

International Snapshot YE June 2024

\$435 MILLION

VISITOR EXPENDITURE YE JUNE 2024
FROM 202,000 INTERNATIONAL VISITORS

TOTAL VISITORS



202,000
YE JUN 2024

149,000
YE JUN 2023

AVERAGE NIGHTS



23.4
YE JUN 2024

23.8
YE JUN 2023

AVERAGE SPEND PER TRIP



\$2,149
YE JUN 2024

\$2,157
YE JUN 2023

PURPOSE OF VISIT YE JUNE 2024

HOLIDAY



150,000
+43%

VISITING FRIENDS AND RELATIVES



26,000
+79%

BUSINESS



10,000
+12%

OTHER*



26,000
+7.0%

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY 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 (%)	3.4	2.7	2.8	0.1pp	5.4	4.5	4.3	-0.2pp

INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 28,000 ↑ 5.8%
EXPENDITURE \$54M ↑ 22%



NEW ZEALAND

VISITORS 15,000 ↑
EXPENDITURE \$25M ↑



UNITED KINGDOM

VISITORS 23,000 ↑ 29%
EXPENDITURE \$56M ↑ 86%



JAPAN

VISITORS 12,000 ↑
EXPENDITURE \$17M ↑



GERMANY

VISITORS 19,000 ↑ 59%
EXPENDITURE \$32M ↑ 106%



CHINA**

VISITORS 10,000 ↑
EXPENDITURE \$40M ↑

NOTE: 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

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REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	134	86	117	36%	96	45	67	48%
Visitor nights ('000)	2,125	2,753	3,816	39%	1,047	734	934	27%
Expenditure (\$ million)	172	254	242	-4.9%	105	87	104	20%
Average length of stay (nights)	15.8	32.0	32.6	0.6	10.9	16.2	14.0	-2.2
Average spend per trip (\$)	1,278	2,953	2,066	-30%	1,096	1,931	1,562	-19%
Visitor market share (%)	1.6	1.6	1.6	0pp	2.1	1.9	1.9	0pp
Visitor market share of the NT (%)	45.6	57.8	57.8	0pp	38.1	43.1	44.7	1.6pp

INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	203	76	115	50%	198	71	107	52%
Visitor nights ('000)	1,078	786	919	17%	808	315	531	68%
Expenditure (\$ million)	281	66	193	191%	255	51	163	218%
Average length of stay (nights)	5.3	10.3	8.0	-2.3	4.1	4.5	5.0	0.5
Average spend per trip (\$)	1,383	873	1,689	94%	1,284	728	1,521	109%
Visitor market share (%)	2.4	1.4	1.6	0.2pp	4.2	3.0	3.1	0.1pp
Visitor market share of the NT (%)	69.0	51.1	56.6	5.5pp	78.9	67.3	71.8	4.5pp

PLACES VISITED BY INTERNATIONAL VISITORS

GREATER DARWIN

VISITORS 114,000 ↑ 37%
EXPENDITURE \$212M ↓ 6.9%

HOLIDAY VISITATION

VISITORS 64,000 ↑ 45%
EXPENDITURE \$90M ↑ 20%

KATHERINE DALY

VISITORS 18,000 ↑ 76%
EXPENDITURE \$11M ↓ 15%

HOLIDAY VISITATION

VISITORS 16,000 ↑ 98%
EXPENDITURE \$6M ↑ 25%

LASSETER

VISITORS 91,000 ↑ 54%
EXPENDITURE \$122M ↑ 355%

HOLIDAY VISITATION

VISITORS 90,000 ↑ 56%
EXPENDITURE \$115M ↑ 394%

KAKADU ARNHEM

VISITORS 15,000 ↑ 63%
EXPENDITURE \$18M ↑ 41%

HOLIDAY VISITATION

VISITORS 13,000 ↑ 69%
EXPENDITURE \$9M ↑ 12%

BARKLY

VISITORS 12,000 ↑
EXPENDITURE \$12M ↑

HOLIDAY VISITATION

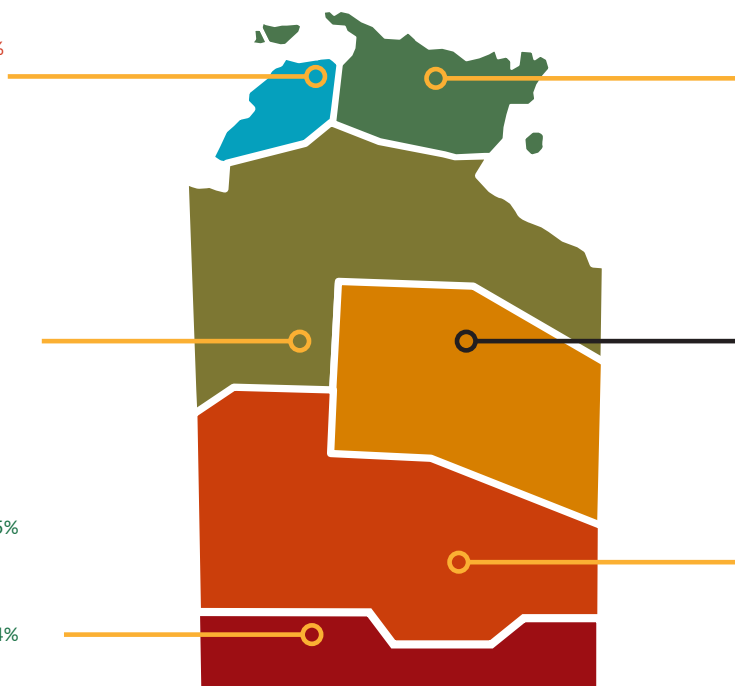
VISITORS 10,000 ↑
EXPENDITURE \$6M ↑

ALICE SPRINGS MACDONNELL

VISITORS 54,000 ↑ 52%
EXPENDITURE \$60M ↑ 58%

HOLIDAY VISITATION

VISITORS 48,000 ↑ 53%
EXPENDITURE \$43M ↑ 59%



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INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING JUNE	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2019	2023	2024	Rank	2019	2023	2024
United States of America	1	34	19	23	3	442	261	383
United Kingdom	2	25	14	20	4	387	270	303
Germany	3	24	11	18	8	148	84	113
Japan	4	38	4	11	6	311	86	214
New Zealand	5	8	4	10	1	507	348	532
China*	6	20	2	9	2	1,082	146	474
France	7	13	9	6	13	98	58	78
Korea	8	4	1	5	5	194	113	259
Scandinavia	9	9	4	5	15	75	36	46
Netherlands	10	9	4	5	18	40	26	36
Other Europe**		42	13	22		241	149	184
Other Asia***		10	12	11		811	534	641
Other Countries****		15	7	5		332	227	250
Total		251	105	150		4,669	2,338	3,513

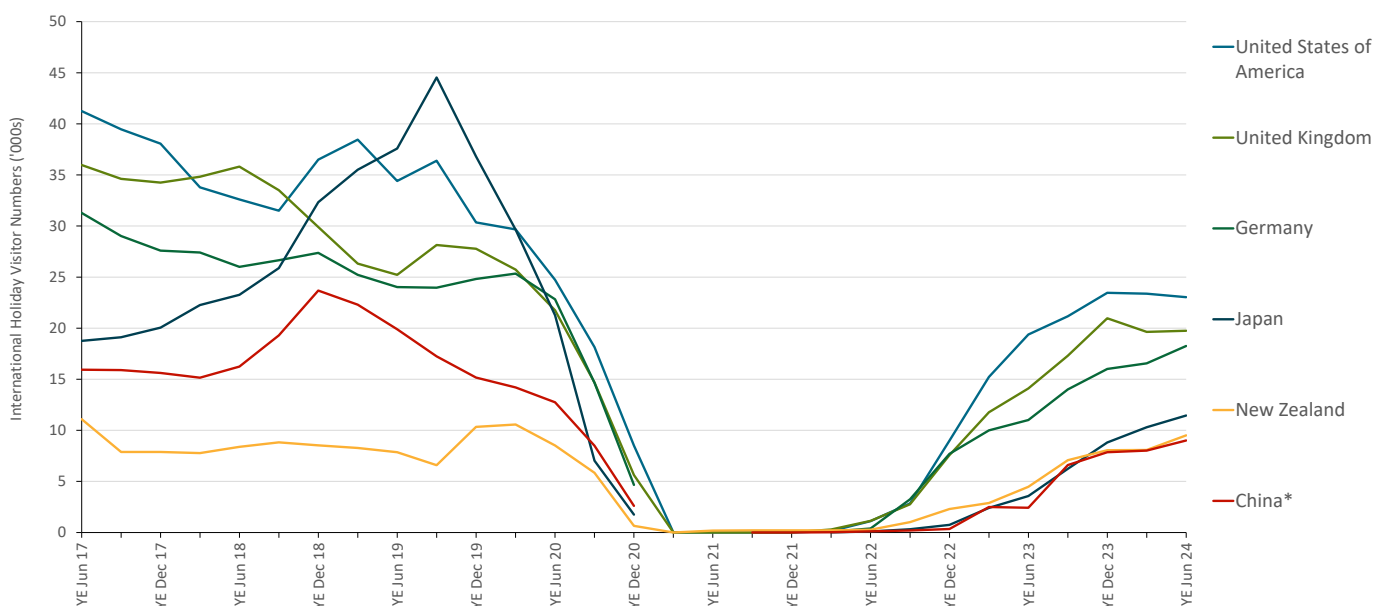
* China includes China, Taiwan and Hong Kong

** 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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