

# VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2022



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## TOTAL VISITOR EXPENDITURE

# \$1.96 BILLION

FROM A TOTAL 1.27 MILLION VISITORS

### VISITORS



**1.27M**

YE MARCH 2022  
↓ -36%

**1.96M**

YE MARCH 2020

### AVERAGE NIGHTS



**7.0**

YE MARCH 2022  
↑ +0.9 NIGHTS

**6.1**

YE MARCH 2020

### AVERAGE SPEND PER PERSON



**\$1,546**

YE MARCH 2022  
↑ +18%

**\$1,310**

YE MARCH 2020

## VISITORS BY PURPOSE OF VISIT



HOLIDAY

**662,000**

↓ -32%



VISITING FRIENDS & RELATIVES

**185,000**

↓ -14%



BUSINESS

**377,000**

↓ +47%



OTHER\*

**96,000**

↓ -30%

## TOP 3 INTERSTATE MARKETS



### QUEENSLAND

VISITORS 172,000 ↓ -31%  
EXPENDITURE \$321M



### SOUTH AUSTRALIA

VISITORS 144,000 ↑ +16%  
EXPENDITURE \$255M



### NEW SOUTH WALES

VISITORS 117,000 ↓ -55%  
EXPENDITURE \$279M

## TOP 5 INTERNATIONAL MARKETS



### UNITED KINGDOM

VISITORS 2,300 ↓ -92%



### UNITED STATES OF AMERICA

VISITORS 1,300 ↓ -96%



### NEW ZEALAND

VISITORS 1,000 ↓ -92%



### GERMANY

VISITORS 1,000 ↓ -97%



### INDIA

VISITORS 1,000 ↓ -90%

## VISITORS BY REGION



## TOP END

YE MARCH 2022

VISITORS 973,000 ↓ -27%  
EXPENDITURE \$1,423M

### GREATER DARWIN

VISITORS 674,000 ↓ -30%  
\*\*EXPENDITURE \$1,069M

### KAKADU ARNHEM

VISITORS 187,000 ↓ -24%  
\*\*\*EXPENDITURE \$170M

### KATHERINE DALY

VISITORS 248,000 ↓ -30%  
EXPENDITURE \$184M

## CENTRAL

YE MARCH 2022

VISITORS 355,000 ↓ -53%  
EXPENDITURE \$498M

### BARKLY

VISITORS 60,000 →  
EXPENDITURE \$23M

**ALICE SPRINGS & MACDONNELL**  
VISITORS 257,000 ↓ -49%  
EXPENDITURE \$240M

### LASSETER

VISITORS 165,000 ↓ -60%  
EXPENDITURE \$235M

Note: Visitors refers to all-purpose travel and includes; Holiday, Visiting Friends and Relatives (VFR), Business and Other\*.

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending March 2022. Period-to-period percentage changes may differ slightly due to rounding. Figures compare current results to a non-Covid impacted period (2020).

\* Other includes employment, education and other visitors for stopover reasons. \*\* Spend for Darwin region only - excludes outer Darwin.

\*\*\* Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin.