

Domestic Snapshot Year Ending (YE) June 2022

\$2.07 BILLION

VISITOR EXPENDITURE YE JUNE 2022 FROM 1.28 MILLION DOMESTIC VISITORS

TOTAL VISITORS



1,276,000
YE JUN 2022

1,232,000
YE JUN 2021

AVERAGE NIGHTS



6.4
YE JUN 2022

5.4
YE JUN 2021

AVERAGE SPEND PER PERSON



\$1,619
YE JUN 2022

\$1,186
YE JUN 2021

PURPOSE OF VISIT YE JUNE 2022



694,000
+14%



187,000
+29%



363,000
-15%



76,000
-9.7%

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,651	1,232	1,276	3.6%	634	610	694	14%
Visitor nights ('000)	9,120	6,638	8,214	24%	3,471	2,642	4,033	53%
Expenditure (\$ million)	2,088	1,460	2,066	41%	763	716	1,113	55%
Average length of stay (nights)	5.5	5.4	6.4	1.0	5.5	4.3	5.8	1.5
Average spend per trip (\$)	1,264	1,186	1,619	37%	1,204	1,173	1,603	37%
Visitor market share (%)	1.5	1.4	1.5	0.1pp	1.4	1.5	1.8	0.3pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	460	460	483	4.9%	219	244	281	15%
Visitor nights ('000)	2,171	2,736	2,720	-0.6%	1,081	1,266	1,475	16%
Average length of stay (nights)	4.7	5.9	5.6	-0.3	4.9	5.2	5.3	0.1
Visitor market share (%)	1.5	1.9	1.7	-0.2pp	1.8	2.2	2.3	0.1pp

INTERSTATE VISITOR SOURCE MARKETS

QUEENSLAND
VISITORS 157,000 +3.7%
EXPENDITURE \$326M +62%

VICTORIA
VISITORS 155,000 +143%
EXPENDITURE \$430M +238%

SOUTH AUSTRALIA
VISITORS 152,000 +82%
EXPENDITURE \$227M +62%

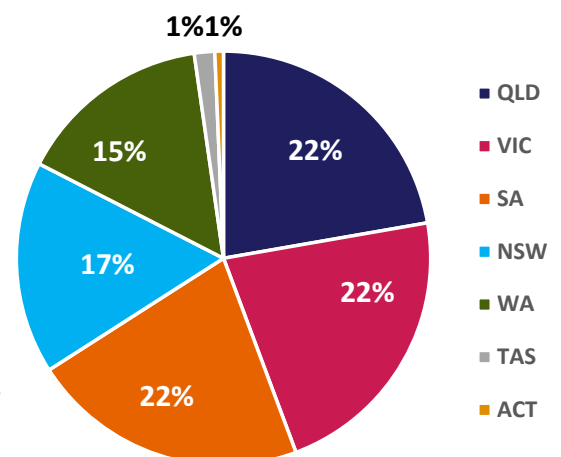
NEW SOUTH WALES
VISITORS 117,000 -9.3%
EXPENDITURE \$309M +5.2%

WESTERN AUSTRALIA
VISITORS 107,000 +127%
EXPENDITURE \$247M +223%

TASMANIA
VISITORS 11,000 +3.7%
EXPENDITURE \$24M -14%

AUSTRALIAN CAPITAL TERRITORY
VISITORS 5,000 -77%
EXPENDITURE \$9M -67%

INTERSTATE VISITORS BY MARKETS

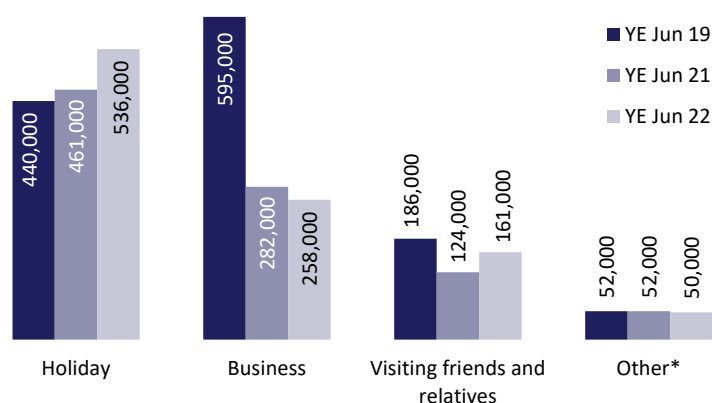


NOTE: Percentage changes in this report are compared to 2021 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.
*Other includes: Other reasons, in transit and not stated/not asked.

Domestic Snapshot YE June 2022

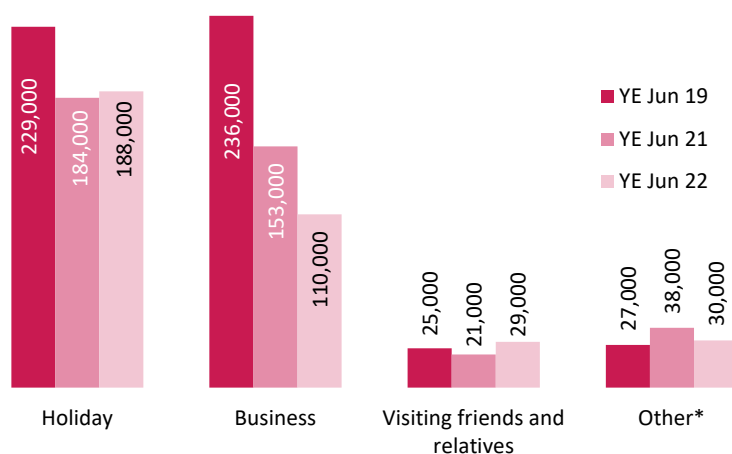
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING JUNE	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,247	891	971	9.1%	440	461	536	16%
Visitor nights ('000)	6,726	4,093	6,124	50%	2,254	1,820	2,938	61%
Expenditure (\$ million)	1,346	972	1,500	54%	436	467	766	64%
Average length of stay (nights)	5.4	4.6	6.3	1.7	5.1	4.0	5.5	1.5
Average spend per trip (\$)	1,079	1,092	1,544	41%	990	1,013	1,428	41%
Visitor market share (%)	1.1	1.0	1.1	0.1pp	1.0	1.2	1.4	0.2pp
Visitor market share of the NT (%)	75.5	72.3	76.1	3.8pp	69.5	75.5	77.3	1.8pp



- For the Top End, domestic holiday visitation increased for the year ending June 2022 compared to the same period in 2021. Visitors travelling to visit friends and relatives showed an increase, while business and other purpose of visitation was lower when comparing year ending June 2022 to year ending June 2021.
- Holiday visitation was the only purpose of travel where visitation was higher for the year ending June 2022 compared to the year ending June 2019.

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING JUNE	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	504	389	347	-11%	229	184	188	2.0%
Visitor nights ('000)	2,180	2,440	1,848	-24%	1,167	761	1,043	37%
Expenditure (\$ million)	733	458	546	19%	322	233	346	49%
Average length of stay (nights)	4.3	6.3	5.3	-1.0	5.1	4.1	5.6	1.5
Average spend per trip (\$)	1,455	1,177	1,575	34%	1,411	1,269	1,847	46%
Visitor market share (%)	0.4	0.4	0.4	0pp	0.5	0.5	0.5	0pp
Visitor market share of the NT (%)	30.5	31.6	27.2	-4.4pp	36.1	30.1	27.0	-3.1pp



- For Central Australia, domestic holiday visitors increased for the year ending June 2022 compared to the same period in 2021. This was also the case for visitors travelling to visit friends and relatives. Business visitation and other purpose of visitation decreased when comparing year ending June 2022 to year ending June 2021.
- Holiday visitation and business visitation also remain lower in year ending June 2022 compared to year ending June 2019. Visitors travelling to visiting friends and relatives and other purposes of travel were higher for the year ending June 2022 compared to the year ending June 2019.

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

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DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Change on 2021	Australia			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,019	506	705	39%	36,331	17,523	19,815	13%
Holiday Visitors ('000)	413	242	397	64%	12,834	6,427	7,659	19%
Visitor nights ('000)	7,061	4,287	6,385	49%	170,502	99,178	111,442	12%
Expenditure (\$ million)	1,413	894	1,572	76%	35,160	18,410	24,453	33%
Average length of stay (nights)	6.9	8.5	9.1	0.6	4.7	5.7	5.6	-0.1
Average spend per trip (\$)	1,387	1,766	2,229	26%	968	1,051	1,234	17%
Visitor market share (%)	2.8	2.9	3.6	0.7				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Change on 2021	Australia			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	632	725	571	-21%	79,111	71,336	67,374	-5.6%
Holiday Visitors ('000)	220	368	297	-19%	33,458	33,713	31,431	-6.8%
Visitor nights ('000)	2,059	2,351	1,829	-22%	229,715	234,474	215,731	-8.0%
Expenditure (\$ million)	675	566	494	-13%	42,316	42,932	44,596	3.9%
Average length of stay (nights)	3.3	3.2	3.2	0.0	2.9	3.3	3.2	-0.1
Average spend per trip (\$)	1,067	780	865	11%	535	602	662	10%
Visitor market share (%)	0.8	1.0	0.8	-0.2				

PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 697,000 +17%
EXPENDITURE* \$1B +70%

HOLIDAY VISITATION

INTRA-TERRITORY 161,000 -7.8%
INTERSTATE 227,000 +60%
HOLIDAY VISITORS 387,000 +23%

KATHERINE DALY

VISITORS 283,000 +20%
EXPENDITURE \$176M +21%

HOLIDAY VISITATION

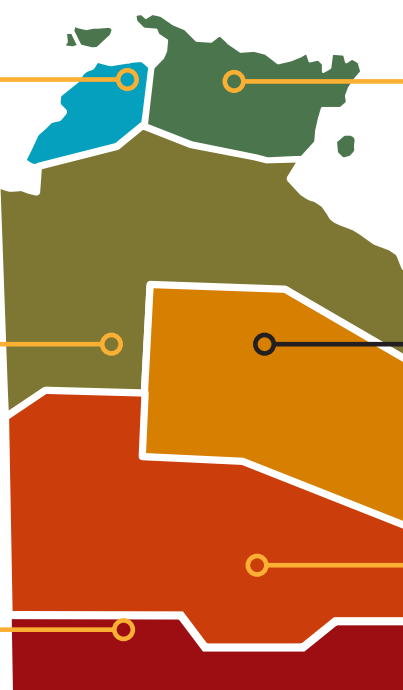
INTRA-TERRITORY 83,000 -24%
INTERSTATE 106,000 ↑
HOLIDAY VISITORS 189,000 +36%

LASSETER

VISITORS 170,000 +18%
EXPENDITURE \$309M +59%

HOLIDAY VISITATION

INTRA-TERRITORY 8,000 ↓
INTERSTATE 137,000 ↑
HOLIDAY VISITORS 145,000 +35%



KAKADU ARNHEM

VISITORS 195,000 +19%
EXPENDITURE** \$191M +20%

HOLIDAY VISITATION

INTRA-TERRITORY 48,000 ↓
INTERSTATE 70,000 ↑
HOLIDAY VISITORS 118,000 ↑

BARKLY

VISITORS 56,000 ↓
EXPENDITURE \$21M ↓

HOLIDAY VISITATION

INTRA-TERRITORY 5,000 ↓
INTERSTATE 27,000 ↓
HOLIDAY VISITORS 32,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 233,000 -12%
EXPENDITURE \$216M -7.0%

HOLIDAY VISITATION

INTRA-TERRITORY 19,000 ↓
INTERSTATE 82,000 ↑
HOLIDAY VISITORS 101,000 +8.6%

*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