

Combined (Domestic and International) Snapshot Year Ending (YE) June 2023

\$3.0 BILLION

**VISITOR EXPENDITURE YE JUNE 2023
FROM 1.6 MILLION VISITORS**

TOTAL VISITORS



1,645,000
YE JUN 2023

1,295,000
YE JUN 2022

AVERAGE NIGHTS



7.3
YE JUN 2023

7.0
YE JUN 2022

AVERAGE SPEND PER TRIP



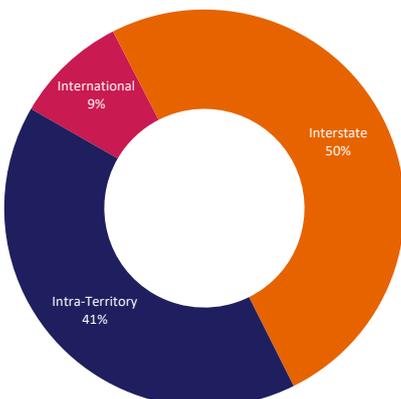
\$1,838
YE JUN 2023

\$1,642
YE JUN 2022

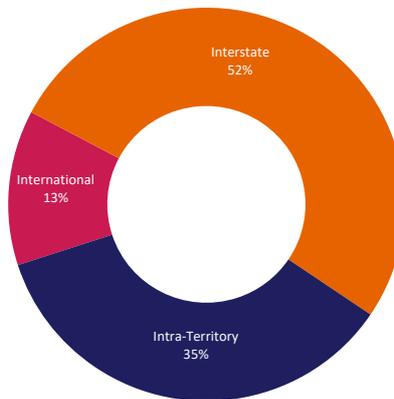
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,946	1,295	1,645	27%	885	701	817	17%
Visitor nights ('000)	12,342	9,034	12,003	33%	5,328	4,108	5,100	24%
Expenditure (\$ million)	2,542	2,126	3,023	42%	1,125	1,122	1,375	23%
Average length of stay (nights)	6.3	7.0	7.3	0.3	6.0	5.9	6.2	0.3
Average spend per trip (\$)	1,307	1,642	1,838	12%	1,271	1,601	1,682	5.1%
Visitor market share (%)	1.6	1.5	1.4	-0.1pp	1.8	1.8	1.6	-0.2pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	510	493	435	-12%	258	286	241	-16%
Visitor nights ('000)	2,728	3,093	2,354	-24%	1,370	1,536	1,155	-25%
Average length of stay (nights)	5.4	6.3	5.4	-0.9	5.3	5.4	4.8	-0.6
Visitor market share (%)	1.6	1.7	1.5	-0.2pp	2.0	2.3	2.0	-0.3pp

VISITORS



HOLIDAY VISITORS



- For the year ending June 2023, visitors to the Northern Territory (NT) increased by 27% compared to the year ending June 2022. Visitation for the June quarter 2023 decreased 12% 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 150,000 international visitors in the year ending June 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 Queensland represented the largest interstate holiday source markets for the NT in the year ending June 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 June 2023

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING JUNE 2023	Visitors ('000)	% change on 2022	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	669*	17%	3.0	1,085
Holiday	290	-2.2%	2.4	527
Visiting friends/relatives	85	43%	1.8	393
Business	248	37%	4.2	860
All other reasons	46	6.6%	3.3	924
Interstate				
Total	826*	17%	7.7	2,371
Holiday	423	6.4%	8.0	2,558
Visiting friends/relatives	109	-15%	7.5	853
Business	274	50%	7.3	1,437
All other reasons	35	5.8%	6.0	1,163
International				
Total	150*	np**	23.9	2,261
Holiday	104	np**	10.0	1,352
Visiting friends/relatives	16	np**	27.2	1,567
Business	10	np**	15.4	1,919
All other reasons	25	np**	79.4	6,247
Combined				
Total	1,645*	27%	7.3	1,838
Holiday	817	17%	6.2	1,682
Visiting friends/relatives	209	8.7%	6.6	719
Business	532	46%	6.0	1,177
All other reasons	106	31%	22.0	2,251

TOP HOLIDAY SOURCE MARKETS



NEW SOUTH WALES

VISITORS 152,000 ↑
EXPENDITURE \$432M ↑



VICTORIA

VISITORS 130,000 ↑
EXPENDITURE \$324M ↓



QUEENSLAND

VISITORS 54,000 ↓
EXPENDITURE \$132M ↓



WESTERN AUSTRALIA

VISITORS 50,000 ↓
EXPENDITURE \$106M ↓



SOUTH AUSTRALIA

VISITORS 31,000 ↓
EXPENDITURE \$75M ↓



UNITED STATES OF AMERICA

VISITORS 19,000
EXPENDITURE \$27M



UNITED KINGDOM

VISITORS 14,000
EXPENDITURE \$18M



GERMANY

VISITORS 11,000
EXPENDITURE \$12M



FRANCE

VISITORS 9,000
EXPENDITURE \$13M



INDIA

VISITORS 7,000
EXPENDITURE \$2M

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



68%

International Holiday
Visitors



29%

Domestic Holiday
Visitors



34%

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 June 2023

VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING JUNE	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2023		2019	2023	
Visitors ('000)	294	150	-49%	251	104	-59%
Visitor nights ('000)	3,222	3,587	11%	1,857	1,045	-44%
Expenditure (\$ million)	454	339	-25%	362	141	-61%
Average length of stay (nights)	11.0	23.9	12.9	7.4	10.0	2.6
Average spend per trip (\$)	1,545	2,261	46%	1,439	1,352	-6.1%
Visitor market share (%)	3.4	2.8	-0.6pp	5.4	4.5	-0.9pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING JUNE	Visitors			Change on 2022	Holiday			Change 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

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING JUNE	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,381	985	1,218	24%	536	539	592	9.9%
Visitor nights ('000)	8,851	6,817	8,539	25%	3,301	2,986	3,432	15%
Expenditure (\$ million)	1,517	1,548	2,147	39%	541	771	887	15%
Average length of stay (nights)	6.4	6.9	7.0	0.1	6.2	5.5	5.8	0.3
Average spend per trip (\$)	1,099	1,573	1,763	12%	1,009	1,430	1,497	4.7%
Visitor market share (%)	1.1	1.1	1.0	-0.1pp	1.1	1.4	1.2	-0.2pp
Visitor market share of the NT (%)	71.0	76.1	74.0	-2.1pp	60.6	76.9	72.5	-4.4pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING JUNE	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	707	351	499	42%	427	192	285	49%
Visitor nights ('000)	3,258	1,881	3,300	75%	1,975	1,066	1,557	46%
Expenditure (\$ million)	1,014	550	834	51%	577	350	464	33%
Average length of stay (nights)	4.6	5.4	6.6	1.2	4.6	5.6	5.5	-0.1
Average spend per trip (\$)	1,434	1,566	1,671	6.7%	1,352	1,824	1,628	-11%
Visitor market share (%)	0.6	0.4	0.4	0pp	0.9	0.5	0.6	0.1pp
Visitor market share of the NT (%)	36.3	27.1	30.3	3.2pp	48.2	27.4	34.9	7.5pp

Combined (Domestic and International) Snapshot YE June 2023

TOP END

VISITORS 1.218M +24%
EXPENDITURE \$2,147M +39%

HOLIDAY VISITORS 592,000 +9.9%
HOLIDAY EXPENDITURE \$887M +15%

GREATER DARWIN

VISITORS 906,000 +28%
EXPENDITURE* \$1,567M +33%

HOLIDAY VISITORS

INTRA-TERRITORY 161,000 -0.1%
INTERSTATE 269,000 +18%
DOMESTIC 429,000 +11%
INTERNATIONAL 44,000 ↑

KAKADU ARNHEM

VISITORS 180,000 -7.7%
EXPENDITURE** \$209M +8.7%

HOLIDAY VISITORS

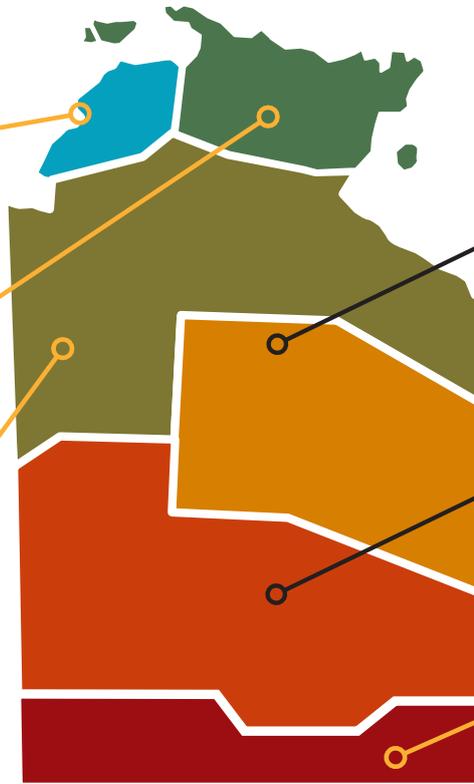
INTRA-TERRITORY 22,000 ↓
INTERSTATE 82,000 ↑
DOMESTIC 104,000 ↓
INTERNATIONAL 8,000 ↑

KATHERINE DALY

VISITORS 362,000 +27%
EXPENDITURE \$372M +110%

HOLIDAY VISITORS

INTRA-TERRITORY 78,000 ↓
INTERSTATE 98,000 ↓
DOMESTIC 176,000 -7.0%
INTERNATIONAL 8,000 ↑



CENTRAL AUSTRALIA

VISITORS 499,000 +42%
EXPENDITURE \$834M +51%

HOLIDAY VISITORS 285,000 +49%
HOLIDAY EXPENDITURE \$464M +33%

BARKLY

VISITORS 68,000 +21%
EXPENDITURE \$36M +70%

HOLIDAY VISITORS

INTRA-TERRITORY 3,000 ↓
INTERSTATE 30,000 ↑
DOMESTIC 32,000 ↑
INTERNATIONAL 3,000 ↑

ALICE SPRINGS MACDONNELL

VISITORS 324,000 +38%
EXPENDITURE \$421M +93%

HOLIDAY VISITORS

INTRA-TERRITORY 24,000 ↑
INTERSTATE 106,000 ↑
DOMESTIC 131,000 +29%
INTERNATIONAL 30,000 ↑

LASETER

VISITORS 255,000 +47%
EXPENDITURE \$377M +21%

HOLIDAY VISITORS

INTRA-TERRITORY 15,000 ↑
INTERSTATE 129,000 -6.1%
DOMESTIC 144,000 -0.5%
INTERNATIONAL 57,000 ↑

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.

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