

Visitor Data Snapshot

YEAR ENDING (YE) DECEMBER 2022



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COMBINED TOTAL VISITOR EXPENDITURE

\$3.12 BILLION

FROM A TOTAL **1.66 MILLION VISITORS**

TOTAL VISITORS



1.66M

YE DEC 2022

↑ 30%

1.28M

YE DEC 2021

AVERAGE NIGHTS



7.4

YE DEC 2022

↑ 0.9 NIGHTS

6.5

YE DEC 2021

AVERAGE SPEND PER PERSON



\$1,875

YE DEC 2022

↑ 30%

\$1,439

YE DEC 2021

VISITORS BY PURPOSE OF VISIT



HOLIDAY

880,000

↑ 32%



VISITING FRIENDS & RELATIVES

224,000

↑ 29%



BUSINESS

506,000

↑ 24%



OTHER*

81,000

↓ -5.8%

TOP 3 NATIONAL MARKETS



NEW SOUTH WALES

VISITORS 282,000 ↑ 154%
EXPENDITURE \$752M



VICTORIA

VISITORS 251,000 ↑
EXPENDITURE \$626M



QUEENSLAND

VISITORS 165,000 ↓ 5.4%
EXPENDITURE \$384M

TOP 5 INTERNATIONAL MARKETS



UNITED STATES OF AMERICA

VISITORS 15,000 ↑



UNITED KINGDOM

VISITORS 13,000 ↑



GERMANY

VISITORS 9,000 ↑



FRANCE

VISITORS 7,000 ↑



NEW ZEALAND

VISITORS 4,000 ↑

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 DEC 2022

VISITORS 1,269,000 ↑ 29%
EXPENDITURE \$2,286M

GREATER DARWIN

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

KAKADU ARNHEM

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

KATHERINE DALY

VISITORS 385,000 ↑ 50%
EXPENDITURE \$419M

CENTRAL

YE DEC 2022

VISITORS 470,000 ↑ 26%
EXPENDITURE \$787M

BARKLY

VISITORS 77,000 ↑
EXPENDITURE \$32M

ALICE SPRINGS MACDONNELL

VISITORS 303,000 ↑ 13%
EXPENDITURE \$340M

LASSETER

VISITORS 237,000 ↑ 49%
EXPENDITURE \$415M

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending December 2022. Period-to-period percentage changes may differ slightly due to rounding. NOTE: Percentage changes are compared to YE December 2021.

* 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.