

# Combined (Domestic and International) Snapshot Year Ending (YE) June 2022

# \$2.15 BILLION

**VISITOR EXPENDITURE YE JUNE 2022  
FROM 1.31 MILLION VISITORS**

## TOTAL VISITORS



**1,308,000**  
YE JUN 2022

**1,234,000**  
YE JUN 2021

## AVERAGE NIGHTS



**7.1**  
YE JUN 2022

**5.6**  
YE JUN 2021

## AVERAGE SPEND PER PERSON



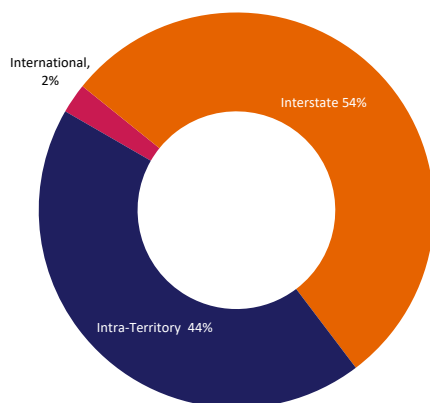
**\$1,642**  
YE JUN 2022

**\$1,196**  
YE JUN 2021

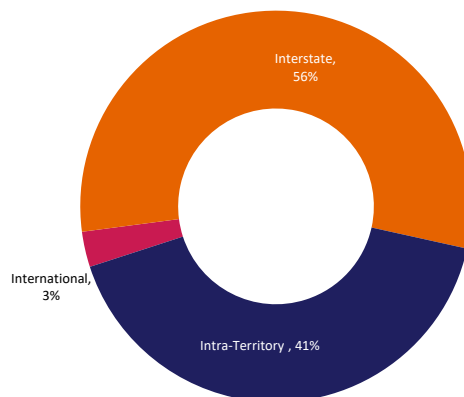
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,946	1,234	1,308	6.0%	885	611	715	17%
Visitor nights ('000)	12,342	6,886	9,267	35%	5,328	2,645	4,262	61%
Expenditure (\$ million)	2,542	1,475	2,149	46%	1,125	717	1,135	58%
Average length of stay (nights)	6.3	5.6	7.1	1.5	6.0	4.3	6.0	1.7
Average spend per trip (\$)	1,307	1,196	1,642	37%	1,271	1,174	1,586	35%
Visitor market share (%)	1.6	1.4	1.5	0.1pp	1.8	1.5	1.8	0.3pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	510	462	504	9.2%	258	244	297	22%
Visitor nights ('000)	2,728	2,799	3,187	14%	1,370	1,268	1,645	30%
Average length of stay (nights)	5.4	6.1	6.3	0.2	5.3	5.2	5.5	0.3
Visitor market share (%)	1.6	1.9	1.7	-0.2pp	2.0	2.2	2.3	0.1pp

## VISITORS



## HOLIDAY VISITORS



- For the year ending June 2022, visitors to the Northern Territory (NT) increased by 6.0% compared to the year ending June 2021. Visitation for the June quarter 2022 increased 9.2% compared to the same period in 2021.
- International borders to Australia opened on 21 February 2022, while border restrictions for all interstate markets entry into the NT were lifted 20 December 2021. There were 32,000 international visitors in June 2022. Even though borders are now open the Ukraine-Russia conflict has impacted demand for travel from source markets in Europe as well as global supply chain impacts on consumers by way of rising costs.
- Victoria, New South Wales, Western Australia and Queensland represented the largest interstate holiday source markets for the NT in the year ending June 2022.

NOTE: Percentage changes in this report are compared to 2021 data, unless otherwise stated. Visitors refers to all purpose visitors unless otherwise stated.

# Combined (Domestic and International) Snapshot YE June 2022

## VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING JUNE 2022	Visitors ('000)	% Change on 2021	Average stay (nights)	Average spend per trip (\$)
<b>Intra-Territory</b>				
Total	571*	-21%	3.2	865
Holiday	297	-19%	2.6	575
Visiting friends/relatives	59	-25%	1.8	249
Business	181	-27%	4.3	596
All other reasons	43	3.3%	4.4	847
<b>Interstate</b>				
Total	705*	39%	9.1	2,229
Holiday	397	64%	8.2	2,372
Visiting friends/relatives	127	92%	9.8	1,174
Business	183	0.8%	8.4	840
All other reasons	33	-22%	10.1	1,017
<b>International</b>				
Total	32*	np	32.7	2,585
Holiday***	np	np	np	np
Visiting friends/relatives***	np	np	np	np
Business***	np	np	np	np
All other reasons***	np	np	np	np
<b>Combined</b>				
Total	1,308*	6.0%	7.1	1,642
Holiday	715	17%	6.0	1,586
Visiting friends/relatives	191	31%	8.1	908
Business	365	-15%	6.4	729
All other reasons	82	-4.4%	13.4	1,426

## SOURCE MARKETS

### Domestic Holiday



**Victoria**  
VISITORS 110,000 ↑  
EXPENDITURE \$331M ↑



**New South Wales**  
VISITORS 83,000 ↑  
EXPENDITURE \$208M ↑



**Western Australia**  
VISITORS 70,000 ↑  
EXPENDITURE \$162M ↑



**Queensland**  
VISITORS 64,000 ↑  
EXPENDITURE \$136M ↑



**South Australia**  
VISITORS 63,000 ↑  
EXPENDITURE \$85M ↑

## PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



**31%**  
Interstate Holiday  
Visitors



**8.0%**  
Intra-Territory  
Holiday Visitors

\*Total visitors may not add up to the sum of the below purposes of travel, as more than one stopover in the NT is possible during a trip.

\*\*np - indicates data is not publishable. \*\*\*International figures are currently too low to report on individual markets.

# Combined (Domestic and International) Snapshot YE June 2022

## VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING JUNE	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	294	2	32	np*	251	0	21	np*
Visitor nights ('000)	3,222	248	1,052	np*	1,857	3	229	np*
Expenditure (\$ million)	454	15	83	np*	362	0	22	np*
Average length of stay (nights)	11.0	np*	32.7	np*	7.4	np*	10.9	np*
Average spend per trip (\$)	1,545	np*	2,585	np*	1,439	np*	1,043	np*
Visitor market share (%)	3.4	1.8	2.9	1.1pp	5.4	1.5	5.3	3.8pp

DOMESTIC VISITOR NORTHERN TERRITORY 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

## REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING JUNE	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,381	893	991	11%	536	461	547	19%
Visitor nights ('000)	8,851	4,286	6,938	62%	3,301	1,821	3,084	69%
Expenditure (\$ million)	1,517	984	1,563	59%	541	467	777	67%
Average length of stay (nights)	6.4	4.8	7.0	2.2	6.2	4.0	5.6	1.6
Average spend per trip (\$)	1,099	1,102	1,576	43%	1,009	1,013	1,421	40%
Visitor market share (%)	1.1	1.0	1.1	0.1pp	1.1	1.2	1.4	0.2pp
Visitor market share of the NT (%)	71.0	72.3	75.8	3.5pp	60.6	75.5	76.5	1.0pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING JUNE	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	707	389	362	-7.0%	427	184	202	9.9%
Visitor nights ('000)	3,258	2,440	1,980	-19%	1,975	761	1,124	48%
Expenditure (\$ million)	1,014	458	559	22%	577	233	357	53%
Average length of stay (nights)	4.6	6.3	5.5	-0.8	4.6	4.1	5.6	1.5
Average spend per trip (\$)	1,434	1,177	1,543	31%	1,352	1,269	1,764	39%
Visitor market share (%)	0.6	0.4	0.4	0pp	0.9	0.5	0.5	0pp
Visitor market share of the NT (%)	36.3	31.6	27.7	-3.9pp	48.2	30.1	28.3	-1.8pp

\*Not publishable due to small base in 2021.

# Combined (Domestic and International) Snapshot YE June 2022



## TOP END

VISITORS 991,000 +11%  
EXPENDITURE \$1,563M +59%

HOLIDAY VISITORS 547,000 +19%  
HOLIDAY EXPENDITURE \$777M +67%

## GREATER DARWIN

VISITORS 716,000 +20%  
EXPENDITURE\* \$1,191M +76%

### HOLIDAY VISITORS

INTRA-TERRITORY 161,000 -7.8%  
INTERSTATE 227,000 +60%  
DOMESTIC 387,000 +23%  
INTERNATIONAL 10,000 ↑

## KAKADU ARNHEM

VISITORS 198,000 +21%  
EXPENDITURE\*\* \$193M +21%

### HOLIDAY VISITORS

INTRA-TERRITORY 48,000 ↓  
INTERSTATE 70,000 ↑  
DOMESTIC 118,000 +53%  
INTERNATIONAL 3,000 ↑

## KATHERINE DALY

VISITORS 287,000 +21%  
EXPENDITURE \$178M +21%

### HOLIDAY VISITORS

INTRA-TERRITORY 83,000 -24%  
INTERSTATE 106,000 ↑  
DOMESTIC 189,000 +36%  
INTERNATIONAL 3,000 ↑



## CENTRAL AUSTRALIA

VISITORS 362,000 -7.0%  
EXPENDITURE \$559M +22%

HOLIDAY VISITORS 202,000 +9.9%  
HOLIDAY EXPENDITURE \$357M +53%

## BARKLY

VISITORS 58,000 ↓  
EXPENDITURE \$21M ↓

### HOLIDAY VISITORS

INTRA-TERRITORY 5,000 ↓  
INTERSTATE 27,000 ↓  
DOMESTIC 32,000 ↓  
INTERNATIONAL 2,000 ↑

## ALICE SPRINGS MACDONNELL

VISITORS 243,000 -8.5%  
EXPENDITURE \$222M -4.5%

### HOLIDAY VISITORS

INTRA-TERRITORY 19,000 ↓  
INTERSTATE 82,000 ↑  
DOMESTIC 101,000 +8.6%  
INTERNATIONAL 9,000 ↑

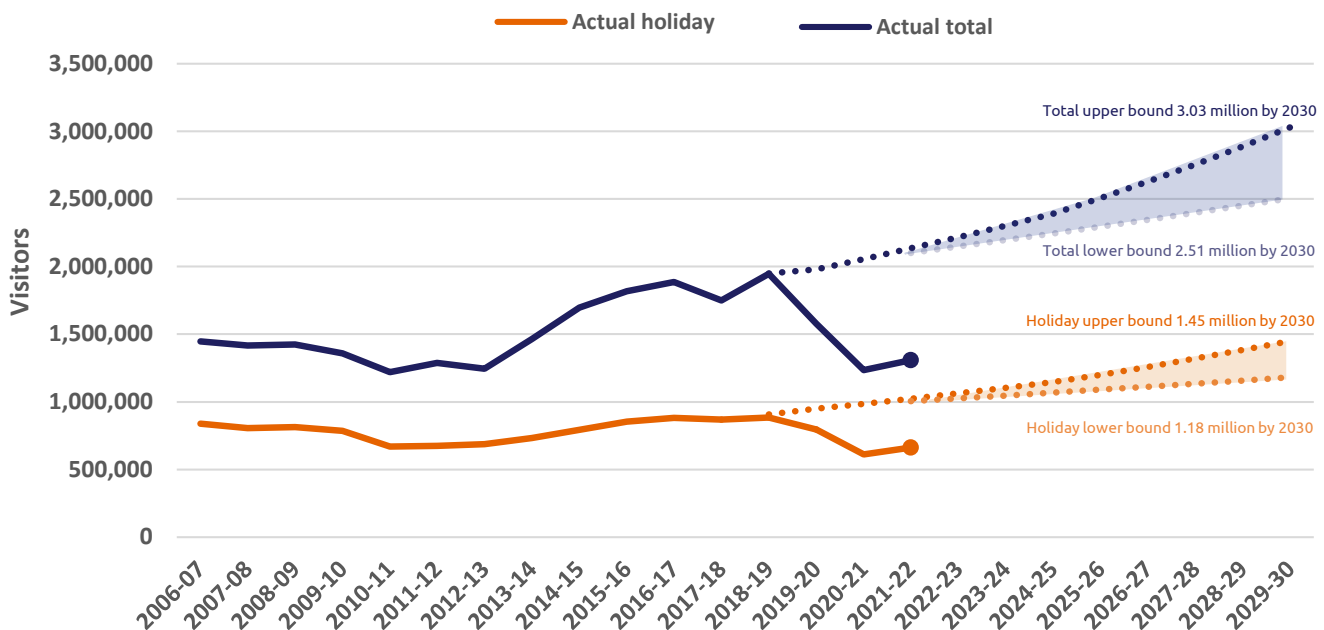
## LASSETER

VISITORS 181,000 +26%  
EXPENDITURE \$316M +62%

### HOLIDAY VISITORS

INTRA-TERRITORY 8,000 ↓  
INTERSTATE 137,000 ↑  
DOMESTIC 145,000 +35%  
INTERNATIONAL 11,000 ↑

## NORTHERN TERRITORY TOURISM INDUSTRY STRATEGY 2030 TOTAL AND HOLIDAY VISITOR TARGETS



**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 International and National Visitor Surveys. 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](mailto:research.tourismnt@nt.gov.au)

\*Expenditure is for Darwin only, excludes Outer Darwin. \*\* Expenditure is for the combined region of Litchfield Kakadu Arnhem and includes Outer Darwin.