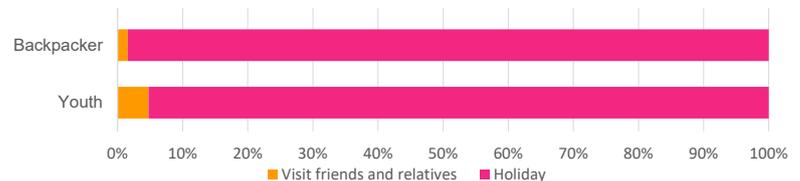


Country of origin by type



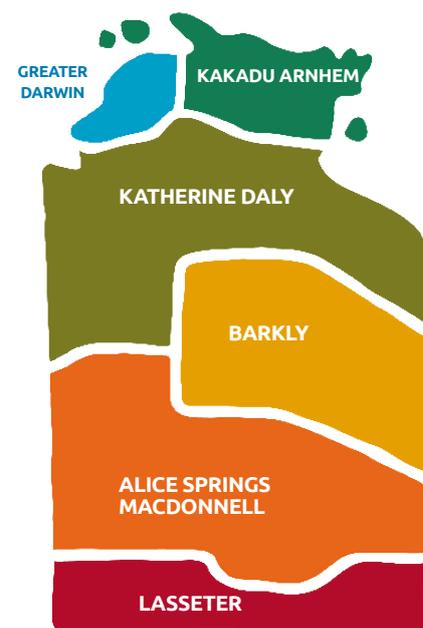
*Includes Mainland China, Taiwan and Hong Kong
Note: Share reflects percentage total for the NT of youth, backpacker and working holiday maker sectors individually.

Purpose of visit



Regions visited by international visitors*

Youth	Backpacker	WHM
Total 69,000 visitors	Total 66,000 visitors	Total 31,000 visitors
Lasseter 38,000 visitors, 57%	Lasseter 40,000 visitors, 60%	Greater Darwin 18,000 visitors, 58%
Greater Darwin 30,000 visitors, 45%	Alice Springs MacDonnell 31,000 visitors, 47%	Lasseter 13,000 visitors, 43%
Alice Springs MacDonnell 23,000 visitors, 34%	Greater Darwin 30,000 visitors, 46%	Alice Springs MacDonnell 13,000 visitors, 42%
Katherine Daly 10,000 visitors, 16%	Katherine Daly 10,000 visitors, 15%	Katherine Daly 6,000 visitors, 20%
Kakadu Arnhem 7,000 visitors, 10%	Kakadu Arnhem 7,000 visitors, 11%	Barkly 3,000 visitors, 11%
Barkly 6,000 visitors, 10%	Barkly 6,000 visitors, 10%	Kakadu Arnhem 3,000 visitors, 10%



*Regions will not sum to the total as visitors may travel to more than one region as part of their NT trip.

Youth, Backpacker and Working Holiday Maker Visitation to the NT

Overall summary of youth, backpacker and working holiday makers to the NT

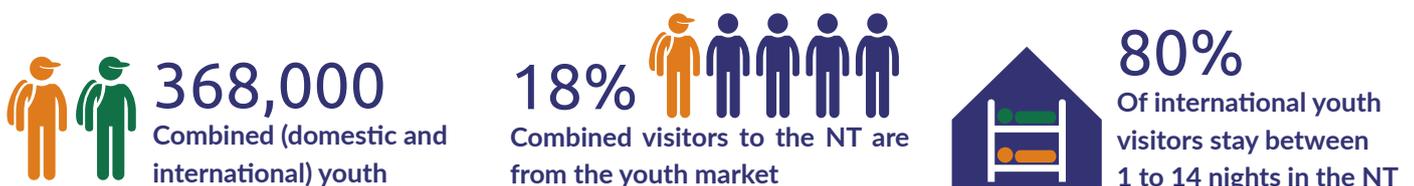
The total number of visitors to the Northern Territory (NT) was 2.0 million as at year ending (YE) December 2019. Total visitors to Australia over the same period was 126.2 million.

The **youth** market made up one fifth of the overall visitor market in the NT, representing 18% of all visitors in YE December 2019. This result was in line with the proportion represented nationally (21% of all overnight visitors). An estimated 18% of youth visitors to the NT were from overseas and represented 23% of all international visitors to the NT. Domestic overnight youth travellers made up 18% of all domestic travellers to the NT.

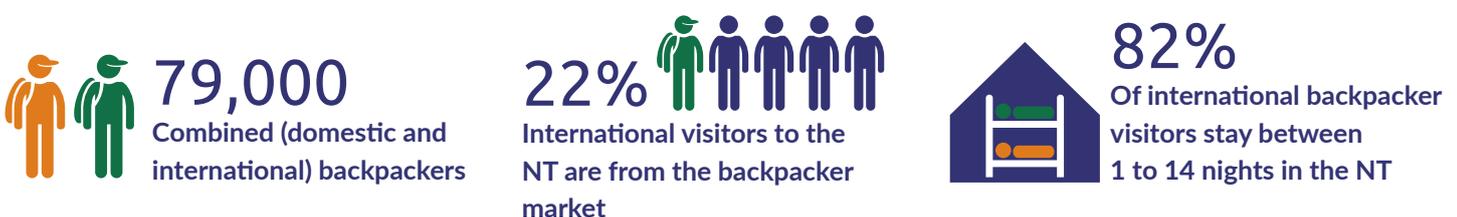
On the other hand, eight in ten (83%) **backpacker** visitors were from overseas and they made up a significant portion of the international tourism market, representing 22% of all international visitors to the NT. This was greater than at the national level which was 7%.

Working holiday makers represented 16% of the overall visitors to the NT as at YE December 2019.

Key youth insights



Key backpacker insights



Key working holiday maker insights



Key international results

The international **youth** market in the NT experienced a decline over the year, down -17% to 68,000 compared to YE December 2018. Looking at the regional breakdown, youth visitation for both Central Australia and the Top End declined -7.0% and -20% respectively for YE December 2019.

There was marginal growth in the international youth market for Australia, up +0.7%, with positive growth experienced by Victoria, Western Australia and South Australia.

It remains a challenge for the Territory to return to the visitor numbers experienced a decade ago of over 120,000 youth visitors.

Youth visitors travelled to the NT predominantly for a holiday or to visit friends and family, which accounted for 93% of NT youth visitors.

The average length of stay has declined from 20 nights to 17 nights, with visitor nights decreasing (down -23%). While 43% of youth travellers stayed in backpacker hostels (up 15%), there is an increasing tendency to stay at non-commercial caravan or camping grounds (up 17%).

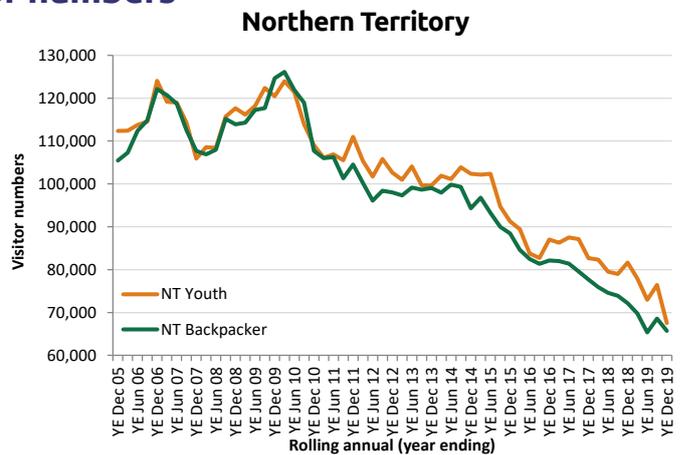
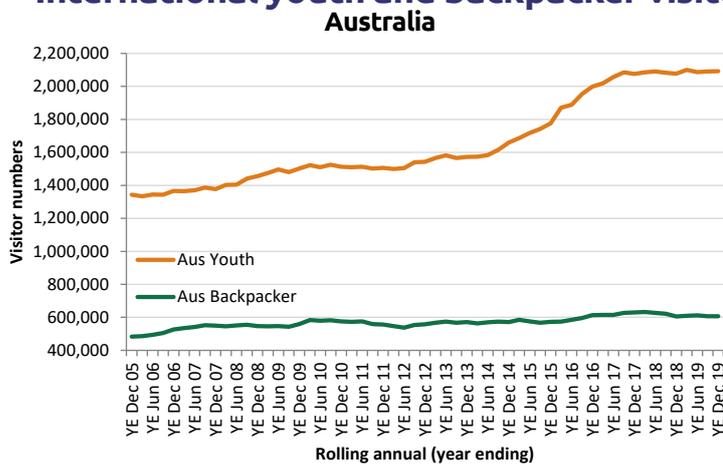
The United States, Germany, and France were the only markets which increased in the youth market for the NT.

For YE December 2019, 79,000 **backpackers** were travelling in the NT, down -5.0% on the previous year. It is important to take into consideration that not all users of backpacker accommodation are youth travellers and that around one third (33%) are 30 years and over.

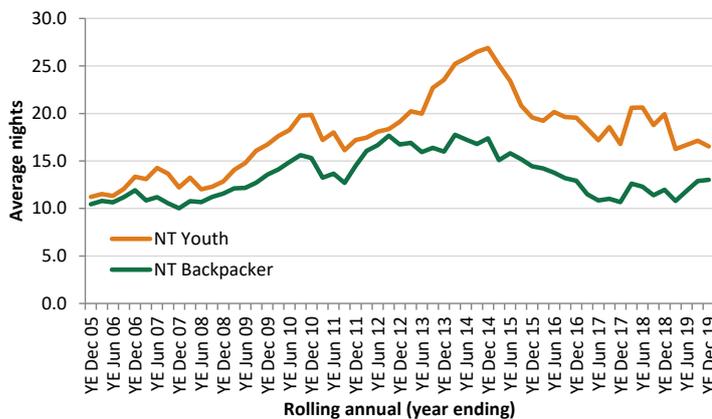
For YE December 2019, 31,000 international visitors to the NT arrived in Australia on a **working holiday maker** visa. However, only around 4,000 international visitors indicated that their main location of the working holiday was in the NT. Of those, 25% had been employed as a farm hand, 17% were a waiter/bar attendant/kitchen hand, 13% were in construction and 10% were an accommodation cleaner or room attendant.

Youth, Backpacker and Working Holiday Maker Visitation to the NT

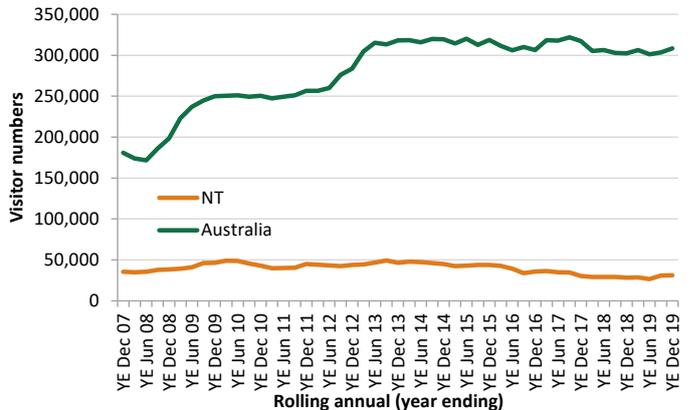
International youth and backpacker visitor numbers



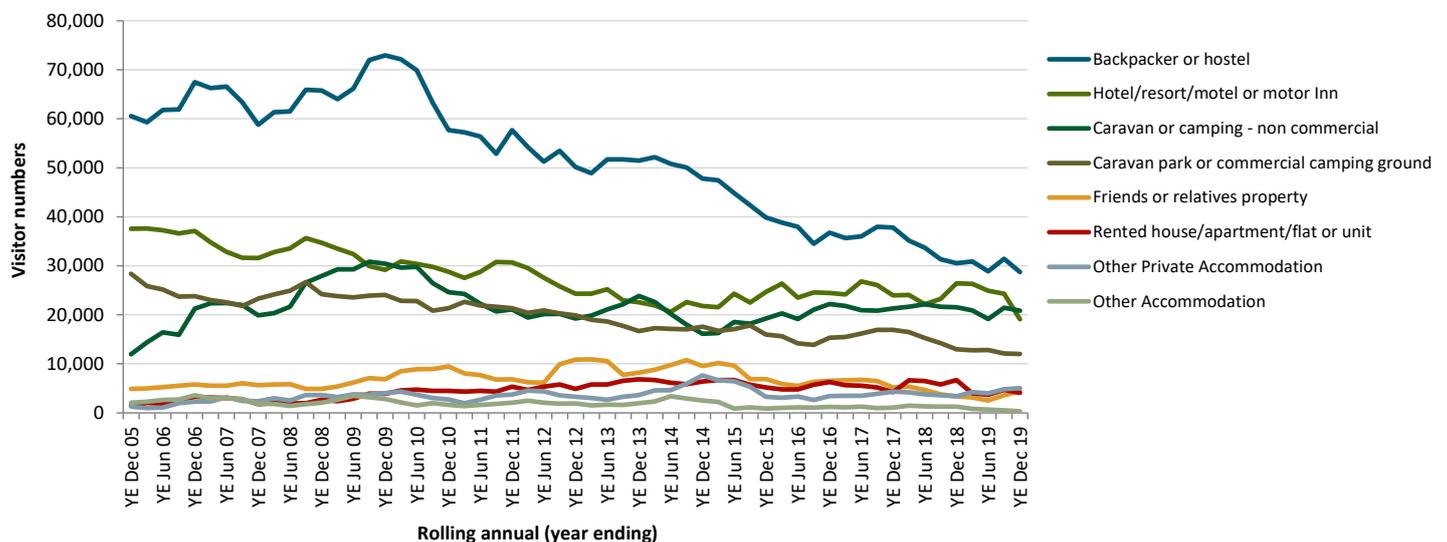
NT international youth and backpacker average length of stay (nights)



WHM visitors to Australia and the NT



NT international youth visitation by accommodation type



Youth, Backpacker and Working Holiday Maker Visitation to the NT

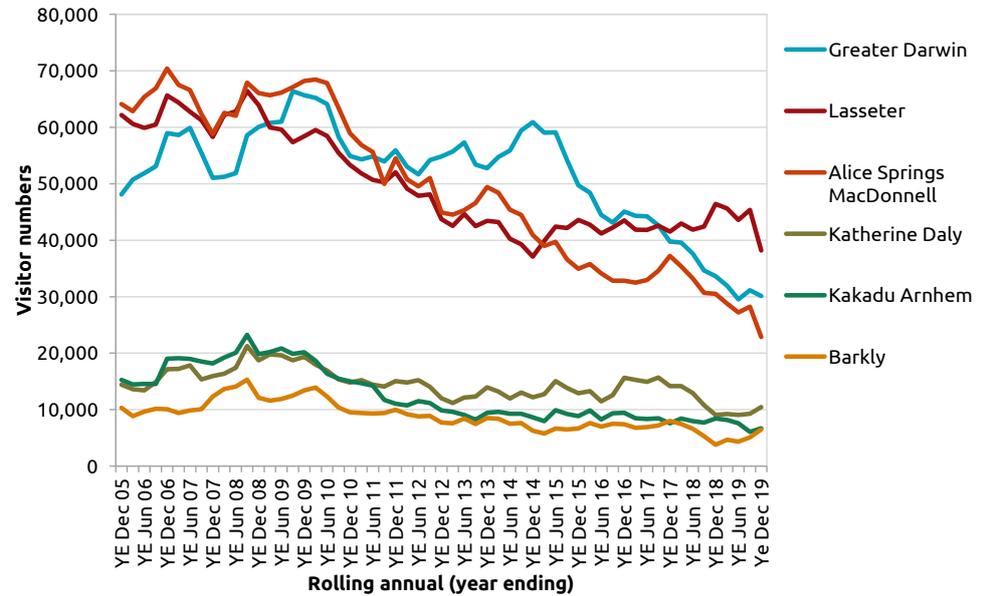
Youth regional summary

While the international youth market for the NT for YE December 2019 experienced a decline of -17%, the results for individual NT regions were mixed.

The Barkly region showed the highest proportional increase of +72% for the YE December 2019, compared to the same period last year, albeit off a low base. The Katherine Daly region also showed +15% growth compared to YE December 18.

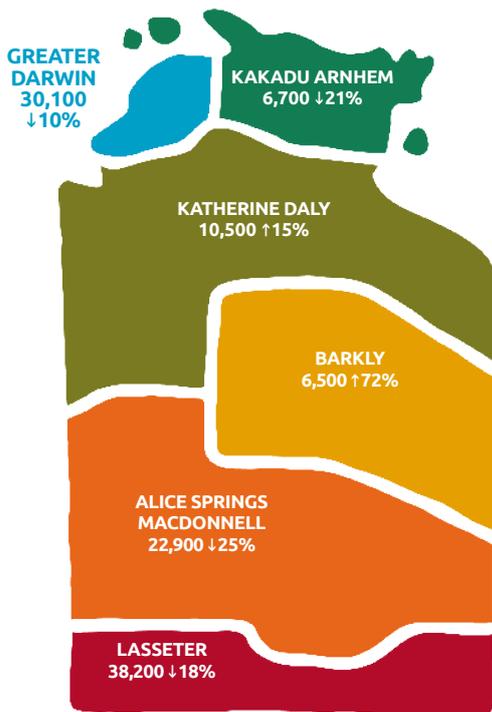
Conversely, Greater Darwin, Kakadu Arnhem, Alice Springs MacDonnell and Lasseter all experienced declines (down -10%, -21%, -25% and -18% respectively). Historically, over the last few years, Lasseter and Kakadu Arnhem has seen upward trends, but a drop over the year to December 2019.

International youth visitation by NT region



Youth visitors by NT region

Year ending December 2019



Top five markets by NT region

Three year average December 17 - December 19

Greater Darwin



Barkly



Katherine Daly



Alice Springs MacDonnell



Kakadu Arnhem



Lasseter



The top five international youth markets for Greater Darwin were the United Kingdom (UK), Germany, the United States of America (USA), France and China, accounting for over half (55%) of international youth visitors to the region.

For Alice Springs MacDonnell, 59% were from Germany, the UK, France, the USA and Switzerland. Japan was the top youth market for the Lasseter region, followed by Germany and the UK.

Note: Three year average provided due to low sample. *Includes Mainland China, Hong Kong and Taiwan. **Caution required when interpreting results due to low sample size (<40).

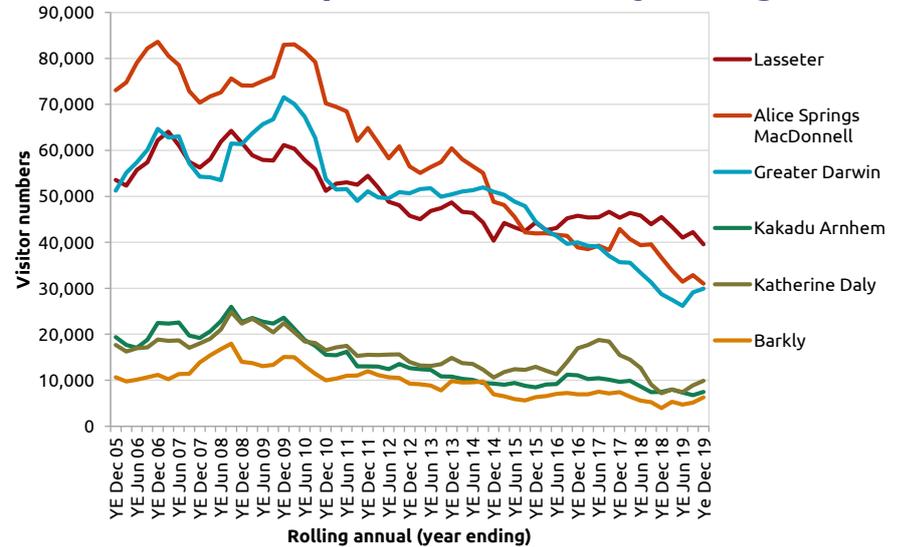
Youth, Backpacker and Working Holiday Maker Visitation to the NT

Backpacker regional summary

Even though the international backpacker market to the NT declined for the YE December 2019 (down -8.9%), the results for NT regions varied.

Regions with the highest year on year increases of backpacker visitors were Barkly (up +59%) albeit off a small base, and Katherine Daly (up +38%). Backpacker visitation to Greater Darwin grew +4.0%. Conversely, Alice Springs MacDonnell and Lasseter experienced declines in backpacker visitation of -15% and -13% respectively. Backpacker visitation to Kakadu Arnhem remained steady at 7,500 visitors as at YE December 2019.

International backpacker visitation by NT region

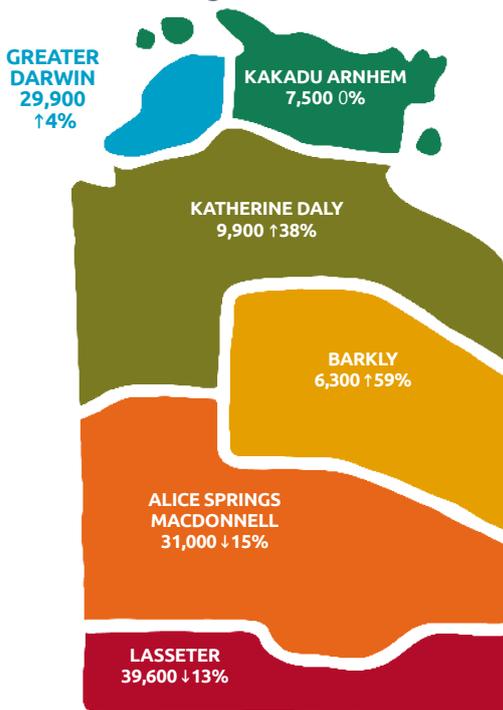


Barkly, Katherine Daly and Greater Darwin have seen growth in recent years. The Kakadu Arnhem region has been holding steady since December 16. The Alice Springs MacDonnell and Lasseter regions have seen steady declines since YE December 18.

The top five international backpacker markets for Greater Darwin were Germany, the UK, France, Greater China and the USA, making up 59% of international backpacker visitors to the region. For Alice Springs MacDonnell, the top five markets were Germany, the UK, France, the USA and Switzerland, accounting for 58% of backpacker visitors to the region. Similarly, the UK, Germany and France featured in the top five international backpacker markets for all remaining regions.

Backpacker visitors by NT region

Year ending December 2019



Top five markets by NT region

Three year average December 17 - December 19

Greater Darwin



Barkly



Katherine Daly



Alice Springs MacDonnell



Kakadu Arnhem



Lasseter



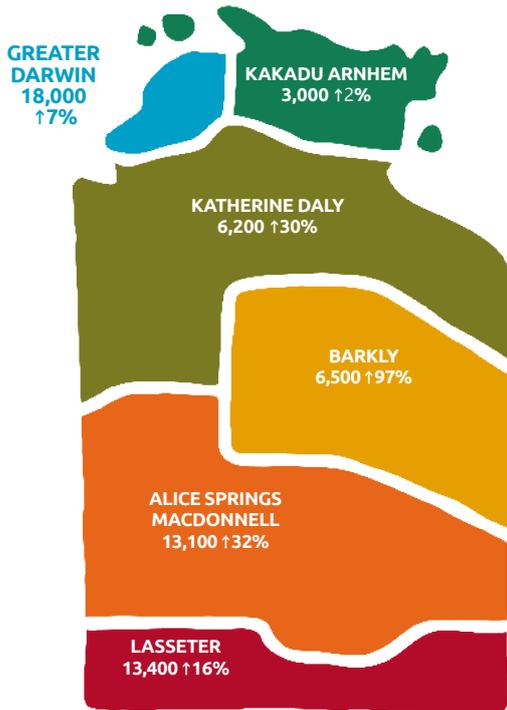
Note: Three year average provided due to low sample. *Includes Mainland China, Hong Kong and Taiwan. **Caution required when interpreting results due to low sample size (<40).

Youth, Backpacker and Working Holiday Maker Visitation to the NT

Working holiday maker regional summary

WHM visitors by NT region

Year ending December 2019



Top country of origin

Three year average December 17 - December 19



Note: Three year average provided due to low sample. *Includes Mainland China, Hong Kong and Taiwan. **Caution required when interpreting results due to low sample size (<40).

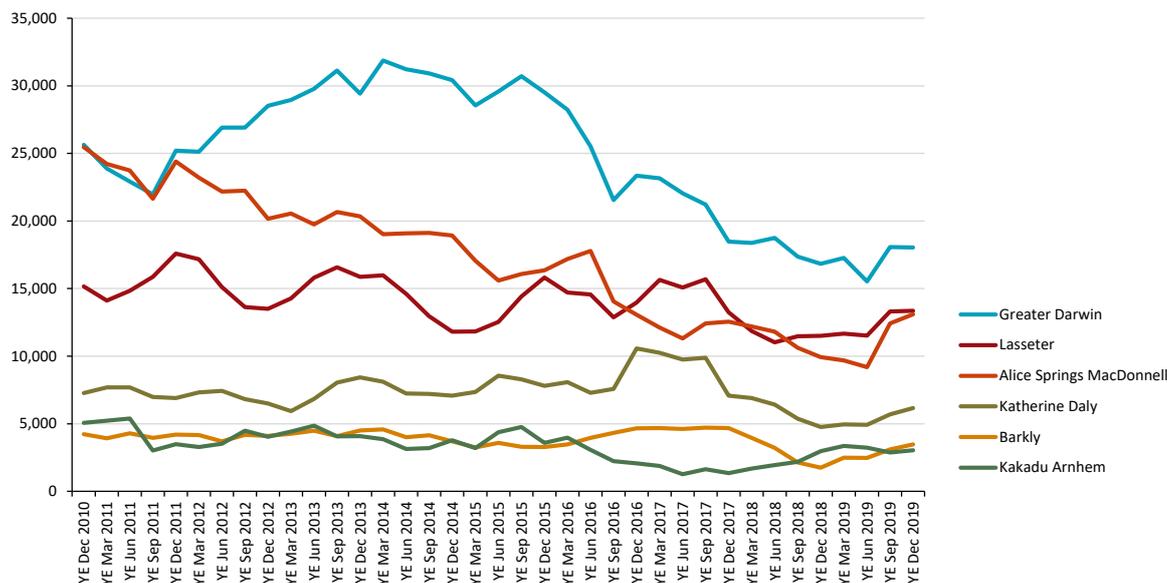
International WHM for the NT experienced a +10% increase for the YE December 2019 and NT regions also showed growth.

Barkly WHM increased most strongly (up +97%) albeit off a small base. Alice Springs and Katherine Daly WHM were up +32% and +30% respectively. WHM visitation to Lasseter grew +16%, followed by Greater Darwin at +7% and Kakadu Arnhem at +2%.

The top five WHM markets were Germany (21%), UK (15%), France (13%), China (10%) and Japan (7%), accounting for 66% of total WHM to the NT.

WHM whose main job location was the NT numbered 4,000. Of these, the majority were dispersed in the Greater Darwin, Katherine Daly and Alice Springs MacDonnell regions accounting for 35%, 32% and 14% respectively. Smaller numbers were dispersed across Barkly (8%), Lasseter (8%) and Kakadu Arnhem (4%).

Working holiday maker visitation by NT region



This report provides a summary of information relevant to the Northern Territory tourism industry using visitation results from Tourism Research Australia's National and International Visitor Surveys and overseas arrivals information from the Department of Immigration and Border Protection.

This report has been prepared by the Strategic Research team in August 2020.

Estimates in this report are based on survey data and could therefore be affected by sampling variation. The table below summarises the sample sizes and Confidence Intervals (CI) for the Northern Territory for the different groups.

YE December 2019	Domestic overnight*		International	
	Sample size	CI Visitor numbers	Sample size	CI Visitor numbers
Youth traveller	121	+/-19%	597	+/-12%
Backpacker	5	+/-90%	470	+/-12%
Working holiday maker	-	-	241	+/-17%

For more information on the methodology used in the national surveys please visit [Tourism Research Australia's website](#).

*Due to the small sample for domestic overnight visitation, this report will focus predominantly on the international market.

Disclaimer: The Department of Tourism, Sport and Culture 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. The Department disclaims all liability associated with the use of this information.



DEFINITIONS AND TERMS

Youth

Any visitor aged between 15 to 29, who did not travel as part of a family group (parents and children) or school group.

Backpacker

Any visitor that stayed one or more nights in backpacker type accommodation during their trip.

Working Holiday Maker (WHM)

Any international visitor who confirmed they had arrived in Australia on a working holiday visa (subclass 417 or 462).

Note: Tourism Research Australia define a backpacker as someone who has stayed one or more nights in backpacker type accommodation. This definition makes it difficult to measure the actual trends of what we call a backpacker, especially if they are staying in other types of accommodation. Therefore, this report also focuses on the 'youth' market.

