

# Domestic Snapshot Year Ending (YE) December 2023

# \$2.14 BILLION

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

### TOTAL VISITORS



**1,409,000**  
YE DEC 2023

**1,574,000**  
YE DEC 2022

### AVERAGE NIGHTS



**4.9**  
YE DEC 2023

**6.2**  
YE DEC 2022

### AVERAGE SPEND PER TRIP



**\$1,521**  
YE DEC 2023

**\$1,613**  
YE DEC 2022

### PURPOSE OF VISIT YE DECEMBER 2023

#### HOLIDAY



**700,000**  
-15%

#### VISITING FRIENDS AND RELATIVES



**184,000**  
-11%

#### BUSINESS



**459,000**  
-7.9%

#### OTHER\*



**124,000**  
↑

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY 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%	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	-1.3	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 (%)	1.4	1.5	1.3	-0.2pp	1.6	1.7	1.5	-0.2pp


DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	397	323	343	6.1%	142	119	115	-3.4%
Visitor nights ('000)	1,913	1,964	1,677	-15%	710	657	460	-30%
Average length of stay (nights)	4.8	6.1	4.9	-1.2	5.0	5.5	4.0	-1.5
Visitor market share (%)	1.3	1.2	1.2	0pp	1.3	1.1	1.0	-0.1pp

### INTERSTATE VISITOR SOURCE MARKETS

 **NEW SOUTH WALES**  
VISITORS 214,000 -24%  
EXPENDITURE \$528M -13%

 **WESTERN AUSTRALIA**  
VISITORS 66,000 ↓  
EXPENDITURE \$92M ↓

 **QUEENSLAND**  
VISITORS 194,000 +18%  
EXPENDITURE \$217M -29%

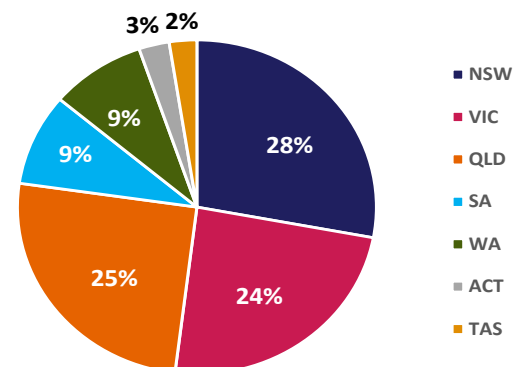
 **AUSTRALIAN CAPITAL TERRITORY**  
VISITORS 21,000 ↑  
EXPENDITURE \$32M ↑

 **VICTORIA**  
VISITORS 184,000 -27%  
EXPENDITURE \$374M -39%

 **SOUTH AUSTRALIA**  
VISITORS 68,000 ↓  
EXPENDITURE \$136M ↓

 **TASMANIA**  
VISITORS 19,000 ↑  
EXPENDITURE \$30M ↓

### INTERSTATE VISITORS BY MARKETS

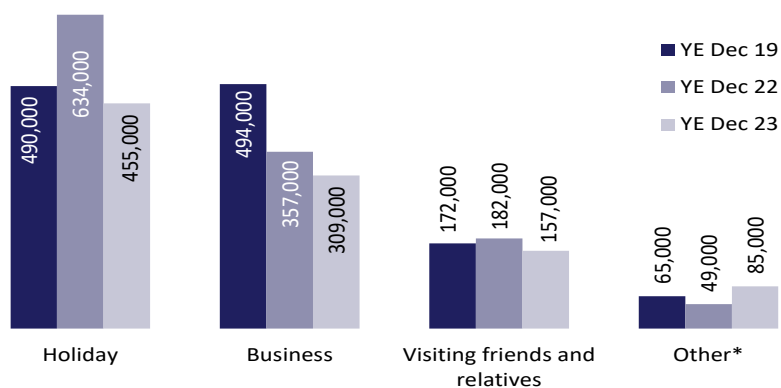


NOTE: Percentage changes in this report are compared to 2022 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.  
\*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot YE December 2023

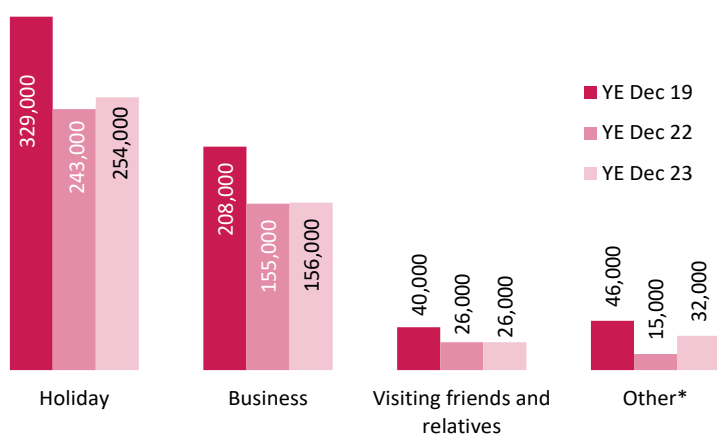
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING DECEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,195	1,204	962	-20%	490	634	455	-28%
Visitor nights ('000)	6,154	6,805	4,882	-28%	2,461	3,348	2,105	-37%
Expenditure (\$ million)	1,088	1,819	1,315	-28%	459	996	619	-38%
Average length of stay (nights)	5.2	5.7	5.1	-0.6	5.0	5.3	4.6	-0.7
Average spend per trip (\$)	911	1,511	1,366	-9.6%	937	1,572	1,360	-13%
Visitor market share (%)	1.0	1.1	0.9	-0.2pp	1.1	1.3	1.0	-0.3pp
Visitor market share of the NT (%)	70.2	76.5	68.3	-8.2pp	65.2	76.7	65.1	-11.6pp



- For the Top End, other purpose of travel increased for the year ending December 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 visitation remained lower for the year ending December 2023 than in the year ending December 2019 (pre pandemic).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	598	437	461	5.6%	329	243	254	4.4%
Visitor nights ('000)	2,804	2,689	1,887	-30%	1,612	1,382	1,034	-25%
Expenditure (\$ million)	746	686	741	8.0%	428	439	453	3.1%
Average length of stay (nights)	4.7	6.2	4.1	-2.1	4.9	5.7	4.1	-1.6
Average spend per trip (\$)	1,249	1,571	1,606	2.2%	1,303	1,807	1,786	-1.2%
Visitor market share (%)	0.5	0.4	0.4	0pp	0.7	0.5	0.5	0pp
Visitor market share of the NT (%)	35.1	27.7	32.7	5pp	43.8	29.4	36.2	6.8pp



- For Central Australia, holiday, business travel and other purpose of visitation increased for the year ending December 2023 compared to the same period in 2022. Visiting friends and relatives travel was on par over the same period.
- Visitation for all purposes of travel remains lower in the year ending December 2023 compared to the year ending December 2019 (pre pandemic).

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

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## DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Change on 2022	Australia			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,079	951	766	-19%	38,344	33,383	34,919	4.6%
Holiday visitors ('000)	505	519	421	-19%	13,208	13,180	13,393	1.6%
Visitor nights ('000)	7,387	7,739	5,039	-35%	181,452	169,522	168,150	-0.8%
Expenditure (\$ million)	1,302	1,871	1,410	-25%	31,343	39,112	40,686	4.0%
Average length of stay (nights)	6.8	8.1	6.6	-1.5	4.7	5.1	4.8	-0.3
Average spend per trip (\$)	1,207	1,968	1,840	-6.5%	817	1,172	1,165	-0.6%
Visitor market share (%)	2.8	2.8	2.2	-0.6				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Change on 2022	Australia			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	623	623	643	3.2%	81,375	76,958	79,862	3.8%
Holiday visitors ('000)	246	307	279	-9.2%	34,015	35,547	35,292	-0.7%
Visitor nights ('000)	1,815	1,962	1,899	-3.2%	236,455	230,204	234,297	1.8%
Expenditure (\$ million)	545	668	733	9.7%	43,288	55,698	61,178	9.8%
Average length of stay (nights)	2.9	3.1	3.0	-0.1	2.9	3.0	2.9	-0.1
Average spend per trip (\$)	874	1,073	1,141	6.4%	532	724	766	5.8%
Visitor market share (%)	0.8	0.8	0.8	0.0				

## PLACES VISITED BY DOMESTIC VISITORS

### GREATER DARWIN

VISITORS 713,000 **-21%**  
EXPENDITURE \$917M **-28%**

### HOLIDAY VISITATION

INTRA-TERRITORY 141,000 ↓  
INTERSTATE 221,000 **-32%**  
HOLIDAY VISITORS 362,000 **-28%**

### KATHERINE DALY

VISITORS 275,000 **-27%**  
EXPENDITURE \$236M **-39%**

### HOLIDAY VISITATION

INTRA-TERRITORY 60,000 ↓  
INTERSTATE 70,000 ↓  
HOLIDAY VISITORS 130,000 ↓

### LASSETER

VISITORS 211,000 **-0.4%**  
EXPENDITURE \$360M **-0.8%**

### HOLIDAY VISITATION

INTRA-TERRITORY 17,000 ↑  
INTERSTATE 136,000 ↓  
HOLIDAY VISITORS 153,000 ↓



### KAKADU ARNHEM

VISITORS 126,000 ↓  
EXPENDITURE \$161M ↑

### HOLIDAY VISITATION

INTRA-TERRITORY 15,000 ↓  
INTERSTATE 64,000 ↓  
HOLIDAY VISITORS 79,000 ↓

### BARKLY

VISITORS 39,000 ↓  
EXPENDITURE \$53M ↑

### HOLIDAY VISITATION

INTRA-TERRITORY 0 ↓  
INTERSTATE 13,000 ↓  
HOLIDAY VISITORS 13,000 ↓

### ALICE SPRINGS MACDONNELL

VISITORS 281,000 **-2.6%**  
EXPENDITURE \$328M **+12%**

### HOLIDAY VISITATION

INTRA-TERRITORY 59,000 ↑  
INTERSTATE 82,000 ↓  
HOLIDAY VISITORS 140,000 ↑

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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