

Visitor Data Snapshot

YEAR ENDING (YE) DECEMBER 2023



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COMBINED TOTAL VISITOR EXPENDITURE

\$2.6 BILLION

FROM A TOTAL 1.60 MILLION VISITORS

TOTAL VISITORS



1.60M
YE DEC 2023
↓3.8%

1.66M
YE DEC 2022

AVERAGE NIGHTS



6.7
YE DEC 2023
↓0.6 NIGHTS

7.4
YE DEC 2022

AVERAGE SPEND PER PERSON



\$1,622
YE DEC 2023
↓0.8%

\$1,635
YE DEC 2022

VISITORS BY PURPOSE OF VISIT



HOLIDAY
846,000
↓3.9%



VISITING FRIENDS & RELATIVES
205,000
↓8.5%



BUSINESS
467,000
↓7.7%



OTHER*
145,000
↑78%

TOP 3 NATIONAL MARKETS



NEW SOUTH WALES
VISITORS 214,000 ↓ 24%
EXPENDITURE \$528M



QUEENSLAND
VISITORS 194,000 ↑ 18%
EXPENDITURE \$217M



VICTORIA
VISITORS 184,000 ↓ 27%
EXPENDITURE \$374M

TOP 5 INTERNATIONAL MARKETS**



UNITED KINGDOM
VISITORS 24,000 ↓



UNITED STATES OF AMERICA
VISITORS 28,000 ↓



GERMANY
VISITORS 16,000 ↓



NEW ZEALAND
VISITORS 12,000 ↓



JAPAN
VISITORS 10,000 ↓

TOTAL VISITORS BY REGION



Note: Visitors refers to all-purpose travel and includes; Holiday, Visiting Friends and Relatives (VFR), Business and Other*.

TOP END

YE DEC 2023

VISITORS 1,066,000 ↓16%
EXPENDITURE \$1,591M

GREATER DARWIN

VISITORS 813,000 ↓16%
EXPENDITURE \$1,159M

KAKADU ARNHEM

VISITORS 141,000 ↓33%
EXPENDITURE \$181M

KATHERINE DALY

VISITORS 291,000 ↓24%
EXPENDITURE \$251M

CENTRAL

YE DEC 2023

VISITORS 571,000 ↑22%
EXPENDITURE \$915M

BARKLY

VISITORS 48,000 ↓37%
EXPENDITURE \$54M

ALICE SPRINGS MACDONNELL

VISITORS 333,000 ↑10%
EXPENDITURE \$381M

LASSETER

VISITORS 297,000 ↑25%
EXPENDITURE \$481M

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending December 2023. Period-to-period percentage changes may differ slightly due to rounding. NOTE: Percentage changes are compared to YE December 2022 unless otherwise stated.

*Other includes employment, education and other visitors for stopover reasons. **International is compared to YE December 2019.

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