

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

# \$3.12 BILLION

**VISITOR EXPENDITURE YE DECEMBER 2022  
FROM 1.66 MILLION VISITORS**

## TOTAL VISITORS



**1,664,000**  
YE DEC 2022

**1,283,000**  
YE DEC 2021

## AVERAGE NIGHTS



**7.4**  
YE DEC 2022

**6.5**  
YE DEC 2021

## AVERAGE SPEND PER PERSON



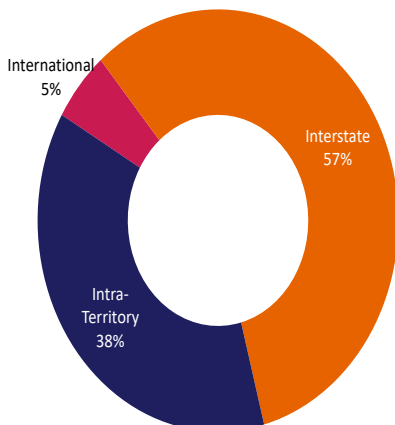
**\$1,875**  
YE DEC 2022

**\$1,439**  
YE DEC 2021

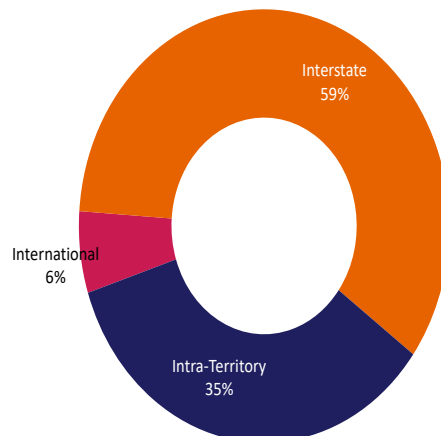
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	2,001	1,283	1,664	30%	1,000	669	880	32%
Visitor nights ('000)	12,365	8,299	12,235	47%	5,886	3,731	5,549	49%
Expenditure (\$ million)	2,590	1,847	3,120	69%	1,225	978	1,513	55%
Average length of stay (nights)	6.2	6.5	7.4	0.9	5.9	5.6	6.3	0.7
Average spend per trip (\$)	1,294	1,439	1,875	30%	1,224	1,462	1,720	18%
Visitor market share (%)	1.6	1.6	1.5	-0.1pp	2.0	1.8	1.8	0pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	488	224	370	65%	223	100	150	50%
Visitor nights ('000)	2,859	1,456	3,185	119%	1,302	500	1,053	111%
Average length of stay (nights)	5.9	6.5	8.6	2.1	5.8	5.0	7.0	2.0
Visitor market share (%)	1.5	1.1	1.3	0.2pp	1.8	1.1	1.3	0.2pp

## VISITORS



## HOLIDAY VISITORS



- For the year ending December 2022, visitors to the Northern Territory (NT) increased by 30% compared to the year ending December 2021. Visitation for the December quarter 2022 increased 65% 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 90,000 international visitors in the year ending December 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 and constrained air access.
- New South Wales, Victoria, Queensland and Western Australia represented the largest interstate holiday source markets for the NT in the year ending December 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 December 2022

## VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER 2022	Visitors ('000)	% Change on 2021	Average stay (nights)	Average spend per trip (\$)
<b>Intra-Territory</b>				
Total	623*	-2.1%	3.1	1073
Holiday	307	-0.2%	2.5	546
Visiting friends/relatives	67	-12%	1.9	408
Business	216	-4.1%	4.4	818
All other reasons	38	7.9%	3.5	1,091
<b>Interstate</b>				
Total	951*	48%	8.1	2,387
Holiday	519	44%	7.9	2,465
Visiting friends/relatives	141	48%	8.1	1,017
Business	282	54%	7.8	1,420
All other reasons	28	-43%	9.4	1,687
<b>International</b>				
Total	90*	np**	28.2	2,016
Holiday	54	np**	np**	np**
Visiting friends/relatives	16	np**	np**	np**
Business	8	np**	np**	np**
All other reasons	16	np**	np**	np**
<b>Combined</b>				
Total	1,664*	30%	7.4	1,875
Holiday	880	32%	6.3	1,720
Visiting friends/relatives	224	29%	7.9	887
Business	506	24%	6.5	1,173
All other reasons	81	-5.8%	19.9	1,956

## TOP HOLIDAY SOURCE MARKETS



### NEW SOUTH WALES

VISITORS 178,000 ↑  
EXPENDITURE \$490M ↑



### VICTORIA

VISITORS 161,000 ↑  
EXPENDITURE \$404M ↑



### QUEENSLAND

VISITORS 66,000 ↑  
EXPENDITURE \$162M ↑



### WESTERN AUSTRALIA

VISITORS 64,000 ↑  
EXPENDITURE \$131M ↑



### SOUTH AUSTRALIA

VISITORS 42,000 ↓  
EXPENDITURE \$68M ↓



### UNITED STATES OF AMERICA

VISITORS 9,000  
EXPENDITURE \$8M



### GERMANY

VISITORS 8,000  
EXPENDITURE \$9M



### UNITED KINGDOM

VISITORS 8,000  
EXPENDITURE \$10M



### FRANCE

VISITORS 6,000  
EXPENDITURE \$4M



### SCANDINAVIA

VISITORS 3,000  
EXPENDITURE \$3M

## PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



# 39%

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.

# Combined (Domestic and International) Snapshot YE December 2022

## VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING DECEMBER	Visitors			Change on 2019	Holiday			Change on 2019
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	299	5	90	-70%	250	np**	54	-79%
Visitor nights ('000)	3,163	415	2,534	-20%	1,746	np**	673	-61%
Expenditure (\$ million)	437	29	181	-58%	339	np**	66	-81%
Average length of stay (nights)	10.6	np**	28.2	17.6	7.0	np**	12.6	5.6
Average spend per trip (\$)	1,463	np**	2,016	38%	1,359	np**	1,229	-9.6%
Visitor market share (%)	3.4	2.3	2.6	-0.8pp	5.3	np**	4.3	-1.0pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING DECEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,703	1,278	1,574	23%	751	669	826	24%
Visitor nights ('000)	9,202	7,884	9,701	23%	4,140	3,726	4,877	31%
Expenditure (\$ million)	2,153	1,818	2,938	62%	885	977	1,448	48%
Average length of stay (nights)	5.4	6.2	6.2	0.0	5.5	5.6	5.9	0.3
Average spend per trip (\$)	1,265	1,423	1,867	31%	1,179	1,462	1,752	20%
Visitor market share (%)	1.4	1.6	1.5	-0.1pp	1.6	1.8	1.7	-0.1pp

## REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING DECEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,336	980	1,269	29%	588	524	664	27%
Visitor nights ('000)	8,191	5,835	8,867	52%	3,431	2,745	3,868	41%
Expenditure (\$ million)	1,453	1,348	2,286	70%	564	712	1,040	46%
Average length of stay (nights)	6.1	6.0	7.0	1.0	5.8	5.2	5.8	0.6
Average spend per trip (\$)	1,087	1,375	1,801	31%	959	1,359	1,566	15%
Visitor market share (%)	1.1	1.2	1.1	-0.1pp	1.2	1.4	1.4	0pp
Visitor market share of the NT (%)	66.8	76.4	76.3	-0.1pp	58.8	78.4	75.5	-2.9pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	796	373	470	26.1%	519	193	273	42%
Visitor nights ('000)	3,915	2,167	3,120	44.0%	2,388	943	1,531	62%
Expenditure (\$ million)	1,118	461	787	71%	656	252	454	80%
Average length of stay (nights)	4.9	5.8	6.6	0.8	4.6	4.9	5.6	0.7
Average spend per trip (\$)	1,405	1,237	1,673	35%	1,264	1,311	1,663	27%
Visitor market share (%)	0.6	0.5	0.4	-0.1pp	1.0	0.5	0.6	0.1pp
Visitor market share of the NT (%)	39.8	29.0	28.3	-0.8pp	51.9	28.8	31.0	2.2pp

\*\*Not publishable due to small base in 2021.

# Combined (Domestic and International) Snapshot YE December 2022



## TOP END

VISITORS 1,269M +29%  
EXPENDITURE \$2,286M +70%

HOLIDAY VISITORS 664,000 +27%  
HOLIDAY EXPENDITURE \$1,040M +46%

## GREATER DARWIN

VISITORS 972,000 +46%  
EXPENDITURE\* \$1,631M +56%

### HOLIDAY VISITORS

INTRA-TERRITORY 178,000 +29%  
INTERSTATE 326,000 +47%  
DOMESTIC 504,000 +40%  
INTERNATIONAL 30,000 ↑

## KAKADU ARNHEM

VISITORS 210,000 +5.6%  
EXPENDITURE\*\* \$236M +47%

### HOLIDAY VISITORS

INTRA-TERRITORY 27,000 ↓  
INTERSTATE 114,000 ↑  
DOMESTIC 141,000 +36%  
INTERNATIONAL 5,000 ↑

## KATHERINE DALY

VISITORS 385,000 +50%  
EXPENDITURE \$419M +190%

### HOLIDAY VISITORS

INTRA-TERRITORY 81,000 ↓  
INTERSTATE 146,000 ↑  
DOMESTIC 227,000 +48%  
INTERNATIONAL 5,000 ↑



## CENTRAL AUSTRALIA

VISITORS 470,000 +26%  
EXPENDITURE \$787M +71%

HOLIDAY VISITORS 273,000 +42%  
HOLIDAY EXPENDITURE \$454M +80%

## BARKLY

VISITORS 77,000 ↑  
EXPENDITURE \$32M ↑

### HOLIDAY VISITORS

INTRA-TERRITORY 4,000 ↓  
INTERSTATE 40,000 ↑  
DOMESTIC 44,000 ↑  
INTERNATIONAL 2,000 ↑

## ALICE SPRINGS MACDONNELL

VISITORS 303,000 +13%  
EXPENDITURE \$340M +44%

### HOLIDAY VISITORS

INTRA-TERRITORY 23,000 ↑  
INTERSTATE 115,000 ↑  
DOMESTIC 138,000 +42%  
INTERNATIONAL 13,000 ↑

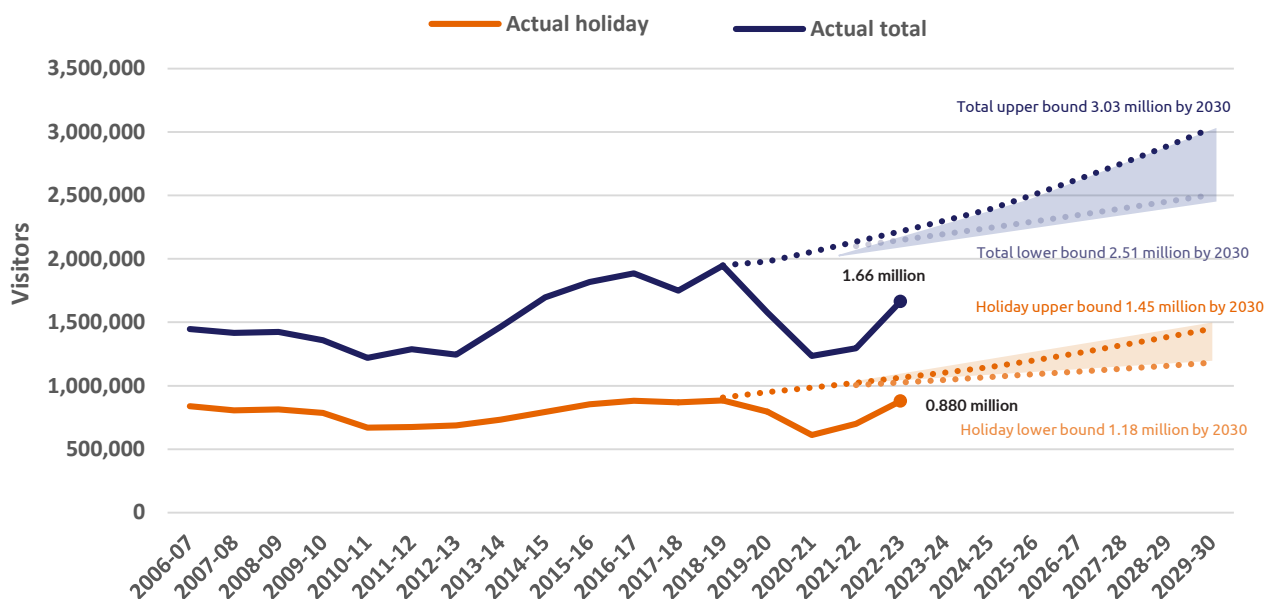
## LASETER

VISITORS 237,000 +49%  
EXPENDITURE \$415M +98%

### HOLIDAY VISITORS

INTRA-TERRITORY 14,000 ↓  
INTERSTATE 164,000 +45%  
DOMESTIC 177,000 +38%  
INTERNATIONAL 24,000 ↑

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



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