

Combined (Domestic and International) Snapshot YE June 2024



\$2.6 BILLION

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

TOTAL VISITORS



1,597,000
YE JUN 2024

1,644,000
YE JUN 2023

AVERAGE NIGHTS



7.5
YE JUN 2024

7.3
YE JUN 2023

AVERAGE SPEND PER TRIP



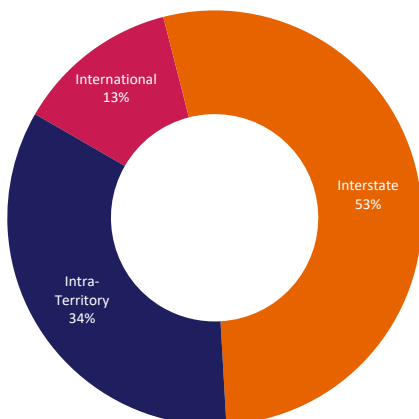
\$1,655
YE JUN 2024

\$1,616
YE JUN 2023

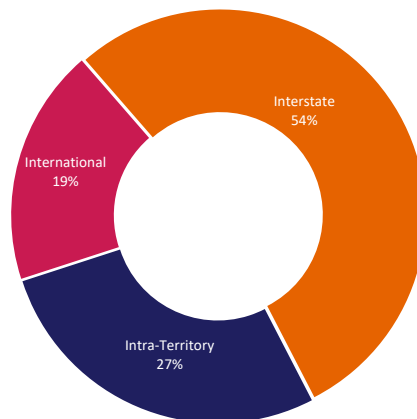
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,946	1,644	1,597	-2.9%	885	818	804	-1.7%
Visitor nights ('000)	12,342	11,962	11,928	-0.3%	5,328	5,105	4,613	-9.6%
Expenditure (\$ million)	2,242	2,656	2,643	-0.5%	1,131	1,374	1,392	1.3%
Average length of stay (nights)	6.3	7.3	7.5	0.2	6.0	6.2	5.7	-0.5
Average spend per trip (\$)	1,153	1,616	1,655	2.5%	1,278	1,680	1,732	3.1%
Visitor market share of Australia (%)	1.6	1.4	1.3	-0.1pp	1.8	1.6	1.5	-0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	510	436	387	-11%	258	241	150	-38%
Visitor nights ('000)	2,728	2,468	2,795	13%	1,370	1,161	1,052	-9.3%
Average length of stay (nights)	5.4	5.7	7.2	1.6	5.3	4.8	7.0	2.2
Visitor market share of Australia (%)	1.6	1.5	1.3	-0.2pp	2.0	2.0	1.2	-0.8pp

VISITORS



HOLIDAY VISITORS



- For the year ending June 2024, visitors to the Northern Territory (NT) decreased by 2.9% compared to the year ending June 2023. Visitation for the June quarter 2024 decreased by 11% 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 202,000 international visitors in the year ending June 2024.
- New South Wales, Victoria, and Queensland represented the largest interstate holiday source markets for the NT in the year ending June 2024.

NOTE: Percentage changes in this report are compared to 2023 data, unless otherwise stated. "Visitors" refers to all purpose visitors unless otherwise stated.

Combined (Domestic and International) Snapshot YE June 2024

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING JUNE 2024	Visitors ('000)	% change on 2023	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	547*	-18%	3.0	1,319
Holiday	222	-24%	1.9	606
Visiting friends/relatives	51	np**	2.3	553
Business	223	-10%	4.0	1,172
All other reasons	68	np**	3.1	4,362
Interstate				
Total	848*	2.7%	6.5	1,754
Holiday	433	np**	6.3	2,289
Visiting friends/relatives	143	31%	5.8	990
Business	270	-1.6%	6.8	1,226
All other reasons	54	np**	3.2	454
International				
Total	202*	36%	23.4	2,149
Holiday	150	43%	9.8	1,789
Visiting friends/relatives	26	79%	55.5	1,577
Business	10	12%	21.0	2,778
All other reasons	26	7.0%	60.5	3,692
Combined				
Total	1,597*	-2.9%	7.5	1,655
Holiday	804	-1.7%	5.7	1,732
Visiting friends/relatives	220	5.5%	10.9	959
Business	503	-5.4%	5.8	1,234
All other reasons	149	41%	13.2	2,814

TOP HOLIDAY SOURCE MARKETS



NEW SOUTH WALES

VISITORS 151,000 ↓
EXPENDITURE \$408M ↓



VICTORIA

VISITORS 117,000 ↓
EXPENDITURE \$274M ↓



QUEENSLAND

VISITORS 66,000 ↑
EXPENDITURE \$135M ↑



WESTERN AUSTRALIA

VISITORS 46,000 ↓
EXPENDITURE \$98M ↓



SOUTH AUSTRALIA

VISITORS 32,000 ↑
EXPENDITURE \$27M ↓



UNITED STATES OF AMERICA

VISITORS 23,000 +19%
EXPENDITURE \$41M +55%



UNITED KINGDOM

VISITORS 20,000 +40%
EXPENDITURE \$46M +164%



GERMANY

VISITORS 18,000 +66%
EXPENDITURE \$30M +151%



JAPAN

VISITORS 11,000 +221%
EXPENDITURE \$13M +484%



NEW ZEALAND

VISITORS 10,000 +113%
EXPENDITURE \$14M +116%

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



71%

International Holiday
Visitors



23%

Domestic Holiday
Visitors



32%

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.

**np- indicates data is not publishable

Combined (Domestic and International) Snapshot YE June 2024

VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	294	149	202	36%	251	105	150	43%
Visitor nights ('000)	3,222	3,545	4,735	34%	1,857	1,050	1,465	40%
Expenditure (\$ million)	454	321	435	35%	362	139	268	93%
Average length of stay (nights)	11.0	23.8	23.4	-0.4	7.4	10.0	9.8	-0.2
Average spend per trip (\$)	1,545	2,157	2,149	-0.4%	1,439	1,323	1,789	35%
Visitor market share of Australia (%)	3.4	2.7	2.8	0.1pp	5.4	4.5	4.3	-0.2pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,651	1,495	1,394	-6.7%	634	713	654	-8.2%
Visitor nights ('000)	9,120	8,416	7,193	-15%	3,471	4,055	3,148	-22%
Expenditure (\$ million)	1,788	2,335	2,208	-5.4%	769	1,235	1,124	-9.0%
Average length of stay (nights)	5.5	5.6	5.2	-0.4	5.5	5.7	4.8	-0.9
Average spend per trip (\$)	1,083	1,562	1,584	1.4%	1,214	1,732	1,718	-0.8%
Visitor market share of Australia (%)	1.5	1.3	1.2	-0.1pp	1.4	1.5	1.3	-0.2pp

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,381	1,216	1,056	-13%	536	593	487	-18%
Visitor nights ('000)	8,851	8,500	8,920	4.9%	3,301	3,436	3,117	-9.3%
Expenditure (\$ million)	1,315	1,856	1,690	-9.0%	547	886	791	-11%
Average length of stay (nights)	6.4	7.0	8.4	1.4	6.2	5.8	6.4	0.6
Average spend per trip (\$)	952	1,526	1,600	4.9%	1,020	1,495	1,625	8.7%
Visitor market share of Australia (%)	1.1	1.0	0.9	-0.1pp	1.1	1.2	0.9	-0.3pp
Visitor market share of the NT (%)	71.0	74.0	66.1	-7.9pp	60.6	72.5	60.5	-12pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	707	499	616	23%	427	285	364	27%
Visitor nights ('000)	3,258	3,297	2,846	-14%	1,975	1,558	1,387	-11%
Expenditure (\$ million)	918	765	864	13%	577	464	521	12%
Average length of stay (nights)	4.6	6.6	4.6	-2.0	4.6	5.5	3.8	-1.7
Average spend per trip (\$)	1,299	1,533	1,404	-8.4%	1,352	1,626	1,432	-12%
Visitor market share of Australia (%)	0.6	0.4	0.5	0.1pp	0.9	0.6	0.7	0.1pp
Visitor market share of the NT (%)	36.3	30.4	38.6	8.2pp	48.2	34.9	45.3	10.4pp

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TOP END

VISITORS 1.056M **-13%**
EXPENDITURE \$1.690B **-9.0%**

HOLIDAY VISITORS 487,000 **-18%**
HOLIDAY EXPENDITURE \$791M **-11%**

GREATER DARWIN

VISITORS 805,000 **-11%**
EXPENDITURE \$1.189B **-13%**

HOLIDAY VISITORS

INTRA-TERRITORY 100,000 **↓**
INTERSTATE 244,000 **-9.0%**
DOMESTIC 344,000 **-20%**
INTERNATIONAL 64,000 **+45%**

KAKADU ARNHEM

VISITORS 160,000 **-11%**
EXPENDITURE \$265M **+89%**

HOLIDAY VISITORS

INTRA-TERRITORY 12,000 **↓**
INTERSTATE 80,000 **↓**
DOMESTIC 92,000 **↓**
INTERNATIONAL 13,000 **+69%**

KATHERINE DALY

VISITORS 262,000 **-28%**
EXPENDITURE \$236M **-32%**

HOLIDAY VISITORS

INTRA-TERRITORY 39,000 **↓**
INTERSTATE 64,000 **↓**
DOMESTIC 104,000 **↓**
INTERNATIONAL 16,000 **↑**



CENTRAL AUSTRALIA

VISITORS 616,000 **+23%**
EXPENDITURE \$864M **+13%**

HOLIDAY VISITORS 364,000 **+27%**
HOLIDAY EXPENDITURE \$521M **+12%**

BARKLY

VISITORS 63,000 **-7.8%**
EXPENDITURE \$76M **+116%**

HOLIDAY VISITORS

INTRA-TERRITORY 3,000 **↑**
INTERSTATE 21,000 **↓**
DOMESTIC 24,000 **↓**
INTERNATIONAL 10,000 **↑**

ALICE SPRINGS MACDONNELL

VISITORS 384,000 **+18%**
EXPENDITURE \$392M **+4.0%**

HOLIDAY VISITORS

INTRA-TERRITORY 62,000 **↑**
INTERSTATE 83,000 **↓**
DOMESTIC 145,000 **↑**
INTERNATIONAL 48,000 **+53%**

LASETER

VISITORS 263,000 **+2.9%**
EXPENDITURE \$396M **+12%**

HOLIDAY VISITORS

INTRA-TERRITORY 16,000 **↑**
INTERSTATE 111,000 **↓**
DOMESTIC 128,000 **↓**
INTERNATIONAL 90,000 **+56%**

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