

# Visitor Data Snapshot

YEAR ENDING (YE) JUNE 2024



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## COMBINED TOTAL VISITOR EXPENDITURE

# \$2.6 BILLION

FROM A TOTAL 1.6 MILLION VISITORS

### TOTAL VISITORS



**1.60 M**  
YE JUNE 2024  
↓ 2.9%

**1.64 M**  
YE JUNE 2023

### AVERAGE NIGHTS



**7.5**  
YE JUNE 2024  
↑ 0.2 NIGHTS

**7.3**  
YE JUNE 2023

### AVERAGE SPEND PER PERSON



**\$1,655**  
YE JUNE 2024  
↑ 2.5%

**\$1,616**  
YE JUNE 2023

## VISITORS BY PURPOSE OF VISIT



**HOLIDAY**  
**804,000**  
↓ 1.7%



**VISITING FRIENDS AND RELATIVES**  
**220,000**  
↑ 5.5%



**BUSINESS**  
**503,000**  
↓ 5.4%



**OTHER\***  
**149,000**  
↑ 41%

## TOP 3 INTERSTATE MARKETS



**QUEENSLAND**  
VISITORS 247,000 ↑ 43%  
EXPENDITURE \$298M



**NEW SOUTH WALES**  
VISITORS 216,000 ↓ 15%  
EXPENDITURE \$479M



**VICTORIA**  
VISITORS 182,000 ↓ 8.4%  
EXPENDITURE \$345M

## TOP 5 INTERNATIONAL MARKETS



**UNITED STATES OF AMERICA**  
VISITORS 28,000 ↑ 5.8%  
EXPENDITURE \$54M



**UNITED KINGDOM**  
VISITORS 23,000 ↑ 29%  
EXPENDITURE \$56M



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

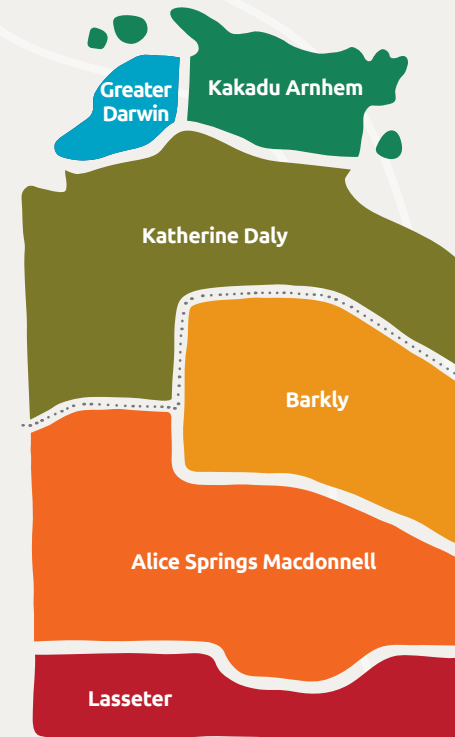


**NEW ZEALAND**  
VISITORS 15,000 ↑ 92%  
EXPENDITURE \$25M



**JAPAN**  
VISITORS 12,000 ↑ 186%  
EXPENDITURE \$17M

## TOTAL VISITORS BY REGION



## TOP END

**YE JUNE 2024**  
VISITORS 1.056M ↓ 13%  
EXPENDITURE \$1.69B

**GREATER DARWIN**  
VISITORS 805,000 ↓ 11%  
EXPENDITURE \$1.189B

**KAKADU ARNHEM**  
VISITORS 160,000 ↓ 11%  
EXPENDITURE \$265M

**KATHERINE DALY**  
VISITORS 262,000 ↓ 28%  
EXPENDITURE \$236M

## CENTRAL

**YE JUNE 2024**  
VISITORS 616,000 ↑ 23%  
EXPENDITURE \$864M

**BARKLY**  
VISITORS 63,000 ↓ 7.8%  
EXPENDITURE \$76M

**ALICE SPRINGS MACDONNELL**  
VISITORS 384,000 ↑ 18%  
EXPENDITURE \$392M

**LASSETER**  
VISITORS 263,000 ↑ 2.9%  
EXPENDITURE \$396M

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 June 2024. Period-to-period percentage changes may differ slightly due to rounding.

NOTE: Percentage changes are compared to YE June 2023.

\* Other includes employment, education and other visitors for stopover reasons.

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