

# International Snapshot Year Ending (YE) March 2023

# \$290 MILLION

## VISITOR EXPENDITURE YE MARCH 2023 FROM 122,000 INTERNATIONAL VISITORS

### TOTAL VISITORS



**122,000**  
YE MAR 2023

**297,000**  
YE MAR 2019

### AVERAGE NIGHTS



**27.5**  
YE MAR 2023

**11.2**  
YE MAR 2019

### AVERAGE SPEND PER PERSON



**\$2,372**  
YE MAR 2023

**\$1,592**  
YE MAR 2019

### PURPOSE OF VISIT YE MARCH 2023

#### HOLIDAY



**79,000**  
-69%

#### VISITING FRIENDS AND RELATIVES



**16,000**  
-12%

#### BUSINESS



**10,000**  
+10%

#### OTHER\*



**22,000**  
-4.5%

| INTERNATIONAL VISITOR<br>NORTHERN TERRITORY SUMMARY<br>YEAR ENDING MARCH | Visitors |       | Change on<br>2019 | Holiday |       | Change on<br>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            |

### INTERNATIONAL VISITOR SOURCE MARKETS



#### 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



#### SCANDINAVIA

VISITORS 4,000  
EXPENDITURE \$4M



#### SWITZERLAND

VISITORS 4,000  
EXPENDITURE \$6M



#### SINGAPORE

VISITORS 3,000  
EXPENDITURE \$9M



#### JAPAN

VISITORS 3,000  
EXPENDITURE \$3M



#### NETHERLANDS

VISITORS 3,000  
EXPENDITURE \$6M

- International visits to the Northern Territory (NT) has been recovering since early 2022 following the reopening of international borders on 21 February 2022.
- The current constrained direct international air access in to the NT compared to pre-pandemic levels has also impacted inbound arrival numbers to the NT.

NOTE: Percentage changes in this report are compared to 2019 data, unless otherwise stated.  
Visitors refer to all purpose visitors, unless otherwise stated.

\*Other includes: Education, Employment, Other reasons, in transit and not stated/not asked.

# International Snapshot YE March 2023

## REGIONAL SUMMARY

| INTERNATIONAL VISITOR<br>TOP END<br>YEAR ENDING MARCH | Visitors |       | Change on<br>2019 | Holiday |       | Change on<br>2019 |
|---|----------|-------|-------------------|---------|-------|-------------------|
|   | 2019     | 2023  |                   | 2019    | 2023  |                   |
| Visitors ('000)                                       | 130      | 80    | -39%              | 94      | 38    | -59%              |
| Visitor nights ('000)                                 | 2,200    | 2,764 | 26%               | 987     | 666   | -33%              |
| Expenditure (\$ million)                              | 182      | 254   | 39%               | 109     | 73    | -33%              |
| Average length of stay (nights)                       | 16.9     | 34.6  | 17.7              | 10.5    | 17.4  | 6.9               |
| Average spend per trip (\$)                           | 1,403    | 3,184 | 127%              | 1,167   | 1,918 | 64%               |
| Visitor market share (%)                              | 1.5      | 1.7   | 0.2pp             | 2.0     | 2.0   | 0pp               |
| Visitor market share of the NT (%)                    | 43.8     | 65.2  | 21.4              | 36.5    | 48.5  | 12.0              |

| INTERNATIONAL VISITOR<br>CENTRAL AUSTRALIA<br>YEAR ENDING MARCH | Visitors |      | Change on<br>2019 | Holiday |      | Change on<br>2019 |
|---|----------|------|-------------------|---------|------|-------------------|
|   | 2019     | 2023 |                   | 2019    | 2023 |                   |
| Visitors ('000)   | 208      | 53   | -75%              | 204     | 49   | -76%              |
| Visitor nights ('000)   | 1,107    | 583  | -47%              | 824     | 218  | -74%              |
| Expenditure (\$ million)  | 288      | 35   | -88%              | 263     | 24   | -91%              |
| Average length of stay (nights)                                 | 5.3      | 11.0 | 5.7               | 4.0     | 4.5  | 0.4               |
| Average spend per trip (\$)                                     | 1,383    | 663  | -52%              | 1,289   | 489  | -62%              |
| Visitor market share (%)  | 2.4      | 1.1  | -1.3pp            | 4.4     | 2.6  | -1.8pp            |
| Visitor market share of the NT (%)                              | 70.2     | 43.4 | -26.8             | 79.5    | 62.1 | -17.4             |

## PLACES VISITED BY INTERNATIONAL VISITORS

### GREATER DARWIN

VISITORS 78,000  
EXPENDITURE\* \$239M

### HOLIDAY VISITATION

VISITORS 38,000  
EXPENDITURE\* \$66M

### KATHERINE DALY

VISITORS 7,000  
EXPENDITURE \$8M

### HOLIDAY VISITATION

VISITORS 5,000  
EXPENDITURE \$4M

### LASSETER

VISITORS 40,000  
EXPENDITURE \$16M

### HOLIDAY VISITATION

VISITORS 39,000  
EXPENDITURE \$12M



### KAKADU ARNHEM

VISITORS 6,000  
EXPENDITURE\*\* \$8M

### HOLIDAY VISITATION

VISITORS 5,000  
EXPENDITURE\*\* \$4M

### BARKLY

VISITORS 3,000  
EXPENDITURE \$2M

### HOLIDAY VISITATION

VISITORS 2,000  
EXPENDITURE \$1M

### ALICE SPRINGS MACDONNELL

VISITORS 25,000  
EXPENDITURE \$18M

### HOLIDAY VISITATION

VISITORS 22,000  
EXPENDITURE \$11M

\*Expenditure is for Darwin Region (excludes Outer Darwin)

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

# International Snapshot YE March 2023

## INTERNATIONAL SOURCE MARKETS - VISITORS

| INTERNATIONAL VISITOR ('000) SOURCE MARKETS YEAR ENDING MARCH | NORTHERN TERRITORY |      |      |         | AUSTRALIA |       |       |
|---|--------------------|------|------|---------|-----------|-------|-------|
|   | Rank               | 2019 | 2023 | ASPT    | Rank      | 2019  | 2023  |
| United States of America                                      | 1                  | 43   | 22   | \$1,406 | 3         | 750   | 452   |
| United Kingdom  | 2                  | 30   | 16   | \$1,597 | 2         | 673   | 512   |
| Germany   | 3                  | 27   | 11   | \$1,230 | 8         | 199   | 117   |
| France  | 4                  | 14   | 8    | \$1,460 | 9         | 137   | 78    |
| New Zealand   | 5                  | 11   | 5    | \$2,138 | 1         | 1,262 | 827   |
| Scandinavia   | 6                  | 10   | 4    | \$1,041 | 10        | 106   | 65    |
| Switzerland   | 7                  | 12   | 4    | \$1,577 | 13        | 54    | 29    |
| Singapore   | 8                  | 5    | 3    | \$2,677 | 4         | 393   | 291   |
| Japan   | 9                  | 38   | 3    | \$906   | 6         | 438   | 126   |
| Netherlands   | 10                 | 8    | 3    | \$1,856 | 12        | 57    | 40    |
| Canada  | 11                 | 11   | 3    | \$798   | 7         | 176   | 118   |
| Italy   | 12                 | 13   | 3    | \$1,938 | 11        | 75    | 46    |
| China   | 13                 | 25   | 3    | \$1,424 | 5         | 1,786 | 278   |
| Other Europe**  |                    | 18   | 7    | \$2,162 |           | 257   | 187   |
| Other Asia***   |                    | 21   | 25   | \$6,135 |           | 1,632 | 1,084 |
| Other Countries****   |                    | 10   | 6    | \$1,981 |           | 540   | 393   |

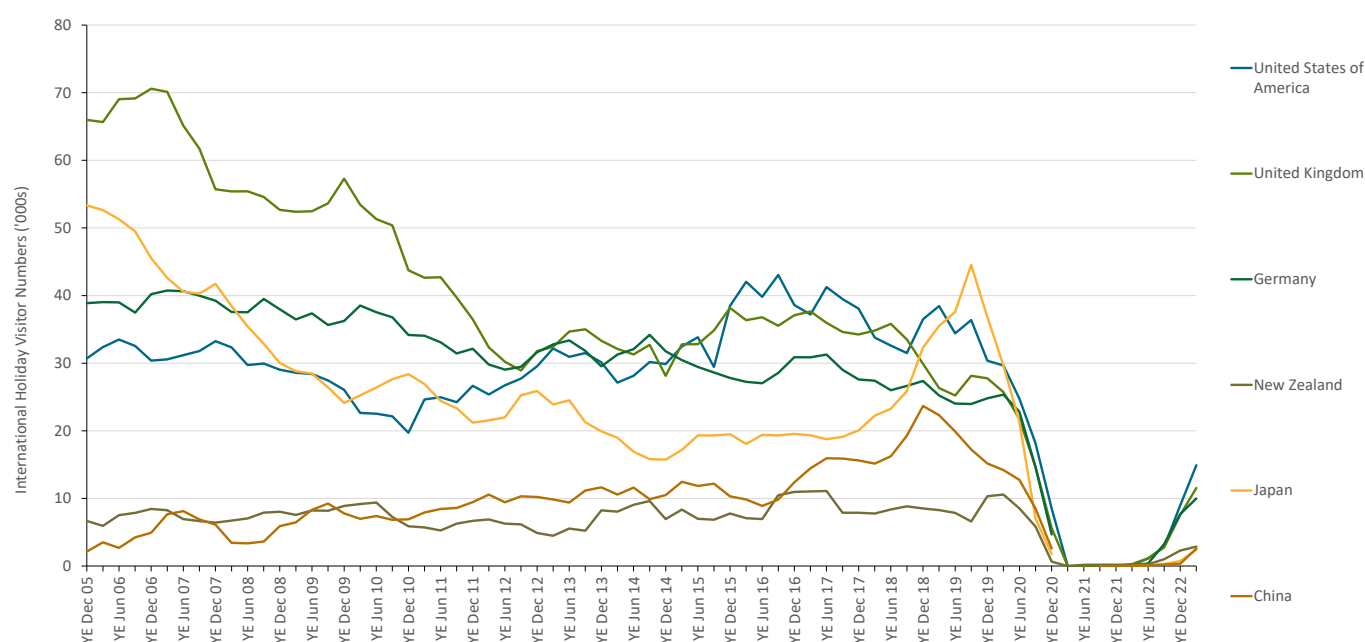
\* China includes China, Taiwan and Hong Kong

\*\* Other Europe includes European countries not included above

\*\*\* Other Asia includes Asian countries not included above

\*\*\*\* Other countries includes all other countries not included above

## INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



**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.