

Domestic Snapshot Year Ending (YE) March 2024

\$2.3 BILLION

VISITOR EXPENDITURE YE MARCH 2024 FROM 1.4 MILLION DOMESTIC VISITORS

TOTAL VISITORS



1,447,000
YE MAR 2024

1,581,000
YE MAR 2023

AVERAGE NIGHTS



4.9
YE MAR 2024

5.9
YE MAR 2023

AVERAGE SPEND PER TRIP



\$1,615
YE MAR 2024

\$1,529
YE MAR 2023

PURPOSE OF VISIT YE MARCH 2024

HOLIDAY



743,000
-5.2%

VISITING FRIENDS AND RELATIVES



187,000
-6.1%

BUSINESS



453,000
-18%

OTHER*



123,000
↑

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,651	1,581	1,447	-8.5%	650	784	743	-5.2%
Visitor nights ('000)	9,663	9,381	7,056	-25%	3,697	4,593	3,484	-24%
Expenditure (\$ million)	1,664	2,417	2,336	-3.3%	787	1,357	1,290	-4.9%
Average length of stay (nights)	5.9	5.9	4.9	-1.0	5.7	5.9	4.7	-1.2
Average spend per trip (\$)	1,008	1,529	1,615	5.6%	1,211	1,732	1,736	0.3%
Visitor market share (%)	1.5	1.4	1.3	-0.1pp	1.5	1.6	1.6	0pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	Visitors			Change on 2023	Holiday**			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	279	199	238	19%	84	49	93	89%
Visitor nights ('000)	1,530	956	1,073	12%	294	184	427	132%
Average length of stay (nights)	5.5	4.8	4.5	-0.3	3.5	3.7	4.6	0.9
Visitor market share (%)	0.9	0.7	0.8	0.1pp	0.7	0.4	0.7	0.3pp

INTERSTATE VISITOR SOURCE MARKETS

NEW SOUTH WALES
VISITORS 233,000 -16%
EXPENDITURE \$563M -3.7%

SOUTH AUSTRALIA
VISITORS 64,000 ↓
EXPENDITURE \$134M ↓

QUEENSLAND
VISITORS 215,000 +26%
EXPENDITURE \$273M +3.6%

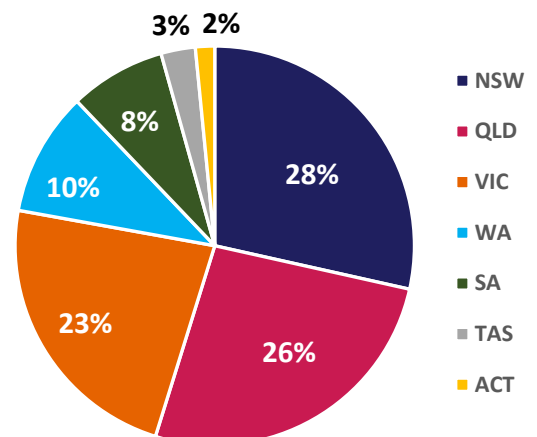
TASMANIA
VISITORS 23,000 ↑
EXPENDITURE \$32M ↓

VICTORIA
VISITORS 189,000 -19%
EXPENDITURE \$383M -22%

WESTERN AUSTRALIA
VISITORS 82,000 ↓
EXPENDITURE \$145M ↓

AUSTRALIAN CAPITAL TERRITORY
VISITORS 13,000 ↓
EXPENDITURE \$35M ↑

INTERSTATE VISITORS BY MARKETS

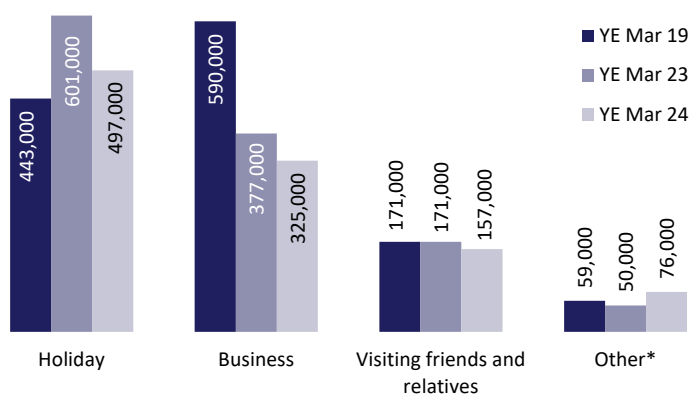


NOTE: Percentage changes in this report are compared to 2023 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated. *Other includes: Other reasons, in transit and not stated/not asked. **Caution required when interpreting these results due to low sample.

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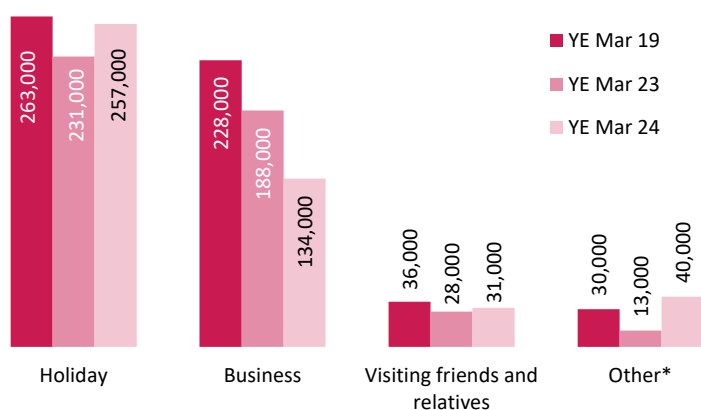
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING MARCH	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,240	1,185	1,011	-15%	443	601	497	-17%
Visitor nights ('000)	7,176	6,569	4,878	-26%	2,420	3,176	2,338	-26%
Expenditure (\$ million)	1,088	1,709	1,505	-12%	443	932	754	-19%
Average length of stay (nights)	5.8	5.5	4.8	-0.7	5.5	5.3	4.7	-0.6
Average spend per trip (\$)	878	1,442	1,489	3.2%	1,000	1,550	1,515	-2.3%
Visitor market share (%)	1.1	1.1	0.9	-0.2pp	1.0	1.2	1.0	-0.2pp
Visitor market share of the NT (%)	75.1	74.9	69.9	-5.0pp	68.2	76.7	66.9	-9.8pp



- For the Top End, other purpose of travel increased for the year ending March 2024 compared to the same period in 2023. Holiday visitors, along with business travel and visitors travelling to visit friends and relatives (VFR), were lower over the same period.
- Domestic holiday visitation was higher for the year ending March 2024 than in the year ending March 2019 (pre pandemic).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	537	459	455	-0.8%	263	231	257	11%
Visitor nights ('000)	2,243	2,601	2,018	-22%	1,215	1,289	1,032	-20%
Expenditure (\$ million)	562	675	737	9.3%	336	407	455	12%
Average length of stay (nights)	4.2	5.7	4.4	-1.3	4.6	5.6	4.0	-1.6
Average spend per trip (\$)	1,047	1,471	1,621	10%	1,277	1,762	1,772	0.6%
Visitor market share (%)	0.5	0.4	0.4	0pp	0.6	0.5	0.5	0pp
Visitor market share of the NT (%)	32.5	29.0	31.4	2.4pp	40.4	29.5	34.6	5.1pp



- For Central Australia, domestic holiday, VFR travel and other purpose of visitation increased for the year ending March 2024 compared to the same period in 2023. Business travel decreased over same period.
- Visitation for business and VFR travel remained lower in the year ending March 2024 compared to the year ending March 2019 (pre pandemic). Meanwhile, holiday visitation showed a recovery close to the pre-pandemic level.

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

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DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Change on 2023	Australia			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	997	939	818	-13%	35,632	35,019	35,472	1.3%
Holiday visitors ('000)	416	494	456	-7.6%	12,501	14,193	13,453	-5.2%
Visitor nights ('000)	7,519	7,442	5,132	-31%	165,864	176,138	167,837	-4.7%
Expenditure (\$ million)	1,080	1,743	1,565	-10%	28,565	42,480	40,536	-4.6%
Average length of stay (nights)	7.5	7.9	6.3	-1.6	4.7	5.0	4.7	-0.3
Average spend per trip (\$)	1,084	1,857	1,912	3.0%	802	1,213	1,143	-5.8%
Visitor market share (%)	2.8	2.7	2.3	-0.4pp				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Change on 2023	Australia			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	655	642	629	-2.1%	75,416	79,115	79,771	0.8%
Holiday visitors ('000)	234	290	287	-1.1%	32,125	35,889	35,457	-1.2%
Visitor nights ('000)	2,143	1,939	1,924	-0.8%	220,298	233,226	233,352	0.1%
Expenditure (\$ million)	585	674	771	14%	40,434	58,484	61,136	4.5%
Average length of stay (nights)	3.3	3.0	3.1	0.1	2.9	2.9	2.9	0
Average spend per trip (\$)	893	1,049	1,227	17%	536	739	766	3.7%
Visitor market share (%)	0.9	0.8	0.8	0pp				

PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 745,000 **-16%**
EXPENDITURE \$1.067B **-12%**

HOLIDAY VISITATION

INTRA-TERRITORY 144,000 ↓
INTERSTATE 257,000 **-19%**
HOLIDAY VISITORS 401,000 **-18%**

KATHERINE DALY

VISITORS 283,000 **-25%**
EXPENDITURE \$234M **-35%**

HOLIDAY VISITATION

INTRA-TERRITORY 59,000 ↓
INTERSTATE 70,000 ↓
HOLIDAY VISITORS 128,000 ↓

LASSETER

VISITORS 185,000 **-13%**
EXPENDITURE \$353M **+8.5%**

HOLIDAY VISITATION

INTRA-TERRITORY 16,000 ↑
INTERSTATE 128,000 ↓
HOLIDAY VISITORS 145,000 ↓



KAKADU ARNHEM

VISITORS 144,000 **-28%**
EXPENDITURE \$205M **+42%**

HOLIDAY VISITATION

INTRA-TERRITORY 15,000 ↓
INTERSTATE 76,000 ↓
HOLIDAY VISITORS 91,000 ↓

BARKLY

VISITORS 34,000 ↓
EXPENDITURE \$41M ↑

HOLIDAY VISITATION

INTRA-TERRITORY 2,000 ↓
INTERSTATE 15,000 ↓
HOLIDAY VISITORS 17,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 293,000 **-4.1%**
EXPENDITURE \$344M **+8.6%**

HOLIDAY VISITATION

INTRA-TERRITORY 65,000 ↑
INTERSTATE 78,000 ↓
HOLIDAY VISITORS 143,000 ↑

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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