

International Snapshot Year Ending (YE) December 2022

\$181 MILLION

VISITOR EXPENDITURE YE DECEMBER 2022 FROM 90,000 INTERNATIONAL VISITORS

TOTAL VISITORS



90,000
YE DEC 2022

299,000
YE DEC 2019

AVERAGE NIGHTS



28.2
YE DEC 2022

10.6
YE DEC 2019

AVERAGE SPEND PER PERSON



\$2,016
YE DEC 2022

\$1,463
YE DEC 2019

PURPOSE OF VISIT YE DECEMBER 2022

HOLIDAY



54,000
-79%

VISITING FRIENDS AND RELATIVES



16,000
-21%

BUSINESS



8,000
-42%

OTHER*



16,000
-30%

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY 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

INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 15,000
EXPENDITURE \$25M



UNITED KINGDOM

VISITORS 13,000
EXPENDITURE \$24M



GERMANY

VISITORS 9,000
EXPENDITURE \$13M



FRANCE

VISITORS 7,000
EXPENDITURE \$7M



NEW ZEALAND

VISITORS 4,000
EXPENDITURE \$10M



SWITZERLAND

VISITORS 3,000
EXPENDITURE \$5M



SCANDINAVIA

VISITORS 3,000
EXPENDITURE \$3M



NETHERLANDS

VISITORS 3,000
EXPENDITURE \$5M



CANADA

VISITORS 3,000
EXPENDITURE \$2M



ITALY

VISITORS 3,000
EXPENDITURE \$5M

- International visits to the Northern Territory (NT) has started to recover since early 2022 following the reopening of international borders on 21 February 2022.
- International visitation in 2021 was fairly limited, as the international borders had not yet reopened in the year ending December 2021 period.
- International decrease in visitation to Australia is driven by declines in visitation from all key markets. Of particular note, is the North Asian markets with the China markets down -91% and the Japanese market down -84% respectively. Key markets in Europe and North America also remain lower, but have recovered faster than North Asian markets due to earlier easing of travel restrictions. The national trend is also reflected in the NT results.
- The current constrained direct international air access in to the NT when compared to pre-pandemic has also impacted inbound arrival numbers to the NT.

NOTE: Percentage changes in this report are compared to 2019 data, unless otherwise stated as international borders opened in February 2022. .
Visitors refer to all purpose visitors, unless otherwise stated.

*Other includes: Education, Employment, Other reasons, in transit and not stated/not asked. ** Not publishable due to small base in 2021.

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REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING DECEMBER	Visitors			Change on 2019	Holiday			Change on 2019
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	142	4	65	-54%	99	np	31	-69%
Visitor nights ('000)	2,037	317	2,062	1.2%	970	np	520	-46%
Expenditure (\$ million)	179	22	154	-14%	112	np	50	-56%
Average length of stay (nights)	14.4	74.0	31.5	17.1	9.8	np	17.0	7.2
Average spend per trip (\$)	1,262	5,108	2,356	87%	1,137	np	1,618	42%
Visitor market share (%)	1.6	1.9	1.9	0.3pp	2.1	np	2.5	0.4pp
Visitor market share of the NT (%)	47.5	4.8	72.7	25.2	39.5	np	57.2	17.7

INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER	Visitors			Change on 2019	Holiday			Change on 2019
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	198	np	33	-83%	190	np	30	-84%
Visitor nights ('000)	1,111	np	431	-61%	776	np	149	-81%
Expenditure (\$ million)	258	np	24	-91%	227	np	16	-93%
Average length of stay (nights)	5.6	np	12.9	7.3	4.1	np	5.0	0.9
Average spend per trip (\$)	1,302	np	720	-45%	1,196	np	533	-55%
Visitor market share (%)	2.3	np	1.0	-1.3pp	4.0	np	2.4	-1.6pp
Visitor market share of the NT (%)	66.3	np	37.2	-29.1	76.1	np	55.9	-20.2

np- Not publishable due to small base in 2021.

PLACES VISITED BY INTERNATIONAL VISITORS

GREATER DARWIN

VISITORS 64,000
EXPENDITURE* \$138M

HOLIDAY VISITATION

VISITORS 30,000
EXPENDITURE* \$42M

KATHERINE DALY

VISITORS 6,000
EXPENDITURE \$8M

HOLIDAY VISITATION

VISITORS 5,000
EXPENDITURE \$4M

LASSETER

VISITORS 25,000
EXPENDITURE \$11M

HOLIDAY VISITATION

VISITORS 24,000
EXPENDITURE \$7M



KAKADU ARNHEM

VISITORS 6,000
EXPENDITURE** \$8M

HOLIDAY VISITATION

VISITORS 5,000
EXPENDITURE** \$3M

BARKLY

VISITORS 2,000
EXPENDITURE \$2M

HOLIDAY VISITATION

VISITORS 2,000
EXPENDITURE \$1M

ALICE SPRINGS MACDONNELL

VISITORS 15,000
EXPENDITURE \$11M

HOLIDAY VISITATION

VISITORS 13,000
EXPENDITURE \$7M

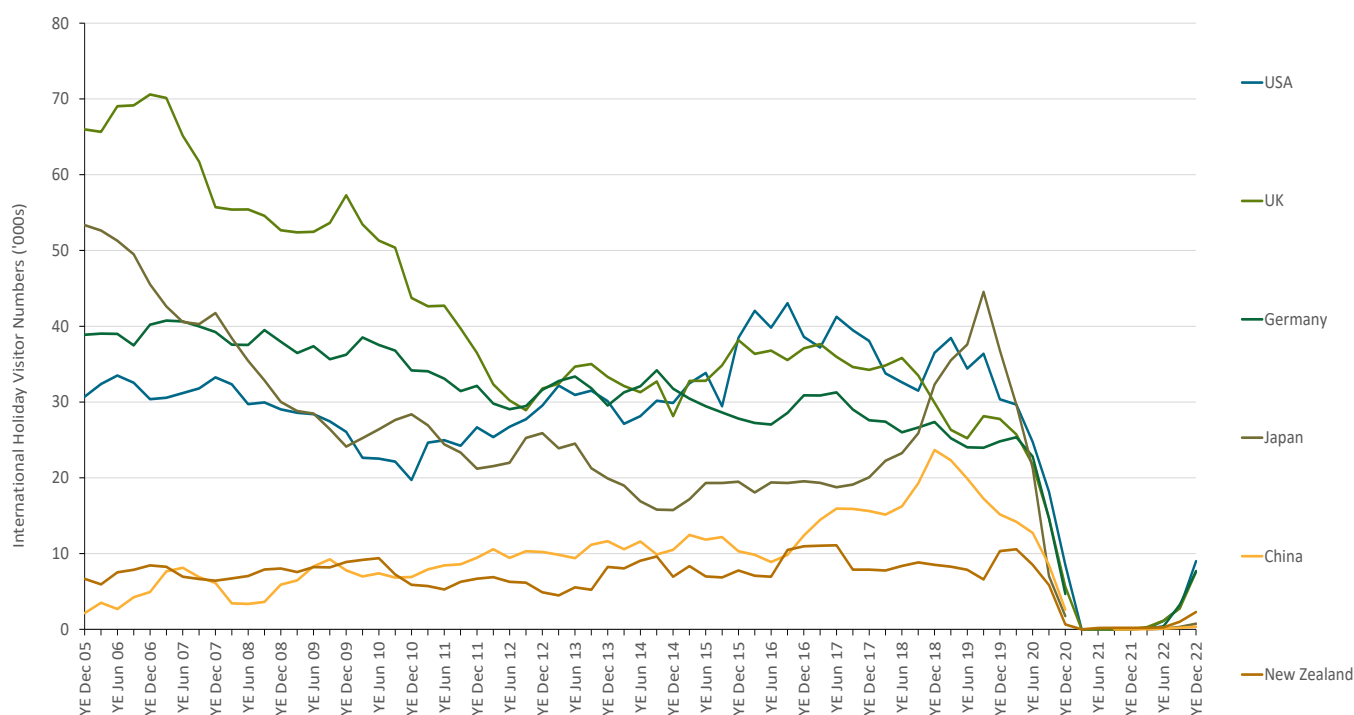
*Expenditure is for Darwin Region (excludes Outer Darwin)

**Expenditure is for Litchfield Kakadu Arnhem Region (includes Outer Darwin)

International Snapshot YE December 2022

INTERNATIONAL SOURCE MARKETS - VISITORS

INTERNATIONAL VISITOR ('000) SOURCE MARKETS YEAR ENDING DECEMBER	NORTHERN TERRITORY				AUSTRALIA		
	Rank	2019	2022	ASPT	Rank	2019	2022
United States of America	1	37	15	\$1,648	3	767	300
United Kingdom	2	32	13	\$1,798	2	672	370
Germany	3	26	9	\$1,446	6	198	80
France	4	15	7	\$921	8	136	57
New Zealand	5	14	4	\$2,240	1	1,299	632
Switzerland	6	8	3	\$1,790	12	50	20
Scandinavia	7	7	3	\$1,153	9	103	44
Netherlands	8	8	3	\$2,032	11	61	29
Canada	9	12	3	\$887	5	178	81
Italy	10	12	3	\$1,986	10	73	35
Japan	11	39	2	\$1,589	7	458	74
China	12	18	1	\$5,169	4	1,791	161
Other Europe**		24	5	\$1,643		263	138
Other Asia***		38	15	\$3,763		2,117	1,094
Other Countries****		9	6	\$2,201		542	298
Total		299	90	\$2,016		8,709	3,415



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