

International Snapshot YE March 2024

\$393 MILLION

VISITOR EXPENDITURE YE MARCH 2024 FROM 199,000 INTERNATIONAL VISITORS

TOTAL VISITORS



199,000
YE MAR 2024

297,000
YE MAR 2019

AVERAGE NIGHTS



22.8
YE MAR 2024

11.2
YE MAR 2019

AVERAGE SPEND PER TRIP



\$1,972
YE MAR 2024

\$1,592
YE MAR 2019

PURPOSE OF VISIT YE MARCH 2024

HOLIDAY



152,000
-41%

VISITING FRIENDS AND RELATIVES



24,000
+29%

BUSINESS



9,000
+2.8%

OTHER*



24,000
+7.2%

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2024		2019	2024	
Visitors ('000)	297	199	-33%	257	152	-41%
Visitor nights ('000)	3,330	4,544	36%	1,813	1,237	-32%
Expenditure (\$ million)	473	393	-17%	375	241	-36%
Average length of stay (nights)	11.2	22.8	11.6	7.1	8.2	1.1
Average spend per trip (\$)	1,592	1,972	24%	1,461	1,589	8.8%
Visitor market share (%)	3.5	2.8	-0.7pp	5.5	4.4	-1.1pp

INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 27,000 ↓ 36%
EXPENDITURE \$52M ↓ 38%



CHINA**

VISITORS 9,000 ↓
EXPENDITURE \$29M ↓

- International visits to the Northern Territory (NT) continue to recover following the reopening of international borders on 21 February 2022.



UNITED KINGDOM

VISITORS 23,000 ↓ 25%
EXPENDITURE \$55M ↑ 63%



INDIA

VISITORS 9,000 ↑
EXPENDITURE \$7M ↑



GERMANY

VISITORS 17,000 ↓ 37%
EXPENDITURE \$27M ↓ 32%



FRANCE

VISITORS 6,000 ↓
EXPENDITURE \$10M ↓



NEW ZEALAND

VISITORS 14,000 ↑ 23%
EXPENDITURE \$21M ↑ 14%



PHILIPPINES

VISITORS 6,000***
EXPENDITURE \$34M***



JAPAN

VISITORS 11,000 ↓ 71%
EXPENDITURE \$11M ↓ 77%



CANADA

VISITORS 6,000 ↓
EXPENDITURE \$8M ↓

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 ***2019 data not available for this country

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REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING MARCH	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2024		2019	2024	
Visitors ('000)	130	107	-18%	94	62	-34%
Visitor nights ('000)	2,200	3,597	64%	987	682	-31%
Expenditure (\$ million)	183	213	17%	110	88	-20%
Average length of stay (nights)	16.9	33.5	16.6	10.5	11.0	0.5
Average spend per trip (\$)	1,404	1,987	42%	1,169	1,413	21%
Visitor market share (%)	1.5	1.5	0pp	2.0	1.8	-0.2pp
Visitor market share of the NT (%)	43.8	53.8	10.0pp	36.5	40.9	4.4pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2024		2019	2024	
Visitors ('000)	208	120	-43%	204	113	-45%
Visitor nights ('000)	1,107	947	-14%	824	556	-33%
Expenditure (\$ million)	288	180	-38%	263	153	-42%
Average length of stay (nights)	5.3	7.9	2.6	4.0	4.9	0.9
Average spend per trip (\$)	1,382	1,506	8.9%	1,289	1,359	5.4%
Visitor market share (%)	2.4	1.7	-0.7pp	4.4	3.3	-1.1pp
Visitor market share of the NT (%)	70.2	60.0	-10.2pp	79.5	74.4	-5.1pp

PLACES VISITED BY INTERNATIONAL VISITORS

GREATER DARWIN

VISITORS 104,000 ↓ 16%
EXPENDITURE \$175M ↑ 19%

HOLIDAY VISITATION

VISITORS 59,000 ↓ 34%
EXPENDITURE \$68M ↓ 14%

KATHERINE DALY

VISITORS 18,000 ↓ 37%
EXPENDITURE \$16M ↑ 55%

HOLIDAY VISITATION

VISITORS 15,000 ↓ 43%
EXPENDITURE \$7M ↑ 1.0%

LASSETER

VISITORS 96,000 ↓ 46%
EXPENDITURE \$111M ↓ 50%

HOLIDAY VISITATION

VISITORS 96,000 ↓ 46%
EXPENDITURE \$106M ↓ 51%

KAKADU ARNHEM

VISITORS 17,000 ↓ 50%
EXPENDITURE \$22M ↓ 14%

HOLIDAY VISITATION

VISITORS 16,000 ↓ 52%
EXPENDITURE \$13M ↓ 45%

BARKLY

VISITORS 12,000 ↓
EXPENDITURE \$13M ↑

HOLIDAY VISITATION

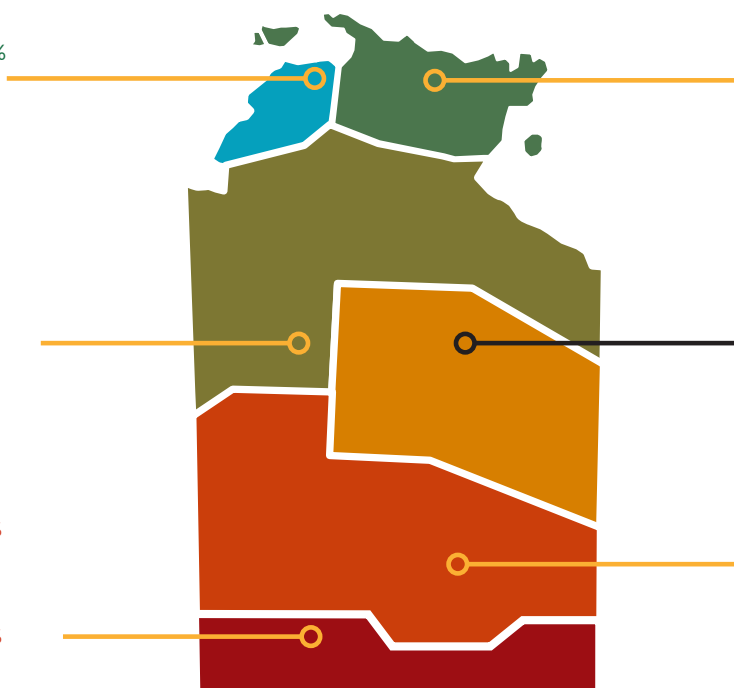
VISITORS 10,000 ↓
EXPENDITURE \$6M ↑

ALICE SPRINGS MACDONNELL

VISITORS 56,000 ↓ 48%
EXPENDITURE \$57M ↓ 13%

HOLIDAY VISITATION

VISITORS 49,000 ↓ 52%
EXPENDITURE \$42M ↓ 0.1%



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INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING MARCH	NORTHERN TERRITORY			AUSTRALIA		
	Rank	2019	2024	Rank	2019	2024
United States of America	1	38	23	3	432	378
United Kingdom	2	26	20	4	390	305
Germany	3	25	17	9	149	112
Japan	4	36	10	6	306	202
New Zealand	5	8	8	1	494	517
China*	6	22	8	2	1,084	436
India	7	1	7	8	98	115
France	8	14	6	12	97	77
Canada	9	10	5	11	108	90
Netherlands	10	8	5	17	39	36
Switzerland	11	12	4	20	40	26
Scandinavia	12	9	4	15	74	46
Italy	13	13	3	19	46	26
Korea	14	4	3	5	199	248
Other Europe**		17	14		148	133
Other Asia***		7	10		702	534
Other Countries****		6	3		225	172
Total		257	152		4,629	3,454

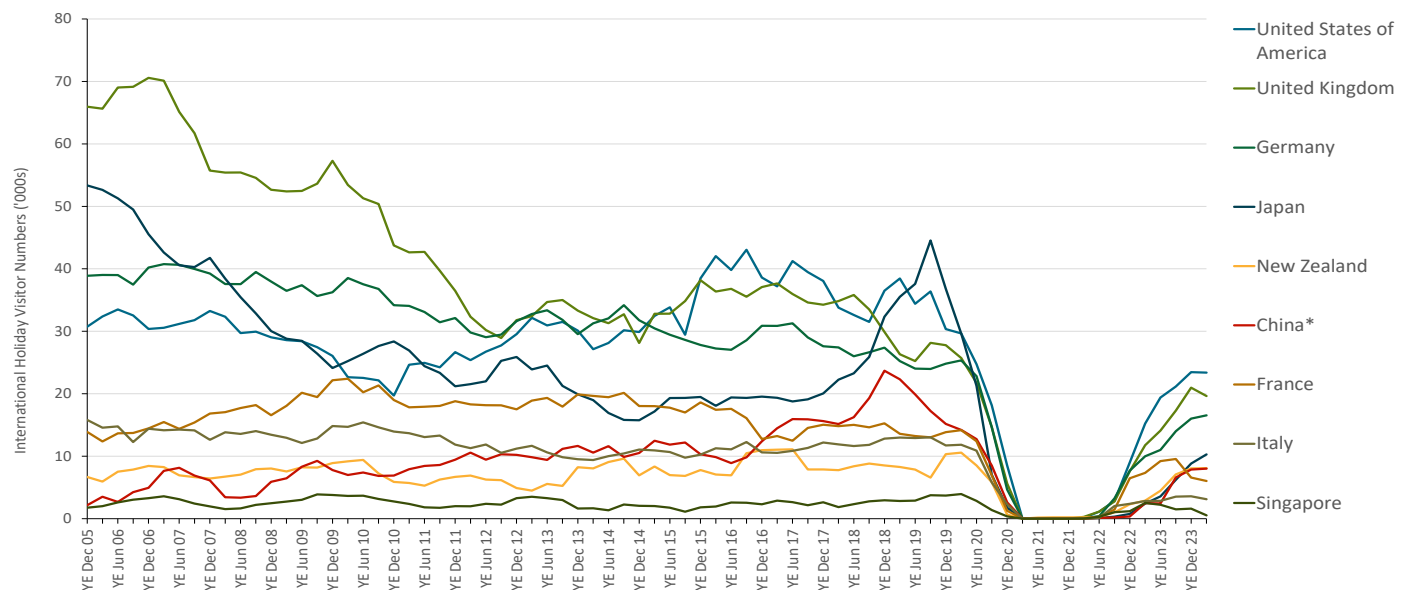
* China includes China, Taiwan and Hong Kong

** 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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