

Combined (Domestic and International) Snapshot YE September 2024

\$2.7 BILLION

VISITOR EXPENDITURE YE SEPTEMBER 2024 FROM 1.7 MILLION VISITORS

TOTAL VISITORS



1,718,000
YE SEP 2024

1,564,000
YE SEP 2023

AVERAGE NIGHTS



7.3
YE SEP 2024

7.0
YE SEP 2023

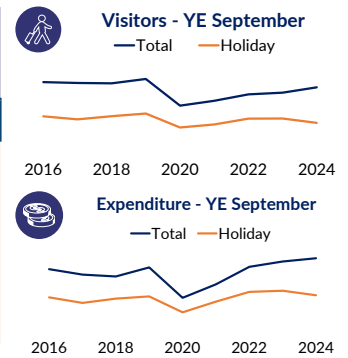
AVERAGE SPEND PER TRIP



\$1,548
YE SEP 2024

\$1,620
YE SEP 2023

COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	1,718	-12%	9.8%	711	-27%	-15%
Visitor nights ('000)	12,515	1.3%	14%	3,980	-33%	-17%
Expenditure (\$ million)	2,660	15%	4.9%	1,236	3.7%	-12%
Average length of stay (nights)	7.3	1.0	0.3	5.6	-0.5	-0.1
Average spend per trip (\$)	1,548	31%	-4.4%	1,738	42%	3.2%
Visitor market share of Australia (%)	1.4	-0.2pp	0.1pp	1.4	-0.5pp	-0.3pp

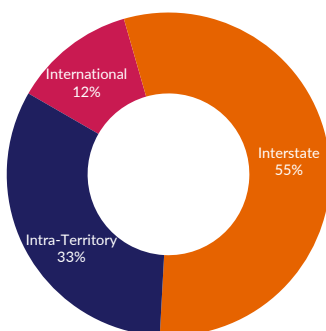


- For the year ending (YE) September 2024, visitors to the Northern Territory (NT) increased by 9.8% compared to the year ending September 2023.
- However, total holiday visitation to NT remains volatile and was down -15% for the YE September 2023. This was offset by domestic business visitors and those visiting friends and relatives.

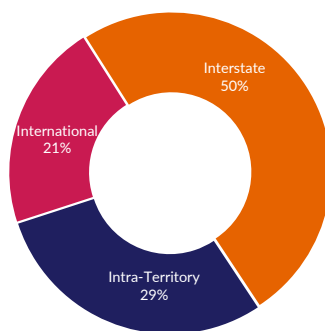
COMBINED VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	645	-2.1%	23%	275	-28%	-25%
Visitor nights ('000)	4,070	-10%	17%	1,527	-41%	-29%
Average length of stay (nights)	6.3	-0.6	-0.2	5.6	-1.2	-0.3
Visitor market share of Australia (%)	2.1	0pp	0.3pp	2.2	-1.1pp	-0.8pp



VISITORS



HOLIDAY VISITORS



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 SEPTEMBER 2024	Visitors (‘000)	change on 2019	change on 2023	Average stay (nights)	Average spend per trip (\$)
Intra-Territory					
Total	558*	-7.7%	-7.3%	3.0	1,267
Holiday	208	-14%	-20%	2.3	707
Visiting friends/relatives	np**	np**	np**	np**	np**
Business	225	-18%	0.8%	3.5	942
All other reasons	np**	np**	np**	np**	np**
Interstate					
Total	950*	-8.5%	21%	6.4	1,585
Holiday	353	-24%	-20%	6.0	2,331
Visiting friends/relatives	np**	np**	np**	np**	np**
Business	360	-11%	55%	6.7	1,198
All other reasons	np**	np**	np**	np**	np**
International					
Total	210*	-32%	20%	22.8	2,131
Holiday	149	-43%	14%	9.3	1,775
Visiting friends/relatives	27	41%	48%	53.1	1,567
Business	14	13%	53%	16.8	1,729
All other reasons	30	21%	39%	57.8	3,909

Domestic Holiday

- A large part of the decrease in interstate holiday visitation to the Top End has been driven by decreases from key markets such as New South Wales and Victoria.
- Increases in interstate holiday visitation in Central Australia have been driven by increases from Queensland and South Australia, with visitation from New South Wales increasing, although Victorian visitors were down.

International Holiday

- International holiday visitors totaled 149,000, down -43% compared to the pre-pandemic period and up +14% compared to YE September 2023. This indicated the continual recovery of NT inbound tourism over the past year.

TOP INTERNATIONAL HOLIDAY SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 26,000 +21%
EXPENDITURE \$42M +37%



UNITED KINGDOM

VISITORS 21,000 +21%
EXPENDITURE \$34M +5.1%



GERMANY

VISITORS 18,000 +26%
EXPENDITURE \$30M +61%



JAPAN

VISITORS 11,000 +83%
EXPENDITURE \$13M +318%



NEW ZEALAND

VISITORS 10,000 +44%
EXPENDITURE \$17M +50%

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



74%
International Holiday
Visitors



18%
Domestic Holiday
Visitors



30%
Combined Holiday
Visitors

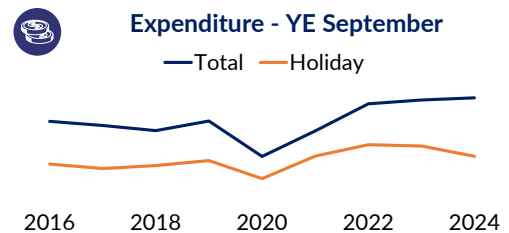
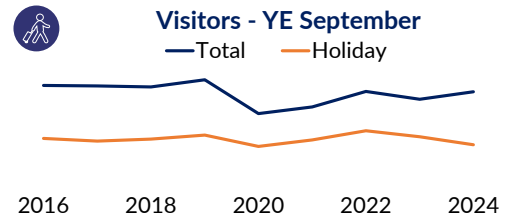
*Total visitors may not add up to the sum of the below purposes of travel, as more than one stopover in the NT is possible during a trip.

**np- indicates data is not publishable

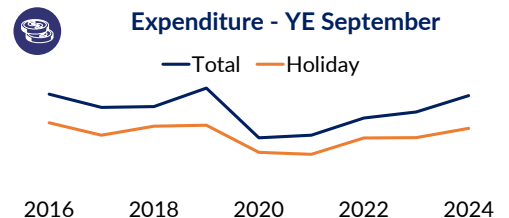
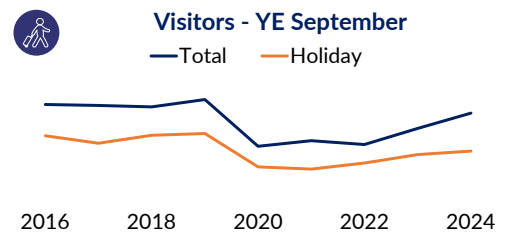
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REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	1,176	-12%	9.8%
Holiday visitors ('000)	438	-24%	-20%
Expenditure (\$ million)	1,747	32%	2.5%
Holiday expenditure (\$ million)	681	13%	-21%
Visitor nights ('000)	9,273	13%	21%
Average length of stay (nights)	7.9	1.7	0.8
Average spend per trip (\$)	1,486	51%	-6.7%
Visitor market share of the Australia (%)	1.0	-0.1pp	0.1pp
Visitor market share of the NT (%)	68.4	-0.3pp	0pp



COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	661	-14%	24%
Holiday visitors ('000)	349	-29%	9.3%
Expenditure (\$ million)	893	-8.1%	23%
Holiday expenditure (\$ million)	554	-5.3%	21%
Visitor nights ('000)	3,029	-22%	-4.1%
Average length of stay (nights)	4.6	-0.4	-1.3
Average spend per trip (\$)	1,351	7.4%	-0.1%
Visitor market share of the Australia (%)	0.5	-0.1pp	0pp
Visitor market share of the NT (%)	38.5	-1.1pp	4.3pp



PLACES VISITED BY VISITORS

GREATER DARWIN
VISITORS 902,000 +12%
EXPENDITURE \$1.31B +6.3%

KAKADU ARNHEM
VISITORS 149,000 -19%
EXPENDITURE \$243M +29%

KATHERINE DALY
VISITORS 258,000 -15%
EXPENDITURE \$193M -32%

BARCLY
VISITORS 111,000 +72%
EXPENDITURE \$75M +58%

ALICE SPRINGS MACDONNELL
VISITORS 391,000 +25%
EXPENDITURE \$398M +20%

LASSETER
VISITORS 272,000 -1.7%
EXPENDITURE \$420M +22%



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