

International Snapshot YE September 2023

\$395 MILLION

VISITOR EXPENDITURE YE SEPTEMBER 2023 FROM 180,000 INTERNATIONAL VISITORS

TOTAL VISITORS



180,000
YE SEP 2023

310,000
YE SEP 2019

AVERAGE NIGHTS



21.6
YE SEP 2023

10.7
YE SEP 2019

AVERAGE SPEND PER TRIP



\$2,192
YE SEP 2023

\$1,514
YE SEP 2019

PURPOSE OF VISIT YE SEPTEMBER 2023

HOLIDAY



131,000
-50%

VISITING FRIENDS AND RELATIVES



23,000
+20%

BUSINESS



9,000
-24%

OTHER*



21,000
-13%

Note: percentage changes for purpose of visit here are compared to 2019 data.

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2023		2019	2023	
Visitors ('000)	310	180	-42%	262	131	-50%
Visitor nights ('000)	3,331	3,889	17%	1,902	1,347	-29%
Expenditure (\$ million)	470	395	-16%	371	209	-44%
Average length of stay (nights)	10.7	21.6	10.9	7.3	10.3	3.0
Average spend per trip (\$)	1,514	2,192	45%	1,413	1,589	13%
Visitor market share (%)	3.6	3.0	-0.6pp	5.6	4.8	-0.8pp

INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 27,000 ↓
EXPENDITURE \$46M ↓



INDIA

VISITORS 9,000 ↑
EXPENDITURE \$6M ↑



UNITED KINGDOM

VISITORS 21,000 ↓
EXPENDITURE \$45M ↑



CHINA**

VISITORS 7,000 ↓
EXPENDITURE \$8M ↓



GERMANY

VISITORS 15,000 ↓
EXPENDITURE \$21M ↓



JAPAN

VISITORS 6,000 ↓
EXPENDITURE \$3M ↓



NEW ZEALAND

VISITORS 11,000 ↑
EXPENDITURE \$21M ↑



SWITZERLAND

VISITORS 5,000 ↓
EXPENDITURE \$17M ↓



FRANCE

VISITORS 10,000 ↓
EXPENDITURE \$16M ↓



CANADA

VISITORS 5,000 ↓
EXPENDITURE \$5M ↓

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

** China includes China, Taiwan and Hong Kong

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REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2023		2019	2023	
Visitors ('000)	138	105	-24%	96	60	-37%
Visitor nights ('000)	2,108	2,796	33%	1,036	845	-18%
Expenditure (\$ million)	185	292	58%	115	129	12%
Average length of stay (nights)	15.2	26.7	11.5	10.8	14.1	3.3
Average spend per trip (\$)	1,338	2,795	109%	1,204	2,144	78%
Visitor market share (%)	1.6	1.7	0.1pp	2.0	2.2	0.2pp
Visitor market share of the NT (%)	44.6	58.0	13.4pp	36.6	45.8	9.2pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2023		2019	2023	
Visitors ('000)	214	96	-55%	207	90	-57%
Visitor nights ('000)	1,216	1,091	-10%	866	502	-42%
Expenditure (\$ million)	284	103	-64%	255	80	-69%
Average length of stay (nights)	5.7	11.4	5.7	4.2	5.6	1.4
Average spend per trip (\$)	1,328	1,070	-19%	1,233	889	-28%
Visitor market share (%)	2.5	1.6	-0.9pp	4.4	3.2	-1.2pp
Visitor market share of the NT (%)	69.0	53.2	-15.8pp	78.9	68.3	-10.6pp

PLACES VISITED BY INTERNATIONAL VISITORS

GREATER DARWIN

VISITORS 102,000 ↓
EXPENDITURE* \$245M ↑

HOLIDAY VISITATION

VISITORS 58,000 ↓
EXPENDITURE* \$97M ↑

KATHERINE DALY

VISITORS 17,000 ↓
EXPENDITURE \$14M ↑

HOLIDAY VISITATION

VISITORS 14,000 ↓
EXPENDITURE \$6M ↓

LASSETER

VISITORS 73,000 ↓
EXPENDITURE \$49M ↓

HOLIDAY VISITATION

VISITORS 72,000 ↓
EXPENDITURE \$45M ↓

KAKADU ARNHEM

VISITORS 15,000 ↓
EXPENDITURE** \$34M ↓

HOLIDAY VISITATION

VISITORS 13,000 ↓
EXPENDITURE** \$26M ↓

BARKLY

VISITORS 8,000 ↓
EXPENDITURE \$2M ↓

HOLIDAY VISITATION

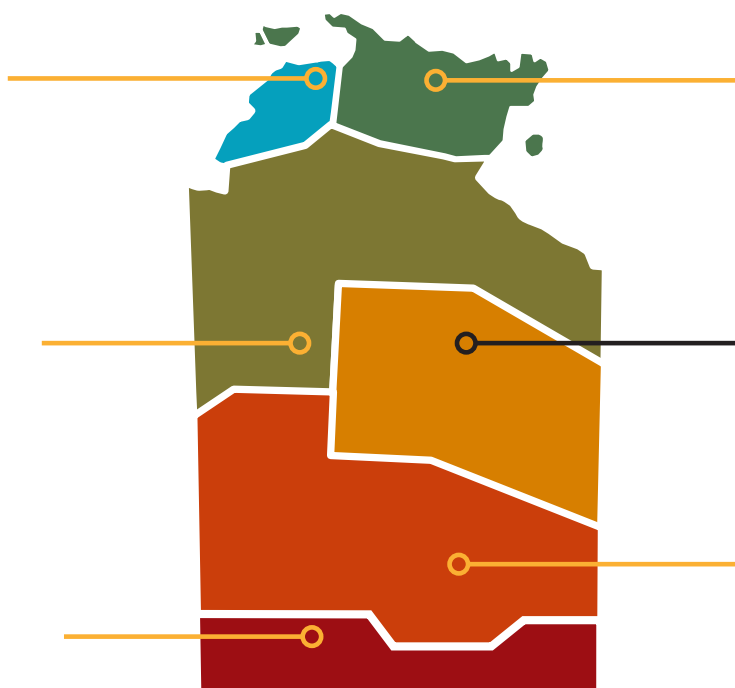
VISITORS 7,000 ↓
EXPENDITURE \$2M ↓

ALICE SPRINGS MACDONNELL

VISITORS 46,000 ↓
EXPENDITURE \$51M ↓

HOLIDAY VISITATION

VISITORS 41,000 ↓
EXPENDITURE \$33M ↓



*Expenditure is for Darwin Region (excludes Outer Darwin)

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

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INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING SEPTEMBER	NORTHERN TERRITORY			AUSTRALIA		
	Rank	2019	2023	Rank	2019	2023
United States of America	1	36	21	2	445	298
United Kingdom	2	28	17	3	385	286
Germany	3	24	14	9	150	91
France	4	13	10	13	99	63
India	5	2	7	8	104	109
New Zealand	6	7	7	1	516	408
China*	7	17	7	4	1,080	243
Japan	8	45	6	7	317	134
Canada	9	10	4	11	111	77
Switzerland	10	10	4	18	39	26
Netherlands	11	8	4	17	40	29
Italy	12	13	4	16	45	30
Scandinavia	13	9	3	14	73	38
Korea	14	4	2	6	189	165
Other Europe**		20	10		161	112
Other Asia***		10	8		720	482
Other Countries****		6	5		217	171
Total		262	131		4,688	2,762

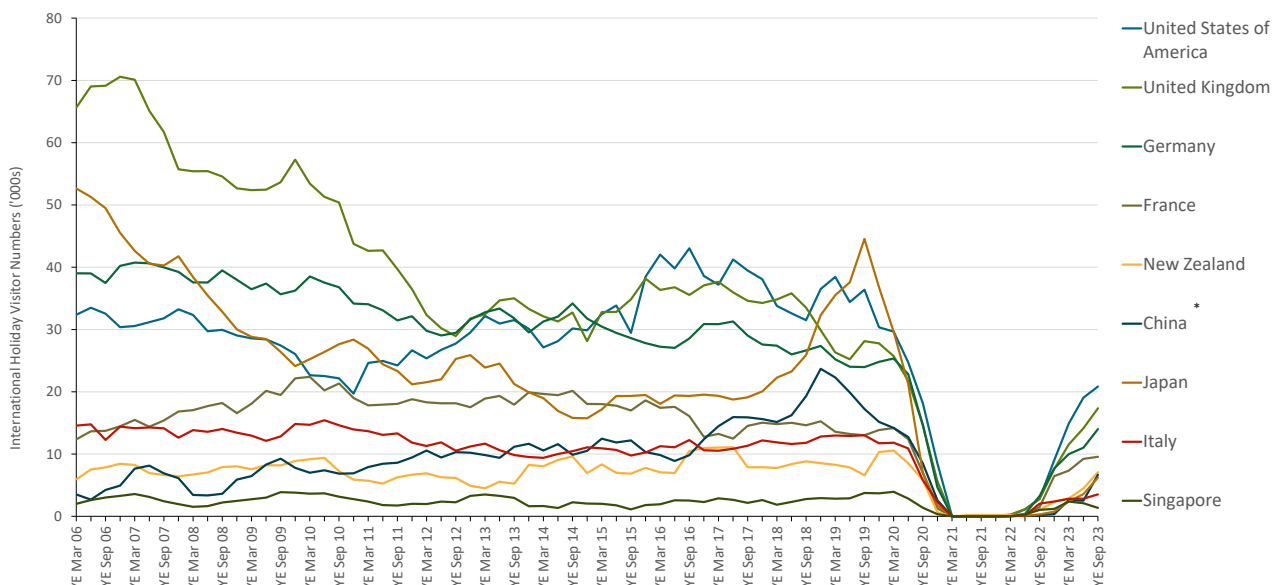
* China includes China, Taiwan and Hong Kong

** 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



* China includes China, Taiwan and Hong Kong

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