

Domestic Snapshot Year Ending (YE) September 2022

\$2.50 BILLION

VISITOR EXPENDITURE YE SEPTEMBER 2022 FROM 1.41 MILLION DOMESTIC VISITORS

TOTAL VISITORS



1,412,000
YE SEP 2022

1,331,000
YE SEP 2021

AVERAGE NIGHTS



6.4
YE SEP 2022

6.0
YE SEP 2021

AVERAGE SPEND PER PERSON



\$1,774
YE SEP 2022

\$1,397
YE SEP 2021

PURPOSE OF VISIT YE SEPTEMBER 2022

HOLIDAY



781,000
+18%

VISITING FRIENDS AND RELATIVES



175,000
+8.9%

BUSINESS



416,000
-11%

OTHER*



61,000
-34%

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,643	1,331	1,412	6.1%	711	664	781	18%
Visitor nights ('000)	9,017	7,967	9,042	13%	3,998	3,628	4,586	26%
Expenditure (\$ million)	2,129	1,859	2,504	35%	815	980	1,332	36%
Average length of stay (nights)	5.5	6.0	6.4	0.4	5.6	5.5	5.9	0.4
Average spend per trip (\$)	1,296	1,397	1,774	27%	1,146	1,475	1,705	16%
Visitor market share (%)	1.4	1.6	1.4	-0.2pp	1.5	1.8	1.7	-0.1pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	567	378	513	36%	306	222	308	39%
Visitor nights ('000)	3,587	2,835	3,663	29%	2,055	1,591	2,145	35%
Average length of stay (nights)	6.3	7.5	7.1	-0.4	6.7	7.2	7.0	-0.2
Visitor market share (%)	2.0	3.2	1.9	-1.3pp	2.9	4.4	2.6	-1.8pp

INTERSTATE VISITOR SOURCE MARKETS

NEW SOUTH WALES
VISITORS 227,000 **+70%**
EXPENDITURE \$644M **+105%**



VICTORIA
VISITORS 211,000 **+114%**
EXPENDITURE \$499M **+62%**



QUEENSLAND
VISITORS 175,000 **-2.5%**
EXPENDITURE \$379M **+33%**



SOUTH AUSTRALIA
VISITORS 134,000 **+9.9%**
EXPENDITURE \$249M **+23%**



WESTERN AUSTRALIA

VISITORS 100,000 **↑**
EXPENDITURE \$200M **↑**



TASMANIA

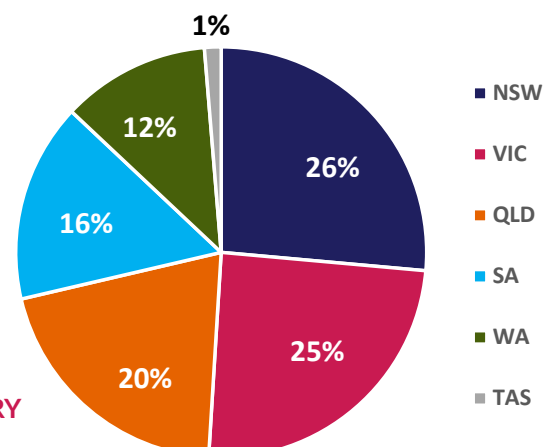
VISITORS 11,000 **↑**
EXPENDITURE \$24M **↑**



AUSTRALIAN CAPITAL TERRITORY

VISITORS 3,000 **↓**
EXPENDITURE \$5M **↓**

INTERSTATE VISITORS BY MARKETS

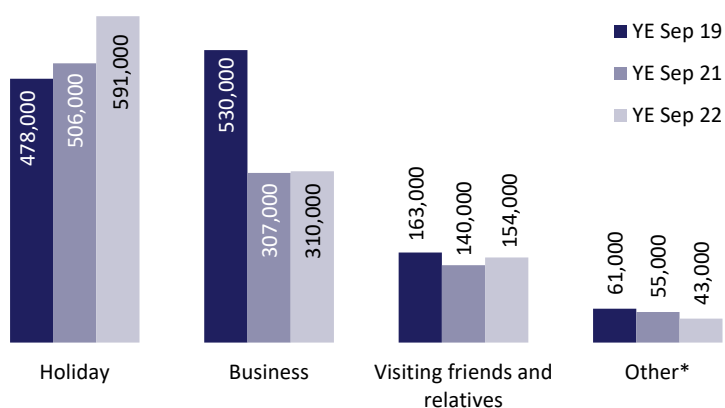


NOTE: Percentage changes in this report are compared to 2021 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.
*Other includes: Other reasons, in transit and not stated/not asked.

Domestic Snapshot YE September 2022

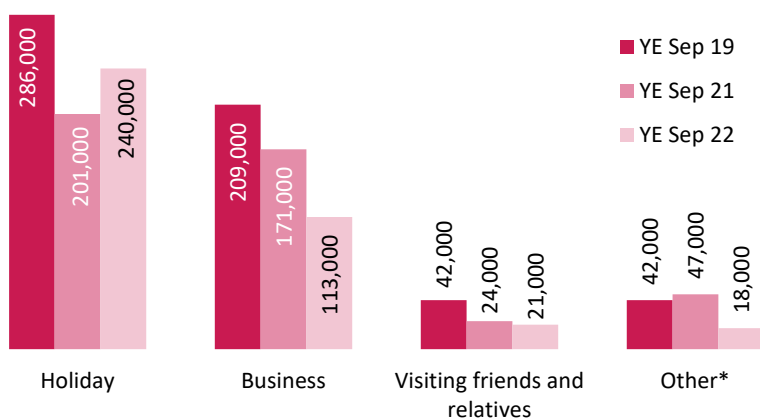
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,203	961	1,084	13%	478	506	591	17%
Visitor nights ('000)	6,128	5,325	6,230	17%	2,457	2,668	2,990	12%
Expenditure (\$ million)	1,321	1,278	1,736	36%	480	678	856	26%
Average length of stay (nights)	5.1	5.5	5.7	0.2	5.1	5.3	5.1	-0.2
Average spend per trip (\$)	1,098	1,329	1,602	21%	1,004	1,342	1,448	7.9%
Visitor market share (%)	1.0	1.2	1.1	-0.1pp	1.0	1.3	1.3	0pp
Visitor market share of the NT (%)	73.2	72.2	76.8	4.6pp	67.2	76.1	75.7	-0.4pp



- For the Top End, domestic holiday visitation increased for the year ending September 2022 compared to the same period in 2021. Visitors travelling to visit friends and relatives showed an increase, while business was relatively stable and other purpose of visitation was lower over the same period.
- Holiday visitation was the only purpose of travel where visitation was higher for the year ending September 2022 compared to the year ending September 2019 (pre pandemic).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	558	434	388	-11%	286	201	240	19%
Visitor nights ('000)	2,650	2,547	2,457	-3.5%	1,475	903	1,452	61%
Expenditure (\$ million)	791	543	731	35%	330	279	460	65%
Average length of stay (nights)	4.7	5.9	6.3	0.4	5.1	4.5	6.1	1.6
Average spend per trip (\$)	1,416	1,250	1,887	51%	1,153	1,389	1,919	38%
Visitor market share (%)	0.5	0.5	0.4	-0.1pp	0.6	0.5	0.5	0pp
Visitor market share of the NT (%)	34.0	32.7	27.5	-5.2pp	40.3	30.2	30.7	0.5pp



- For Central Australia, domestic holiday visitors increased for the year ending September 2022 compared to the same period in 2021. While, business, visiting friends and family and other purpose of visitation decreased when comparing the same periods.
- Visitation for all purposes of travel also remain lower in year ending September 2022 compared to year ending September 2019 (pre pandemic).

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

Domestic Snapshot YE September 2022

DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Change on 2021	Australia			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,038	647	861	33%	37,453	17,245	27,512	60%
Holiday Visitors ('000)	467	349	487	40%	13,214	6,638	10,715	61%
Visitor nights ('000)	7,363	5,852	7,326	25%	177,234	102,326	144,767	41%
Expenditure (\$ million)	1,465	1,342	2,000	49%	36,533	19,539	35,683	83%
Average length of stay (nights)	7.1	9.0	8.5	-0.5	4.7	5.9	5.3	-0.6
Average spend per trip (\$)	1,411	2,074	2,323	12%	975	1,133	1,297	14%
Visitor market share (%)	2.8	3.8	3.1	-0.7				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Change on 2021	Australia			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	605	684	551	-19%	80,480	66,880	75,872	13%
Holiday Visitors ('000)	243	316	294	-7.0%	33,647	31,398	35,430	13%
Visitor nights ('000)	1,654	2,115	1,715	-19%	232,842	222,673	232,094	4.2%
Expenditure (\$ million)	664	517	504	-2.6%	42,583	41,408	51,849	25%
Average length of stay (nights)	2.7	3.1	3.1	0.0	2.9	3.3	3.1	-0.2
Average spend per trip (\$)	1,098	757	915	21%	529	619	683	10%
Visitor market share (%)	0.8	1.0	0.7	-0.3				

PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 826,000 +29%
EXPENDITURE* \$1.3B +38%

HOLIDAY VISITATION

INTRA-TERRITORY 177,000 +35%
INTERSTATE 299,000 +40%
HOLIDAY VISITORS 475,000 +38%

KATHERINE DALY

VISITORS 327,000 +34%
EXPENDITURE \$289M +76%

HOLIDAY VISITATION

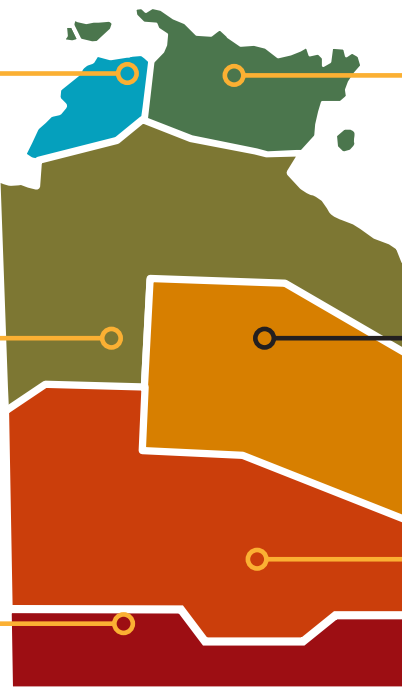
INTRA-TERRITORY 71,000 -21%
INTERSTATE 136,000 ↑
HOLIDAY VISITORS 208,000 +42%

LASSETER

VISITORS 202,000 +19%
EXPENDITURE \$397M +65%

HOLIDAY VISITATION

INTRA-TERRITORY 9,000 ↓
INTERSTATE 164,000 +49%
HOLIDAY VISITORS 173,000 +30%



KAKADU ARNHEM

VISITORS 169,000 -24%
EXPENDITURE** \$177M -7.0%

HOLIDAY VISITATION

INTRA-TERRITORY 21,000 ↓
INTERSTATE 94,000 ↑
HOLIDAY VISITORS 115,000 ↑

BARKLY

VISITORS 59,000 ↓
EXPENDITURE \$25M ↓

HOLIDAY VISITATION

INTRA-TERRITORY 6,000 ↓
INTERSTATE 31,000 ↑
HOLIDAY VISITORS 37,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 260,000 -17%
EXPENDITURE \$309M +14%

HOLIDAY VISITATION

INTRA-TERRITORY 29,000 ↑
INTERSTATE 118,000 ↑
HOLIDAY VISITORS 147,000 +42%

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

Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content.