

# Visitor Data Snapshot

YEAR ENDING (YE) SEPTEMBER 2022



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## COMBINED TOTAL VISITOR EXPENDITURE

# \$2.6 BILLION

FROM A TOTAL **1.46 MILLION VISITORS**

### TOTAL VISITORS



**1.46M**

YE Sept 2022

↑ 9.0%

**1.34M**

YE Sept 2021

### AVERAGE NIGHTS



**7.2**

YE Sept 2022

↑ 1.0 NIGHTS

**6.2**

YE Sept 2021

### AVERAGE SPEND PER PERSON



**\$1,794**

YE Sept 2022

↑ 27%

**\$1,411**

YE Sept 2021

## VISITORS BY PURPOSE OF VISIT



HOLIDAY

**803,000**

↑ 21%



VISITING FRIENDS & RELATIVES

**186,000**

↑ 15%



BUSINESS

**420,000**

↓ 10%



OTHER\*

**71,000**

↓ 26%

## TOP 3 NATIONAL MARKETS



### NEW SOUTH WALES

VISITORS 227,000 ↑ 70%  
EXPENDITURE \$644M



### VICTORIA

VISITORS 211,000 ↑ 114%  
EXPENDITURE \$499M



### QUEENSLAND

VISITORS 175,000 ↓ 3.0%  
EXPENDITURE \$379M

## TOP 5 INTERNATIONAL MARKETS



### UNITED KINGDOM

VISITORS 6,000 ↑



### UNITED STATES OF AMERICA

VISITORS 6,000 ↑



### GERMANY

VISITORS 4,000 ↑



### NEW ZEALAND

VISITORS 2,000 ↑



### ITALY

VISITORS 2,000 ↑

## TOTAL VISITORS BY REGION



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

## TOP END

YE SEPT 2022

VISITORS 1,116,000 ↑ 16%  
EXPENDITURE \$1,827M

### GREATER DARWIN

VISITORS 858,000 ↑ 34%  
\*\*EXPENDITURE \$1,353M

### KAKADU ARNHEM

VISITORS 171,000 ↓ 23%  
\*\*\*EXPENDITURE \$179M

### KATHERINE DALY

VISITORS 329,000 ↑ 35%  
EXPENDITURE \$294M

## CENTRAL

YE SEPT 2022

VISITORS 402,000 ↓ 7.4%  
EXPENDITURE \$743M

### BARKLY

VISITORS 60,000 ↓ 12%  
EXPENDITURE \$25M

### ALICE SPRINGS MACDONNELL

VISITORS 266,000 ↓ 15%  
EXPENDITURE \$312M

### LASSETER

VISITORS 214,000 ↑ 26%  
EXPENDITURE \$406M

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending September 2022. Period-to-period percentage changes may differ slightly due to rounding.

\* 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. 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.