

Visitor Data Snapshot

YEAR ENDING (YE) MARCH 2024



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COMBINED TOTAL VISITOR EXPENDITURE

\$2.7 BILLION

FROM A TOTAL 1.6 MILLION VISITORS

TOTAL VISITORS



1.65M

YE MARCH 2024

↓ 3.2%

1.70M

YE MARCH 2023

AVERAGE NIGHTS



7.0

YE MARCH 2024

↓ 0.4 NIGHTS

7.4

YE MARCH 2023

AVERAGE SPEND PER TRIP



\$1,658

YE MARCH 2024

↑ 5.0%

\$1,579

YE MARCH 2023

VISITORS BY PURPOSE OF VISIT



HOLIDAY

895,000

↑ 3.8%



VISITING FRIENDS AND RELATIVES

211,000

↓ 1.9%



BUSINESS

462,000

↓ 18%



OTHER*

148,000

↑ 72%

TOP 3 INTERSTATE MARKETS



NSW

VISITORS 233,000 ↓ 16%
EXPENDITURE \$563M



QUEENSLAND

VISITORS 215,000 ↑ 26%
EXPENDITURE \$273M



VICTORIA

VISITORS 189,000 ↓ 19%
EXPENDITURE \$383M

TOP 5 INTERNATIONAL MARKETS



UNITED STATES OF AMERICA

VISITORS 27,000 ↑
EXPENDITURE \$52M



UNITED KINGDOM

VISITORS 23,000 ↑
EXPENDITURE \$55M



GERMANY

VISITORS 17,000 ↑
EXPENDITURE \$27M



NEW ZEALAND

VISITORS 14,000 ↑
EXPENDITURE \$21M



JAPAN

VISITORS 11,000 ↑
EXPENDITURE \$11M

TOTAL VISITORS BY REGION



TOP END

YE MARCH 2024

VISITORS 1,119,000 ↓ 11%
EXPENDITURE \$1,719M

GREATER DARWIN

VISITORS 849,000 ↓ 12%
EXPENDITURE \$1,242M

KAKADU ARNHEM

VISITORS 161,000 ↓ 22%
EXPENDITURE \$227M

KATHERINE DALY

VISITORS 301,000 ↓ 22%
EXPENDITURE \$250M

CENTRAL

YE MARCH 2024

VISITORS 574,000 ↑ 12%
EXPENDITURE \$917M

BARKLY

VISITORS 46,000 ↓ 40%
EXPENDITURE \$53M

**ALICE SPRINGS
MACDONNELL**

VISITORS 348,000 ↑ 5.4%
EXPENDITURE \$401M

LASSETER

VISITORS 282,000 ↑ 11%
EXPENDITURE \$463M

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

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending March 2024. Period-to-period percentage changes may differ slightly due to rounding. Note: Percentage changes are compared to YE March 2023 unless otherwise stated. * Other includes employment, education and other visitors for stopover reasons.

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