

Combined (Domestic and International) Snapshot YE December 2023



\$2.6 BILLION

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

TOTAL VISITORS



1,600,000
YE DEC 2023

1,664,000
YE DEC 2022

AVERAGE NIGHTS



6.7
YE DEC 2023

7.4
YE DEC 2022

AVERAGE SPEND PER TRIP



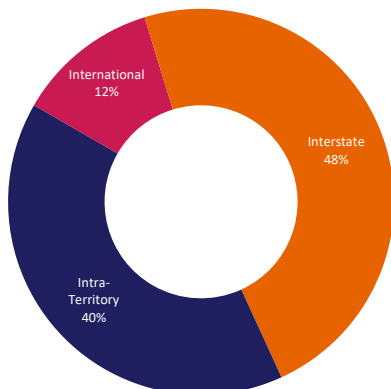
\$1,622
YE DEC 2023

\$1,635
YE DEC 2022

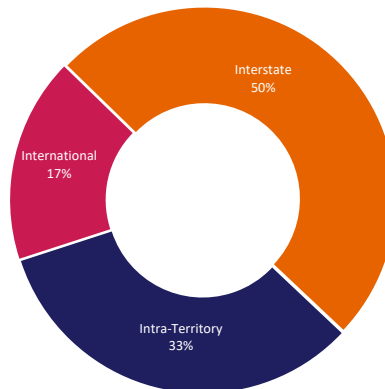
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	2,001	1,664	1,600	-3.8%	1,000	880	846	-3.9%
Visitor nights ('000)	12,365	12,235	10,776	-11.9%	5,886	5,549	4,563	-17.8%
Expenditure (\$ million)	2,284	2,721	2,594	-4.7%	1,231	1,520	1,424	-6.3%
Average length of stay (nights)	6.2	7.4	6.7	-0.6	5.9	6.3	5.4	-0.9
Average spend per trip (\$)	1,141	1,635	1,622	-0.8%	1,231	1,727	1,683	-2.5%
Visitor market share of Australia (%)	1.6	1.5	1.3	-0.2pp	2.0	1.8	1.7	-0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	488	370	401	8.2%	223	150	161	7.1%
Visitor nights ('000)	2,859	3,185	2,845	-11%	1,302	1,053	831	-21%
Average length of stay (nights)	5.9	8.6	7.1	-1.5	5.8	7.0	5.2	-1.8
Visitor market share of Australia (%)	1.5	1.3	1.3	0pp	1.8	1.3	1.3	0.1pp

VISITORS



HOLIDAY VISITORS



- For the year ending December 2023, visitors to the Northern Territory (NT) decreased by 3.8% compared to the year ending December 2022. Visitation for the December quarter 2023 increased 8% 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 191,000 international visitors in the year ending December 2023.
- New South Wales, Victoria, and Queensland represented the largest interstate holiday source markets for the NT in the year ending December 2023.

NOTE: Percentage changes in this report are compared to 2022 data, unless otherwise stated. Visitors refers to all purpose visitors unless otherwise stated.

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VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER 2023	Visitors ('000)	% change on 2022	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	643*	3.2%	3.0	1,141
Holiday	279	-9.2%	2.0	521
Visiting friends/relatives	82	23%	2.0	382
Business	223	3.3%	4.4	1,198
All other reasons	75	100%	2.6	3,851
Interstate				
Total	766*	-19%	6.6	1,840
Holiday	421	-19%	6.4	2,384
Visiting friends/relatives	102	-28%	6.6	868
Business	236	-16%	6.2	1,212
All other reasons	49	77%	4.5	659
International				
Total	191*	np**	20.1	2,362
Holiday	146	np**	9.0	1,882
Visiting friends/relatives	21	np**	41.6	893
Business	8	np**	22.9	2,990
All other reasons	21	np**	70.1	6,383
Combined				
Total	1,600*	-3.8%	6.7	1,622
Holiday	846	-3.9%	5.4	1,683
Visiting friends/relatives	205	-8.5%	8.4	676
Business	467	-7.7%	5.6	1,237
All other reasons	145	78%	12.9	3,132

TOP HOLIDAY SOURCE MARKETS



NEW SOUTH WALES

VISITORS 161,000 ↓
EXPENDITURE \$452M ↓



VICTORIA

VISITORS 136,000 ↓
EXPENDITURE \$309M ↓



QUEENSLAND

VISITORS 44,000 ↓
EXPENDITURE \$84M ↓



WESTERN AUSTRALIA

VISITORS 39,000 ↓
EXPENDITURE \$76M ↓



SOUTH AUSTRALIA

VISITORS 22,000 ↓
EXPENDITURE \$36M ↓



UNITED STATES OF AMERICA

VISITORS 23,000 -24%
EXPENDITURE \$50M +3.7%



UNITED KINGDOM

VISITORS 21,000 -24%
EXPENDITURE \$56M +52%



GERMANY

VISITORS 16,000 -35%
EXPENDITURE \$26M -23%



JAPAN

VISITORS 9,000 -76%
EXPENDITURE \$7M -83%



NEW ZEALAND

VISITORS 8,000 ↓
EXPENDITURE \$12M ↓

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



72%

International Holiday
Visitors



29%

Domestic Holiday
Visitors



37%

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. Note: International results are compared to 2019. **np - indicates data is not publishable.

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VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING DECEMBER	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2023		2019	2023	
Visitors ('000)	299	191	-36%	250	146	-41%
Visitor nights ('000)	3,163	3,837	21%	1,746	1,321	-24%
Expenditure (\$ million)	437	451	3.3%	339	275	-19%
Average length of stay (nights)	10.6	20.1	9.5	7.0	9.0	2.0
Average spend per trip (\$)	1,462	2,362	61%	1,359	1,882	38%
Visitor market share of Australia (%)	3.4	2.9	-0.6pp	5.3	4.7	-0.6pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING DECEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,703	1,574	1,409	-10.5%	751	826	700	-15%
Visitor nights ('000)	9,202	9,701	6,939	-28%	4,140	4,877	3,242	-34%
Expenditure (\$ million)	1,847	2,540	2,143	-16%	892	1,454	1,149	-21%
Average length of stay (nights)	5.4	6.2	4.9	-1.2	5.5	5.9	4.6	-1.3
Average spend per trip (\$)	1,085	1,613	1,521	-5.7%	1,188	1,760	1,642	-6.7%
Visitor market share of Australia (%)	1.4	1.5	1.3	-0.2pp	1.6	1.7	1.5	-0.3pp

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING DECEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,336	1,269	1,066	-16%	588	664	518	-22%
Visitor nights ('000)	8,191	8,867	7,806	-12%	3,431	3,868	2,898	-25%
Expenditure (\$ million)	1,267	1,973	1,591	-19%	571	1,045	738	-29%
Average length of stay (nights)	6.1	7.0	7.3	0.3	5.8	5.8	5.6	-0.2
Average spend per trip (\$)	948	1,554	1,492	-4.0%	970	1,574	1,426	-9.4%
Visitor market share of Australia (%)	1.1	1.1	0.9	-0.2pp	1.2	1.4	1.0	-0.3pp
Visitor market share of the NT (%)	66.8	76.3	66.6	-9.6pp	58.8	75.5	61.2	-14.3pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	796	470	571	22%	519	273	359	32%
Visitor nights ('000)	3,915	3,120	2,800	-10%	2,388	1,531	1,563	2.1%
Expenditure (\$ million)	1,004	710	915	29%	656	455	609	34%
Average length of stay (nights)	4.9	6.6	4.9	-1.7	4.6	5.6	4.4	-1.3
Average spend per trip (\$)	1,262	1,510	1,602	6.1%	1,264	1,667	1,696	1.7%
Visitor market share of Australia (%)	0.6	0.5	0.5	0.1pp	1.0	0.6	0.7	0.1pp
Visitor market share of the NT (%)	39.8	28.3	35.7	7.5pp	51.9	31.0	42.4	11.4pp

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TOP END

VISITORS 1.066M **-16%**
EXPENDITURE \$1.591B **-19%**

HOLIDAY VISITORS 518,000 **-22%**
HOLIDAY EXPENDITURE \$738M **-29%**

GREATER DARWIN

VISITORS 813,000 **-16%**
EXPENDITURE \$1.16B **-18%**

HOLIDAY VISITORS

INTRA-TERRITORY 141,000 ↓
INTERSTATE 221,000 **-32%**
DOMESTIC 362,000 **-28%**
INTERNATIONAL 59,000 **-37%**

KAKADU ARNHEM

VISITORS 141,000 **-33%**
EXPENDITURE \$181M **+14%**

HOLIDAY VISITORS

INTRA-TERRITORY 15,000 ↓
INTERSTATE 64,000 ↓
DOMESTIC 79,000 ↓
INTERNATIONAL 14,000 **-58%**

KATHERINE DALY

VISITORS 291,000 **-24%**
EXPENDITURE \$251M **-37%**

HOLIDAY VISITORS

INTRA-TERRITORY 60,000 ↓
INTERSTATE 70,000 ↓
DOMESTIC 130,000 ↓
INTERNATIONAL 14,000 **-53%**



CENTRAL AUSTRALIA

VISITORS 571,000 **+22%**
EXPENDITURE \$915M **+29%**

HOLIDAY VISITORS 359,000 **+32%**
HOLIDAY EXPENDITURE \$609M **+34%**

BARKLY

VISITORS 48,000 **-37%**
EXPENDITURE \$54M **+69%**

HOLIDAY VISITORS

INTRA-TERRITORY 0 ↓
INTERSTATE 13,000 ↓
DOMESTIC 13,000 ↓
INTERNATIONAL 9,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 333,000 **+10%**
EXPENDITURE \$381M **+25%**

HOLIDAY VISITORS

INTRA-TERRITORY 59,000 ↑
INTERSTATE 82,000 ↓
DOMESTIC 140,000 ↑
INTERNATIONAL 48,000 **-49%**

LASETER

VISITORS 297,000 **+25%**
EXPENDITURE \$481M **+28%**

HOLIDAY VISITORS

INTRA-TERRITORY 17,000 ↑
INTERSTATE 136,000 ↓
DOMESTIC 153,000 ↓
INTERNATIONAL 86,000 **-48%**

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Note: International results are compared to 2019.