

# Combined (Domestic and International) Snapshot Year Ending (YE) March 2023

# \$3.1 BILLION

**VISITOR EXPENDITURE YE MARCH 2023  
FROM 1.7 MILLION VISITORS**

## TOTAL VISITORS



**1,703,000**  
YE MAR 2023

**1,263,000**  
YE MAR 2022

## AVERAGE NIGHTS



**7.5**  
YE MAR 2023

**6.9**  
YE MAR 2022

## AVERAGE SPEND PER PERSON



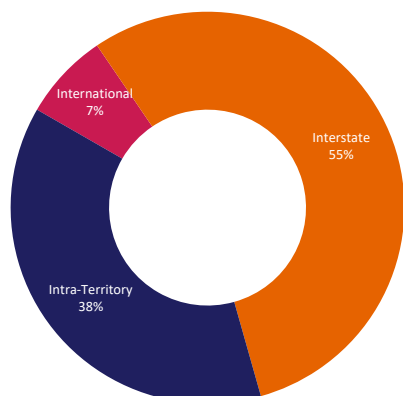
**\$1,821**  
YE MAR 2023

**\$1,543**  
YE MAR 2022

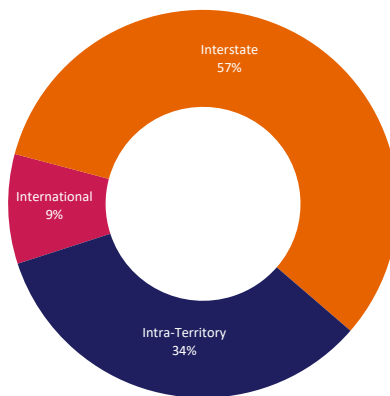
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,948	1,263	1,703	35%	906	659	863	31%
Visitor nights ('000)	12,992	8,740	12,742	46%	5,511	3,840	5,480	43%
Expenditure (\$ million)	2,423	1,949	3,101	59%	1,160	986	1,448	47%
Average length of stay (nights)	6.7	6.9	7.5	0.6	6.1	5.8	6.4	0.6
Average spend per trip (\$)	1,244	1,543	1,821	18%	1,280	1,497	1,679	12%
Visitor market share (%)	1.7	1.5	1.5	0pp	1.9	1.8	1.7	-0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	344	197	236	20%	137	93	76	-19%
Visitor nights ('000)	2,232	1,471	1,978	34%	615	479	409	-14%
Average length of stay (nights)	6.5	7.5	8.4	0.9	4.5	5.2	5.4	0.2
Visitor market share (%)	1.1	0.8	0.8	0pp	1.0	0.8	0.5	-0.3pp

## VISITORS



## HOLIDAY VISITORS



- For the year ending March 2023, visitors to the Northern Territory (NT) increased by 35% compared to the year ending March 2022. Visitation for the March quarter 2023 increased 20% compared to the same period in 2022.
- 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 122,000 international visitors in the year ending March 2023. 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, and Western Australia represented the largest interstate holiday source markets for the NT in the year ending March 2023.

NOTE: Percentage changes in this report are compared to 2022 data, unless otherwise stated. Visitors refers to all purpose visitors unless otherwise stated.

# Combined (Domestic and International) Snapshot YE March 2023

## VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING MARCH 2023	Visitors ('000)	% Change on 2022	Average stay (nights)	Average spend per trip (\$)
<b>Intra-Territory</b>				
Total	642*	9.2%	3.0	1,049
Holiday	290	0.5%	2.4	508
Visiting friends/relatives	66	-10%	1.8	458
Business	248	27%	4.1	762
All other reasons	42	15%	2.4	719
<b>Interstate</b>				
Total	939*	41%	7.9	2,276
Holiday	494	34%	7.9	2,438
Visiting friends/relatives	134	23%	8.6	863
Business	306	69%	7.5	1,290
All other reasons	22	-60%	5.4	1,306
<b>International</b>				
Total	122*	np**	27.5	2,372
Holiday	79	np**	np**	np**
Visiting friends/relatives	16	np**	np**	np**
Business	10	np**	np**	np**
All other reasons	22	np**	np**	np**
<b>Combined</b>				
Total	1,703*	35%	7.5	1,821
Holiday	863	31%	6.4	1,679
Visiting friends/relatives	216	16%	8.1	795
Business	563	49%	6.2	1,070
All other reasons	86	-9.8%	23.6	2,402

## TOP HOLIDAY SOURCE MARKETS



### NEW SOUTH WALES

VISITORS 173,000 ↑  
EXPENDITURE \$474M ↑



### VICTORIA

VISITORS 151,000 ↑  
EXPENDITURE \$371M ↑



### WESTERN AUSTRALIA

VISITORS 62,000 ↑  
EXPENDITURE \$131M ↑



### QUEENSLAND

VISITORS 57,000 ↓  
EXPENDITURE \$134M ↓



### SOUTH AUSTRALIA

VISITORS 39,000 ↓  
EXPENDITURE \$66M ↓



### UNITED STATES OF AMERICA

VISITORS 22,000  
EXPENDITURE \$31M



### UNITED KINGDOM

VISITORS 16,000  
EXPENDITURE \$26M



### GERMANY

VISITORS 11,000  
EXPENDITURE \$14M



### FRANCE

VISITORS 8,000  
EXPENDITURE \$12M



### NEW ZEALAND

VISITORS 5,000  
EXPENDITURE \$11M

## PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



# 57%

International Holiday  
Visitors



# 29%

Domestic Holiday  
Visitors



# 31%

Combined 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 March 2023

## VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING MARCH	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2023		2019	2023	
Visitors ('000)	297	122	-59%	257	79	-69%
Visitor nights ('000)	3,330	3,361	1.0%	1,813	887	-51%
Expenditure (\$ million)	473	290	-39%	375	98	-74%
Average length of stay (nights)	11.2	27.5	16.3	7.1	11.2	4.1
Average spend per trip (\$)	1,592	2,372	49%	1,461	1,237	-15%
Visitor market share (%)	3.5	2.6	-0.9pp	5.5	4.2	-1.3pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING MARCH	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,651	1,254	1,581	26%	650	657	784	19%
Visitor nights ('000)	9,663	8,230	9,381	14%	3,697	3,824	4,593	20%
Expenditure (\$ million)	1,951	1,911	2,810	47%	785	984	1,351	37%
Average length of stay (nights)	5.9	6.6	5.9	-0.7	5.7	5.8	5.9	0.1
Average spend per trip (\$)	1,181	1,524	1,778	17%	1,209	1,498	1,723	15%
Visitor market share (%)	1.5	1.5	1.4	-0.1pp	1.5	1.8	1.6	-0.2pp

## REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING MARCH	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,370	972	1,265	30%	537	517	640	24%
Visitor nights ('000)	9,376	6,218	9,332	50%	3,407	2,770	3,841	39%
Expenditure (\$ million)	1,466	1,420	2,277	60%	551	703	1,000	42%
Average length of stay (nights)	6.8	6.4	7.4	1.0	6.3	5.4	6.0	0.6
Average spend per trip (\$)	1,070	1,461	1,801	23%	1,027	1,359	1,564	15%
Visitor market share (%)	1.2	1.2	1.1	-0.1pp	1.1	1.4	1.3	-0.1pp
Visitor market share of the NT (%)	70.3	76.9	74.3	-2.6pp	59.2	78.5	74.1	-4.4pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	746	353	512	45%	467	189	280	48%
Visitor nights ('000)	3,350	2,220	3,184	43%	2,039	1,027	1,507	47%
Expenditure (\$ million)	939	495	784	59%	599	273	430	57%
Average length of stay (nights)	4.5	6.3	6.2	-0.1	4.4	5.4	5.4	0
Average spend per trip (\$)	1,260	1,402	1,532	9%	1,282	1,444	1,535	6%
Visitor market share (%)	0.6	0.4	0.4	0pp	1.0	0.5	0.6	0.1pp
Visitor market share of the NT (%)	38.3	27.9	30.1	2.2pp	51.5	28.7	32.5	3.8pp

# Combined (Domestic and International) Snapshot YE March 2023

## TOP END

VISITORS 1.265M +30%  
EXPENDITURE \$2,277M +60%

HOLIDAY VISITORS 640,000 +24%  
HOLIDAY EXPENDITURE \$1,000M +42%

## GREATER DARWIN

VISITORS 966,000 +43%  
EXPENDITURE\* \$1,661M +53%

### HOLIDAY VISITORS

INTRA-TERRITORY 170,000 +21%  
INTERSTATE 317,000 +50%  
DOMESTIC 487,000 +38%  
INTERNATIONAL 38,000 ↑

## KAKADU ARNHEM

VISITORS 207,000 +11%  
EXPENDITURE\*\* \$225M +32%

### HOLIDAY VISITORS

INTRA-TERRITORY 24,000 ↓  
INTERSTATE 114,000 ↑  
DOMESTIC 138,000 +39%  
INTERNATIONAL 5,000 ↑

## KATHERINE DALY

VISITORS 383,000 +55%  
EXPENDITURE \$392M +142%

### HOLIDAY VISITORS

INTRA-TERRITORY 78,000 ↓  
INTERSTATE 137,000 ↑  
DOMESTIC 215,000 +38%  
INTERNATIONAL 5,000 ↑



## CENTRAL AUSTRALIA

VISITORS 512,000 +45%  
EXPENDITURE \$784M +59%

HOLIDAY VISITORS 280,000 +48%  
HOLIDAY EXPENDITURE \$430M +57%

## BARKLY

VISITORS 77,000 +30%  
EXPENDITURE \$35M +54%

### HOLIDAY VISITORS

INTRA-TERRITORY 3,000 ↓  
INTERSTATE 34,000 ↑  
DOMESTIC 37,000 ↑  
INTERNATIONAL 2,000 ↑

## ALICE SPRINGS MACDONNELL

VISITORS 330,000 +29%  
EXPENDITURE \$373M +56%

### HOLIDAY VISITORS

INTRA-TERRITORY 20,000 ↑  
INTERSTATE 110,000 ↑  
DOMESTIC 130,000 +11%  
INTERNATIONAL 22,000 ↑

## LASSETER

VISITORS 253,000 +55%  
EXPENDITURE \$376M +62%

### HOLIDAY VISITORS

INTRA-TERRITORY 14,000 ↑  
INTERSTATE 155,000 +25%  
DOMESTIC 169,000 +28%  
INTERNATIONAL 39,000 ↑

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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.