

Combined (Domestic and International) Snapshot YE March 2024



\$2.7 BILLION

**VISITOR EXPENDITURE YE MARCH 2024
FROM 1.6 MILLION VISITORS**

TOTAL VISITORS



1,646,000
YE MAR 2024

1,701,000
YE MAR 2023

AVERAGE NIGHTS



7.0
YE MAR 2024

7.4
YE MAR 2023

AVERAGE SPEND PER TRIP



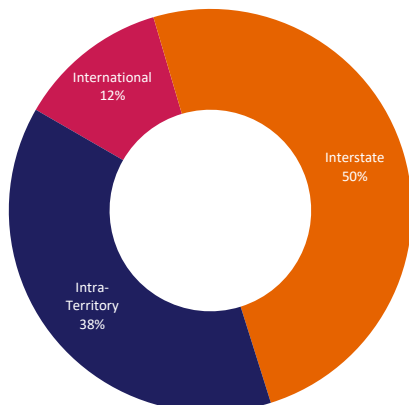
\$1,658
YE MAR 2024

\$1,579
YE MAR 2023

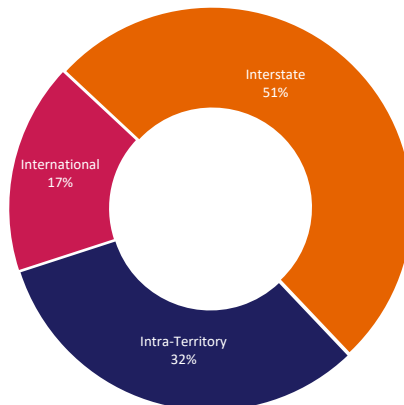
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,948	1,701	1,646	-3.2%	906	863	895	3.8%
Visitor nights ('000)	12,992	12,586	11,600	-7.8%	5,511	5,480	4,722	-14%
Expenditure (\$ million)	2,137	2,685	2,729	1.6%	1,162	1,453	1,532	5.4%
Average length of stay (nights)	6.7	7.4	7.0	-0.4	6.1	6.4	5.3	-1.1
Average spend per trip (\$)	1,097	1,579	1,658	5.0%	1,282	1,684	1,711	1.6%
Visitor market share of Australia (%)	1.7	1.5	1.4	-0.1pp	1.9	1.7	1.7	0pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	344	234	283	21%	137	75	124	64%
Visitor nights ('000)	2,232	1,822	2,412	32%	615	409	564	38%
Average length of stay (nights)	6.5	7.8	8.5	0.7	4.5	5.4	4.5	-0.9
Visitor market share of Australia (%)	1.1	0.8	0.9	0.1pp	1.0	0.5	0.8	0.3pp

VISITORS



HOLIDAY VISITORS



- For the year ending March 2024, visitors to the Northern Territory (NT) decreased by 3.2% compared to the year ending March 2023. Visitation for the March quarter 2024 increased 21% compared to the same period in 2023.
- 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 199,000 international visitors in the year ending March 2024.
- New South Wales, Victoria, and Western Australia represented the largest interstate holiday source markets for the NT in the year ending March 2024.

NOTE: Percentage changes in this report are compared to 2023 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 MARCH 2024	Visitors ('000)	% change on 2023	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	629*	-2.1%	3.1	1,227
Holiday	287	-1.1%	2.0	571
Visiting friends/relatives	73	np**	2.1	402
Business	210	-15%	4.4	1,326
All other reasons	75	np**	3.4	4,017
Interstate				
Total	818*	-13%	6.3	1,912
Holiday	456	-7.6%	6.4	2,469
Visiting friends/relatives	115	np**	5.4	977
Business	243	-21%	5.8	1,214
All other reasons	49	np**	4.1	657
International				
Total	199*	np**	22.8	1,972
Holiday	152	np**	8.2	1,589
Visiting friends/relatives	24	np**	59.1	1,434
Business	9	np**	18.4	2,458
All other reasons	24	np**	71.4	3,936
Combined				
Total	1,646*	-3.2%	7.0	1,658
Holiday	895	3.8%	5.3	1,711
Visiting friends/relatives	211	-1.9%	10.3	830
Business	462	-18%	5.4	1,289
All other reasons	148	72%	14.9	2,893

TOP HOLIDAY SOURCE MARKETS



NEW SOUTH WALES

VISITORS 173,000 —
EXPENDITURE \$486M ↑



VICTORIA

VISITORS 135,000 ↓
EXPENDITURE \$318M ↓



WESTERN AUSTRALIA

VISITORS 54,000 ↓
EXPENDITURE \$130M ↓



QUEENSLAND

VISITORS 49,000 ↓
EXPENDITURE \$106M ↓



SOUTH AUSTRALIA

VISITORS 24,000 ↓
EXPENDITURE \$36M ↓



UNITED STATES OF AMERICA

VISITORS 23,000 -39%
EXPENDITURE \$39M -34%



UNITED KINGDOM

VISITORS 20,000 -25%
EXPENDITURE \$45M +49%



GERMANY

VISITORS 17,000 -34%
EXPENDITURE \$26M -31%



JAPAN

VISITORS 10,000 -71%
EXPENDITURE \$10M -75%



NEW ZEALAND

VISITORS 8,000 -2.3%
EXPENDITURE \$11M -27%

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



74%

International Holiday
Visitors



26%

Domestic Holiday
Visitors



34%

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.

Combined (Domestic and International) Snapshot YE March 2024



VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY 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 of Australia (%)	3.5	2.8	-0.7pp	5.5	4.4	-1.1pp

DOMESTIC VISITOR NORTHERN TERRITORY 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 of Australia (%)	1.5	1.4	1.3	-0.1pp	1.5	1.6	1.6	0pp

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING MARCH	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,370	1,262	1,119	-11%	537	639	560	-12%
Visitor nights ('000)	9,376	9,178	8,475	-7.7%	3,407	3,839	3,020	-21%
Expenditure (\$ million)	1,271	1,942	1,719	-11%	553	1,004	841	-16%
Average length of stay (nights)	6.8	7.3	7.6	0.3	6.3	6.0	5.4	-0.6
Average spend per trip (\$)	928	1,539	1,536	-0.1%	1,030	1,570	1,504	-4.3%
Visitor market share of Australia (%)	1.2	1.1	0.9	-0.2pp	1.1	1.3	1.1	-0.2pp
Visitor market share of the NT (%)	70.3	74.2	67.9	-6.3pp	59.2	74.1	62.5	-11.6pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	746	512	574	12%	467	281	370	32%
Visitor nights ('000)	3,350	3,183	2,965	-6.8%	2,039	1,509	1,587	5.2%
Expenditure (\$ million)	851	710	917	29%	599	431	609	41%
Average length of stay (nights)	4.5	6.2	5.2	-1.1	4.4	5.4	4.3	-1.1
Average spend per trip (\$)	1,141	1,386	1,597	15%	1,282	1,537	1,646	7.1%
Visitor market share of Australia (%)	0.6	0.4	0.5	0.1pp	1.0	0.6	0.7	0.1pp
Visitor market share of the NT (%)	38.3	30.1	34.9	4.8pp	51.5	32.5	41.3	8.8pp

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TOP END

VISITORS 1.119M **-11%**
EXPENDITURE \$1.719B **-11%**

HOLIDAY VISITORS 560,000 **-12%**
HOLIDAY EXPENDITURE \$841M **-16%**

GREATER DARWIN

VISITORS 849,000 **-12%**
EXPENDITURE \$1.242B **-13%**

HOLIDAY VISITORS

INTRA-TERRITORY 144,000 ↓
INTERSTATE 257,000 **-19%**
DOMESTIC 401,000 **-18%**
INTERNATIONAL 59,000 **-34%**

KAKADU ARNHEM

VISITORS 161,000 **-22%**
EXPENDITURE \$227M **+49%**

HOLIDAY VISITORS

INTRA-TERRITORY 15,000 ↓
INTERSTATE 76,000 ↓
DOMESTIC 91,000 ↓
INTERNATIONAL 16,000 **-52%**

KATHERINE DALY

VISITORS 301,000 **-22%**
EXPENDITURE \$250M **-32%**

HOLIDAY VISITORS

INTRA-TERRITORY 59,000 ↓
INTERSTATE 70,000 ↓
DOMESTIC 128,000 ↓
INTERNATIONAL 15,000 **-43%**



CENTRAL AUSTRALIA

VISITORS 574,000 **+12%**
EXPENDITURE \$917M **+29%**

HOLIDAY VISITORS 370,000 **+32%**
HOLIDAY EXPENDITURE \$609M **+41%**

BARKLY

VISITORS 46,000 **-40%**
EXPENDITURE \$53M **+54%**

HOLIDAY VISITORS

INTRA-TERRITORY 2,000 ↓
INTERSTATE 15,000 ↓
DOMESTIC 17,000 ↓
INTERNATIONAL 10,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 348,000 **+5.4%**
EXPENDITURE \$401M **+20%**

HOLIDAY VISITORS

INTRA-TERRITORY 65,000 ↑
INTERSTATE 78,000 ↓
DOMESTIC 143,000 ↑
INTERNATIONAL 49,000 **-52%**

LASETER

VISITORS 282,000 **+11%**
EXPENDITURE \$463M **+36%**

HOLIDAY VISITORS

INTRA-TERRITORY 16,000 ↑
INTERSTATE 128,000 ↓
DOMESTIC 145,000 ↓
INTERNATIONAL 96,000 **-46%**

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Note: International results are compared to 2019.