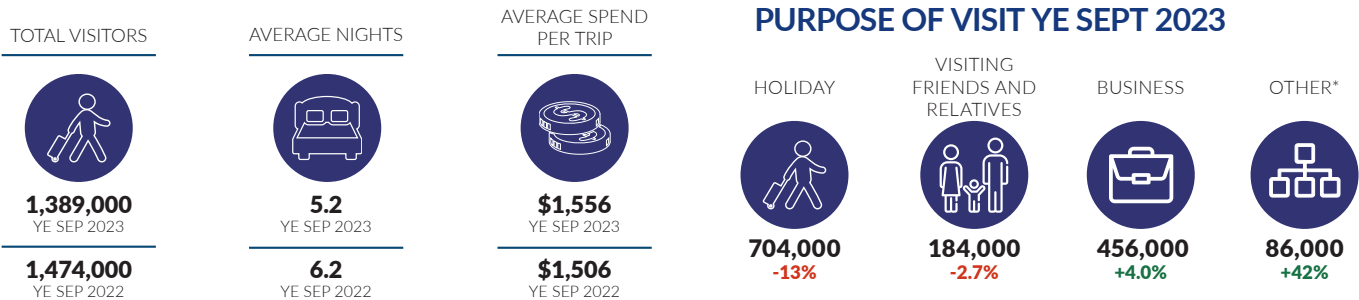


# Domestic Snapshot Year Ending (YE) September 2023

## \$2.16 BILLION

### VISITOR EXPENDITURE YE SEPT 2023 FROM 1.4 MILLION DOMESTIC VISITORS



DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,643	1,474	1,389	-5.8%	711	808	704	-13%
Visitor nights ('000)	9,017	9,119	7,226	-21%	3,998	4,719	3,439	-27%
Expenditure (\$ million)	1,838	2,219	2,161	-2.6%	821	1,332	1,203	-9.7%
Average length of stay (nights)	5.5	6.2	5.2	-1.0	5.6	5.8	4.9	-0.9
Average spend per trip (\$)	1,119	1,506	1,556	3.3%	1,155	1,649	1,709	3.7%
Visitor market share (%)	1.4	1.5	1.2	-0.3pp	1.5	1.8	1.5	-0.3pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	567	576	470	-18%	306	335	326	-2.8%
Visitor nights ('000)	3,587	3,740	2,550	-32%	2,055	2,278	1,661	-27%
Average length of stay (nights)	6.3	6.5	5.4	-1.1	6.7	6.8	5.1	-1.7
Visitor market share (%)	2.0	2.1	1.7	-0.4pp	2.9	2.8	2.8	0pp

### INTERSTATE VISITOR SOURCE MARKETS

**NEW SOUTH WALES**  
VISITORS 244,000 +7.7%  
EXPENDITURE \$563M +10%

**SOUTH AUSTRALIA**  
VISITORS 59,000 ↓  
EXPENDITURE \$70M ↓

**VICTORIA**  
VISITORS 186,000 -12%  
EXPENDITURE \$385M -12%

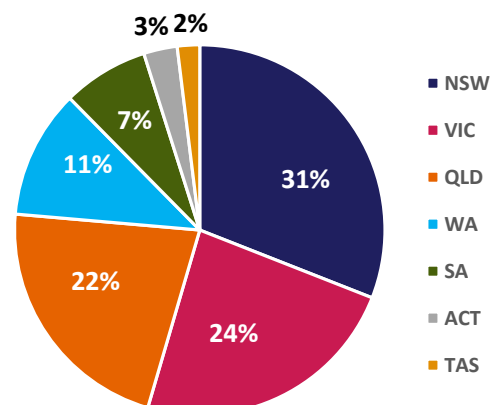
**AUSTRALIAN CAPITAL TERRITORY**  
VISITORS 23,000 ↑  
EXPENDITURE \$30M ↑

**QUEENSLAND**  
VISITORS 172,000 0%  
EXPENDITURE \$207M -32%

**WESTERN AUSTRALIA**  
VISITORS 88,000 ↓  
EXPENDITURE \$150M ↓

**TASMANIA**  
VISITORS 15,000 ↑  
EXPENDITURE \$30M ↑

### INTERSTATE VISITORS BY MARKETS

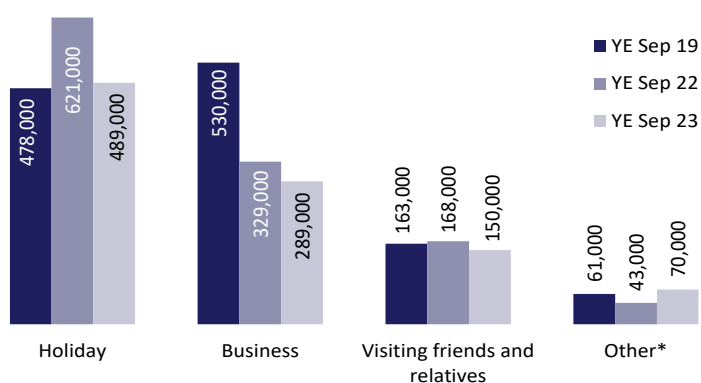


NOTE: Percentage changes in this report are compared to 2022 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.  
\*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot YE September 2023

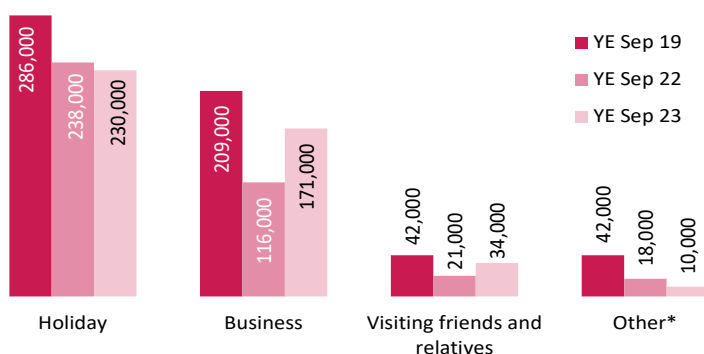
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,203	1,146	971	-15%	478	621	489	-21%
Visitor nights ('000)	6,128	6,343	4,992	-21%	2,457	3,135	2,344	-25%
Expenditure (\$ million)	1,139	1,546	1,433	-7.3%	486	872	742	-15%
Average length of stay (nights)	5.1	5.5	5.1	-0.4	5.1	5.0	4.8	-0.2
Average spend per trip (\$)	947	1,349	1,477	9.4%	1,017	1,404	1,518	8.1%
Visitor market share (%)	1.0	1.1	0.9	-0.3pp	1.0	1.4	1.0	-0.3pp
Visitor market share of the NT (%)	73.2	77.8	69.9	-7.9pp	67.2	76.9	69.5	-7.4pp



- For the Top End, other purpose of travel increased for the year ending September 2023 compared to the same period in 2022. Holiday visitors, along with businesses travel and visitors travelling to visit friends and relatives (VFR), were lower over the same period.
- Holiday travel along with other purpose of visitation was higher for the year ending September 2023 compared to the year ending September 2019 (pre pandemic).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	558	388	439	13%	286	238	230	-3.1%
Visitor nights ('000)	2,650	2,435	2,077	-15%	1,475	1,439	987	-31%
Expenditure (\$ million)	687	648	622	-4.1%	330	443	377	-15%
Average length of stay (nights)	4.7	6.3	4.7	-1.6	5.1	6.1	4.3	-1.8
Average spend per trip (\$)	1,231	1,670	1,415	-15%	1,153	1,863	1,636	-12%
Visitor market share (%)	0.5	0.4	0.4	0pp	0.6	0.5	0.5	0pp
Visitor market share of the NT (%)	34.0	26.3	31.6	5.3pp	40.3	29.4	32.7	3.3pp



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

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

# Domestic Snapshot YE September 2023

## DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Change on 2022	Australia			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,038	855	787	-7.9%	37,453	27,482	34,785	27%
Holiday visitors ('000)	467	487	443	-8.9%	13,214	10,700	13,537	27%
Visitor nights ('000)	7,363	7,303	5,305	-27%	177,234	144,624	170,528	18%
Expenditure (\$ million)	1,175	1,651	1,440	-13%	30,611	31,050	41,135	32%
Average length of stay (nights)	7.1	8.5	6.7	-1.8	4.7	5.3	4.9	-0.4
Average spend per trip (\$)	1,131	1,931	1,830	-5.3%	817	1,130	1,183	4.7%
Visitor market share (%)	2.8	3.1	2.3	-0.8pp				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory			Change on 2022	Australia			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	605	619	602	-2.8%	80,480	75,841	79,063	4.2%
Holiday visitors ('000)	243	321	261	-19%	33,647	35,429	35,262	-0.5%
Visitor nights ('000)	1,654	1,816	1,921	5.8%	232,842	232,007	232,376	0.2%
Expenditure (\$ million)	664	568	721	27%	42,584	52,048	59,993	15%
Average length of stay (nights)	2.7	2.9	3.2	0.3	2.9	3.1	2.9	-0.2
Average spend per trip (\$)	1,098	918	1,198	30%	529	686	759	11%
Visitor market share (%)	0.8	0.8	0.8	0.0pp				

## PLACES VISITED BY DOMESTIC VISITORS

### GREATER DARWIN

VISITORS 711,000 **-16%**  
EXPENDITURE\* \$959M **-9.3%**

### HOLIDAY VISITATION

INTRA-TERRITORY 123,000 **-37%**  
INTERSTATE 261,000 **-13%**  
HOLIDAY VISITORS 383,000 **-22%**

### KATHERINE DALY

VISITORS 286,000 **-21%**  
EXPENDITURE \$271M **-15%**

### HOLIDAY VISITATION

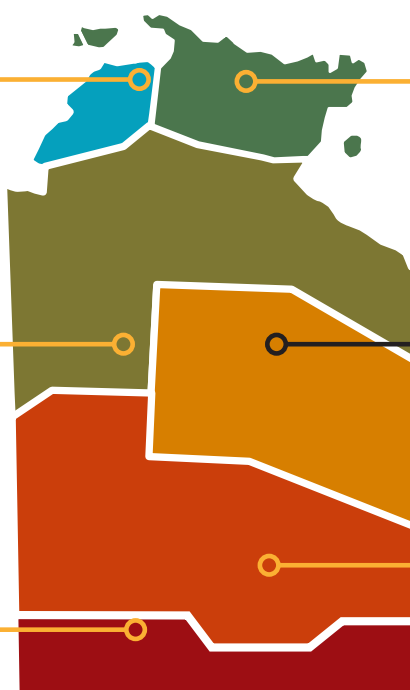
INTRA-TERRITORY 67,000 **↓**  
INTERSTATE 84,000 **↓**  
HOLIDAY VISITORS 151,000 **-30%**

### LASSETER

VISITORS 203,000 **-1.0%**  
EXPENDITURE \$296M **-17%**

### HOLIDAY VISITATION

INTRA-TERRITORY 20,000 **↑**  
INTERSTATE 124,000 **-24%**  
HOLIDAY VISITORS 143,000 **-18%**



### KAKADU ARNHEM

VISITORS 169,000 **-1.2%**  
EXPENDITURE\*\* \$203M **+21%**

### HOLIDAY VISITATION

INTRA-TERRITORY 19,000 **↓**  
INTERSTATE 82,000 **↓**  
HOLIDAY VISITORS 101,000 **↓**

### BARKLY

VISITORS 56,000 **↓**  
EXPENDITURE \$45M **↑**

### HOLIDAY VISITATION

INTRA-TERRITORY 0 **↓**  
INTERSTATE 21,000 **↓**  
HOLIDAY VISITORS 21,000 **↓**

### ALICE SPRINGS MACDONNELL

VISITORS 266,000 **+3.5%**  
EXPENDITURE \$280M **+5.6%**

### HOLIDAY VISITATION

INTRA-TERRITORY 50,000 **↑**  
INTERSTATE 78,000 **↓**  
HOLIDAY VISITORS 128,000 **-11%**

\*Expenditure is for Darwin only, excludes Outer Darwin. \*\* Expenditure is for the combined region of Litchfield Kakadu Arnhem and includes Outer Darwin. Expenditure within the factsheet has been aligned to Tourism 2030 methodology, where Intra-Territory spend is based on regional spend and Interstate spend is based on destination spend.

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