

# Domestic Snapshot Year Ending (YE) June 2023

# \$2.68 BILLION

## VISITOR EXPENDITURE YE JUNE 2023 FROM 1.5 MILLION DOMESTIC VISITORS

### TOTAL VISITORS



**1,495,000**  
YE JUN 2023

**1,276,000**  
YE JUN 2022

### AVERAGE NIGHTS



**5.6**  
YE JUN 2023

**6.4**  
YE JUN 2022

### AVERAGE SPEND PER TRIP



**\$1,795**  
YE JUN 2023

**\$1,619**  
YE JUN 2022

### PURPOSE OF VISIT YE JUNE 2023

#### HOLIDAY



**713,000**  
+2.7%

#### VISITING FRIENDS AND RELATIVES



**194,000**  
+3.8%

#### BUSINESS



**522,000**  
+44%

#### OTHER\*



**81,000**  
+6.2%

| DOMESTIC VISITOR<br>NORTHERN TERRITORY SUMMARY<br>YEAR ENDING JUNE | Visitors |       |       | Change<br>on 2022 | Holiday |       |       | Change<br>on 2022 |
|--|----------|-------|-------|-------------------|---------|-------|-------|-------------------|
|  | 2019     | 2022  | 2023  |                   | 2019    | 2022  | 2023  |                   |
| Visitors ('000)  | 1,651    | 1,276 | 1,495 | 17%               | 634     | 694   | 713   | 2.7%              |
| Visitor nights ('000)  | 9,120    | 8,214 | 8,416 | 2.5%              | 3,471   | 4,033 | 4,055 | 0.6%              |
| Expenditure (\$ million)   | 2,088    | 2,066 | 2,684 | 30%               | 763     | 1,113 | 1,234 | 11%               |
| Average length of stay (nights)                                    | 5.5      | 6.4   | 5.6   | -0.8              | 5.5     | 5.8   | 5.7   | -0.1              |
| Average spend per trip (\$)  | 1,264    | 1,619 | 1,795 | 11%               | 1,204   | 1,603 | 1,731 | 8.0%              |
| Visitor market share (%)   | 1.5      | 1.5   | 1.3   | -0.2pp            | 1.4     | 1.8   | 1.5   | -0.3pp            |

| DOMESTIC VISITOR<br>NORTHERN TERRITORY SUMMARY<br>JUNE QUARTER | Visitors |       |       | Change<br>on 2022 | Holiday |       |      | Change<br>on 2022 |
|--|----------|-------|-------|-------------------|---------|-------|------|-------------------|
|  | 2019     | 2022  | 2023  |                   | 2019    | 2022  | 2023 |                   |
| Visitors ('000)  | 460      | 483   | 397   | -18%              | 219     | 281   | 210  | -25%              |
| Visitor nights ('000)  | 2,171    | 2,720 | 1,756 | -35%              | 1,081   | 1,475 | 936  | -37%              |
| Average length of stay (nights)                                | 4.7      | 5.6   | 4.4   | -1.2              | 4.9     | 5.3   | 4.5  | -0.8              |
| Visitor market share (%)                                       | 1.5      | 1.7   | 1.4   | -0.3pp            | 1.8     | 2.3   | 1.8  | -0.5pp            |

### INTERSTATE VISITOR SOURCE MARKETS

 **NEW SOUTH WALES**  
VISITORS 254,000 ↑  
EXPENDITURE \$664M ↑

 **SOUTH AUSTRALIA**  
VISITORS 76,000 ↓  
EXPENDITURE \$179M ↓

 **VICTORIA**  
VISITORS 199,000 +28%  
EXPENDITURE \$516M +20%

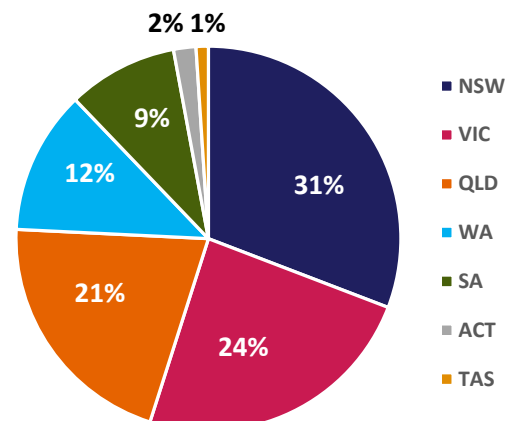
 **AUSTRALIAN CAPITAL TERRITORY**  
VISITORS 16,000 ↑  
EXPENDITURE \$16M ↑

 **QUEENSLAND**  
VISITORS 172,000 +9.7%  
EXPENDITURE \$351M +7.6%

 **WESTERN AUSTRALIA**  
VISITORS 100,000 ↓  
EXPENDITURE \$200M ↓

 **TASMANIA**  
VISITORS 9,000 ↓  
EXPENDITURE \$32M ↑

### INTERSTATE VISITORS BY MARKETS

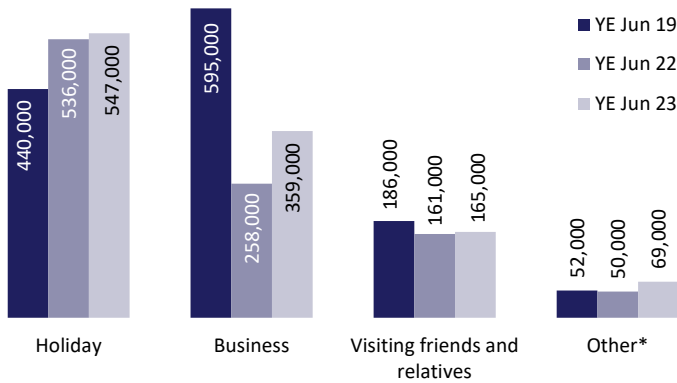


NOTE: Percentage changes in this report are compared to 2022 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.  
\*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot YE June 2023

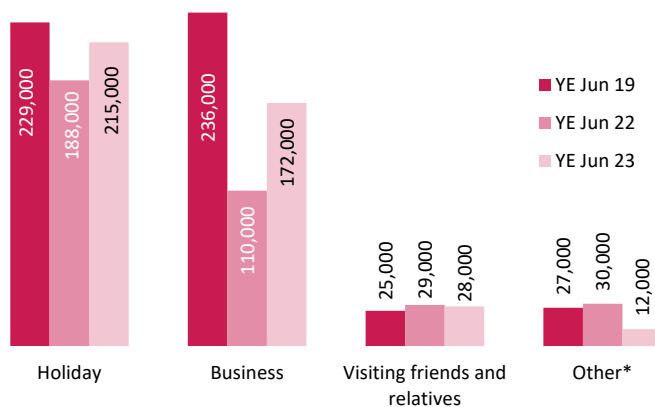
## REGIONAL SUMMARY

| DOMESTIC VISITOR<br>TOP END<br>YEAR ENDING JUNE | Visitors |       |       | Change<br>on 2022 | Holiday |       |       | Change<br>on 2022 |
|---|----------|-------|-------|-------------------|---------|-------|-------|-------------------|
|   | 2019     | 2022  | 2023  |                   | 2019    | 2022  | 2023  |                   |
| Visitors ('000)                                 | 1,247    | 971   | 1,130 | 16%               | 440     | 536   | 547   | 2.0%              |
| Visitor nights ('000)                           | 6,726    | 6,124 | 5,747 | -6.2%             | 2,254   | 2,938 | 2,702 | -8.0%             |
| Expenditure (\$ million)                        | 1,346    | 1,500 | 1,875 | 25%               | 436     | 766   | 798   | 4.1%              |
| Average length of stay (nights)                 | 5.4      | 6.3   | 5.1   | -1.2              | 5.1     | 5.5   | 4.9   | -0.6              |
| Average spend per trip (\$)                     | 1,079    | 1,544 | 1,659 | 7.5%              | 990     | 1,428 | 1,457 | 2.0%              |
| Visitor market share (%)                        | 1.1      | 1.1   | 1.0   | -0.1pp            | 1.0     | 1.4   | 1.1   | -0.3pp            |
| Visitor market share of the NT (%)              | 75.5     | 76.1  | 75.6  | -0.5pp            | 69.5    | 77.3  | 76.8  | -0.5pp            |



- For the Top End, domestic holiday visitation increased for the year ending June 2023 compared to the same period in 2022. Visitors travelling to visit friends and relatives (VFR), along with business travel and other purposes of visitation also showed an increase over the same period.
- Holiday visitation travel was also higher for the year ending June 2023 compared to the year ending June 2019 (pre pandemic).

| DOMESTIC VISITOR<br>CENTRAL AUSTRALIA<br>YEAR ENDING JUNE | Visitors |       |       | Change<br>on 2022 | Holiday |       |       | Change<br>on 2022 |
|---|----------|-------|-------|-------------------|---------|-------|-------|-------------------|
|   | 2019     | 2022  | 2023  |                   | 2019    | 2022  | 2023  |                   |
| Visitors ('000)   | 504      | 347   | 423   | 22%               | 229     | 188   | 215   | 15%               |
| Visitor nights ('000)                                     | 2,180    | 1,848 | 2,511 | 36%               | 1,167   | 1,043 | 1,242 | 19%               |
| Expenditure (\$ million)                                  | 733      | 546   | 767   | 40%               | 322     | 346   | 413   | 19%               |
| Average length of stay (nights)                           | 4.3      | 5.3   | 5.9   | 0.6               | 5.1     | 5.6   | 5.8   | 0.2               |
| Average spend per trip (\$)                               | 1,455    | 1,575 | 1,812 | 15%               | 1,411   | 1,847 | 1,921 | 4.0%              |
| Visitor market share (%)                                  | 0.4      | 0.4   | 0.4   | 0pp               | 0.5     | 0.5   | 0.4   | -0.1pp            |
| Visitor market share of the NT (%)                        | 30.5     | 27.2  | 28.3  | 1.1pp             | 36.1    | 27.0  | 30.1  | 3.1pp             |



- For Central Australia, domestic holiday visitors and business travel increased for the year ending June 2023 compared to the same period in 2022. VFR travel and other purposes of visitation were lower over the same period.
- Visitation for all purposes of travel remains lower in the year ending June 2023 compared to the year ending June 2019 (pre pandemic) with the exception of VFR which increased.

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

# Domestic Snapshot YE June 2023

## DOMESTIC SOURCE MARKETS

| INTERSTATE VISITOR SUMMARY<br>YEAR ENDING JUNE | Northern Territory |       |       | Change<br>on 2022 | Australia |         |         | Change<br>on 2022 |
|--|--------------------|-------|-------|-------------------|-----------|---------|---------|-------------------|
|  | 2019               | 2022  | 2023  |                   | 2019      | 2022    | 2023    |                   |
| Visitors ('000)                                | 1,019              | 705   | 826   | 17%               | 36,331    | 19,815  | 34,875  | 76%               |
| Holiday visitors ('000)                        | 413                | 397   | 423   | 6.4%              | 12,834    | 7,659   | 13,821  | 80%               |
| Visitor nights ('000)                          | 7,061              | 6,385 | 6,389 | 0.1%              | 170,502   | 111,442 | 173,358 | 56%               |
| Expenditure (\$ million)                       | 1,413              | 1,572 | 1,957 | 25%               | 35,161    | 24,453  | 49,119  | 101%              |
| Average length of stay (nights)                | 6.9                | 9.1   | 7.7   | -1.3              | 4.7       | 5.6     | 5.0     | -0.6              |
| Average spend per trip (\$)                    | 1,387              | 2,229 | 2,371 | 6.4%              | 968       | 1,234   | 1,408   | 14%               |
| Visitor market share (%)                       | 2.8                | 3.6   | 2.4   | -1.2pp            |           |         |         |                   |

| INTRA-TERRITORY VISITOR SUMMARY<br>YEAR ENDING JUNE | Northern Territory |       |       | Change<br>on 2022 | Australia |         |         | Change<br>on 2022 |
|---|--------------------|-------|-------|-------------------|-----------|---------|---------|-------------------|
|   | 2019               | 2022  | 2023  |                   | 2019      | 2022    | 2023    |                   |
| Visitors ('000)                                     | 632                | 571   | 669   | 17%               | 79,111    | 67,374  | 78,744  | 17%               |
| Holiday visitors ('000)                             | 220                | 297   | 290   | -2.2%             | 33,458    | 31,431  | 35,316  | 12%               |
| Visitor nights ('000)                               | 2,059              | 1,829 | 2,027 | 11%               | 229,715   | 215,731 | 231,306 | 7.2%              |
| Expenditure (\$ million)                            | 675                | 494   | 727   | 47%               | 42,315    | 44,596  | 59,176  | 33%               |
| Average length of stay (nights)                     | 3.3                | 3.2   | 3.0   | -0.2              | 2.9       | 3.2     | 2.9     | -0.3              |
| Average spend per trip (\$)                         | 1,067              | 865   | 1,085 | 25%               | 535       | 662     | 752     | 14%               |
| Visitor market share (%)                            | 0.8                | 0.8   | 0.9   | 0.1pp             |           |         |         |                   |

## PLACES VISITED BY DOMESTIC VISITORS

### GREATER DARWIN

VISITORS 821,000 +18%  
EXPENDITURE\* \$1.3B +17%

### HOLIDAY VISITATION

INTRA-TERRITORY 161,000 -0.1%  
INTERSTATE 269,000 +18%  
HOLIDAY VISITORS 429,000 +11%

### KATHERINE DALY

VISITORS 351,000 +24%  
EXPENDITURE \$357M +103%

### HOLIDAY VISITATION

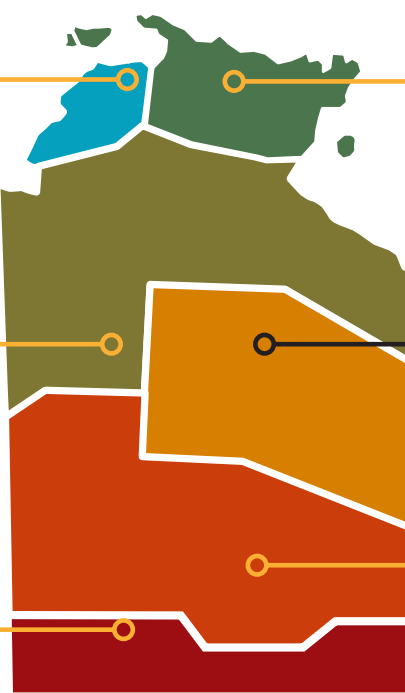
INTRA-TERRITORY 78,000 ↓  
INTERSTATE 98,000 ↓  
HOLIDAY VISITORS 176,000 -7.0%

### LASSETER

VISITORS 197,000 +16%  
EXPENDITURE \$350M +13%

### HOLIDAY VISITATION

INTRA-TERRITORY 15,000 ↑  
INTERSTATE 129,000 ↓  
HOLIDAY VISITORS 144,000 -0.5%



### KAKADU ARNHEM

VISITORS 171,000 -12%  
EXPENDITURE\*\* \$191M -0.4%

### HOLIDAY VISITATION

INTRA-TERRITORY 22,000 ↓  
INTERSTATE 82,000 ↑  
HOLIDAY VISITORS 104,000 ↓

### BARKLY

VISITORS 64,000 ↑  
EXPENDITURE \$34M ↑

### HOLIDAY VISITATION

INTRA-TERRITORY 3,000 ↓  
INTERSTATE 30,000 ↑  
HOLIDAY VISITORS 32,000 ↑

### ALICE SPRINGS MACDONNELL

VISITORS 289,000 +24%  
EXPENDITURE \$383M +77%

### HOLIDAY VISITATION

INTRA-TERRITORY 24,000 ↑  
INTERSTATE 106,000 ↑  
HOLIDAY VISITORS 131,000 +29%

\*Expenditure is for Darwin only, excludes Outer Darwin. \*\* Expenditure is for the combined region of Litchfield Kakadu Arnhem and includes Outer Darwin.

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