

# Visitor Data Snapshot

YEAR ENDING (YE) MARCH 2023



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## COMBINED TOTAL VISITOR EXPENDITURE

# \$3.10 BILLION

FROM A TOTAL **1.70 MILLION VISITORS**

### TOTAL VISITORS



**1.70M**  
YE MAR 2023  
↑35%

**1.26M**  
YE MAR 2022

### AVERAGE NIGHTS



**7.5**  
YE MAR 2022  
↑0.6 NIGHTS

**6.9**  
YE MAR 2022

### AVERAGE SPEND PER PERSON



**\$1,821**  
YE MAR 2023  
↑18%

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

## VISITORS BY PURPOSE OF VISIT



**HOLIDAY**  
**863,000**  
↑31%



**VISITING FRIENDS & RELATIVES**  
**216,000**  
↑16%



**BUSINESS**  
**563,000**  
↑49%



**OTHER\***  
**86,000**  
↓ -9.8%

## TOP 3 NATIONAL MARKETS



**NEW SOUTH WALES**  
VISITORS 277,000 ↑ 137%  
EXPENDITURE \$728M



**VICTORIA**  
VISITORS 232,000 ↑ 106%  
EXPENDITURE \$568M



**QUEENSLAND**  
VISITORS 171,000 ↓ 0.4%  
EXPENDITURE \$355M

## TOP 5 INTERNATIONAL MARKETS



**UNITED STATES OF AMERICA**  
VISITORS 22,000 ↑



**UNITED KINGDOM**  
VISITORS 16,000 ↑



**GERMANY**  
VISITORS 11,000 ↑



**FRANCE**  
VISITORS 8,000 ↑



**NEW ZEALAND**  
VISITORS 5,000 ↑

## 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 MAR 2023

VISITORS 1,265,000 ↑ 30%  
EXPENDITURE \$2,277M

### GREATER DARWIN

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

### KAKADU ARNHEM

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

### KATHERINE DALY

VISITORS 383,000 ↑ 55%  
EXPENDITURE \$392M

## CENTRAL

YE MAR 2023

VISITORS 512,000 ↑ 45%  
EXPENDITURE \$784M

### BARKLY

VISITORS 77,000 ↑ 30%  
EXPENDITURE \$35M

### ALICE SPRINGS MACDONNELL

VISITORS 330,000 ↑ 29%  
EXPENDITURE \$373M

### LASSETER

VISITORS 253,000 ↑ 55%  
EXPENDITURE \$376M

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending March 2023. Period-to-period percentage changes may differ slightly due to rounding. NOTE: Percentage changes are compared to YE March 2022.

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\* 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.