

Domestic Snapshot YE September 2024

\$2.2 BILLION

VISITOR EXPENDITURE YE SEPTEMBER 2024 FROM 1.5 MILLION DOMESTIC VISITORS

KEY MEASURES

TOTAL VISITORS



1,508,000
+8.6%

AVERAGE NIGHTS



5.1
-0.1

AVERAGE SPEND PER TRIP



\$1,467
-5.7%

HOLIDAY



562,000
-20%

VISITING FRIENDS AND RELATIVES



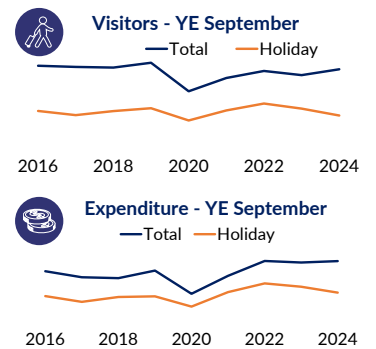
261,000
+42%

BUSINESS



586,000
+28%

DOMESTIC 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)	1,508	-8.2%	8.6%	562	-21%	-20%
Visitor nights ('000)	7,728	-14%	6.9%	2,586	-35%	-25%
Expenditure (\$ million)	2,213	20%	2.4%	971	18%	-19%
Average length of stay (nights)	5.1	-0.4	-0.1	4.6	-1.0	-0.3
Average spend per trip (\$)	1,467	31%	-5.7%	1,728	50%	1.1%
Visitor market share (%)	1.3	-0.1pp	0.1pp	1.2	-0.3pp	-0.3pp



DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	584	2.9%	24%	233	-24%	-28%
Visitor nights ('000)	3,085	-14%	21%	1,099	-47%	-34%
Average length of stay (nights)	5.3	-1.0	-0.1	4.7	-2.0	-0.4
Visitor market share (%)	2.0	0pp	0.3pp	2.0	-0.9pp	-0.8pp



INTERSTATE VISITOR BY MARKETS

TOP 3

QUEENSLAND

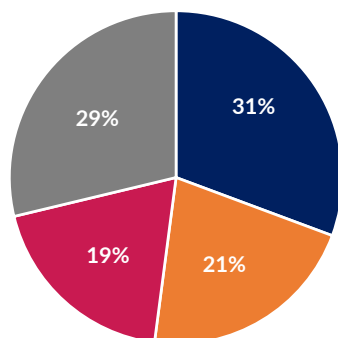
VISITORS 291,000 +70%
EXPENDITURE \$382M +85%

VICTORIA

VISITORS 203,000 +10%
EXPENDITURE \$327M -15%

NEW SOUTH WALES

VISITORS 182,000 -25%
EXPENDITURE \$323M -43%



■ QLD ■ VIC ■ NSW ■ Other States & Territories

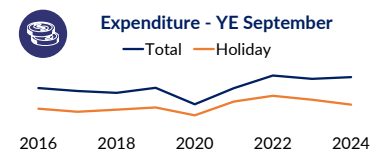
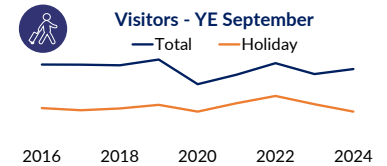
- For the year ending (YE) September 2024, Queensland remained a strong interstate source market for the Northern Territory, with significant increases in both visitors and expenditure.
- There were more visitors from Victoria, while demand from New South Wales softened. Both markets witnessed a decrease in overall expenditure.
- For other states and territories, there were increases in visitors from South Australia and Tasmania while demand from Western Australia and the ACT decreased.

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

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REGIONAL SUMMARY

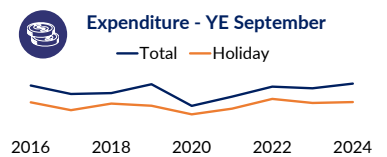
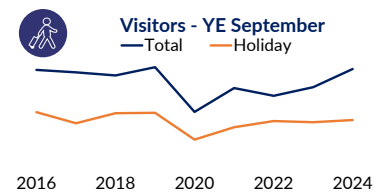
DOMESTIC VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	1,052	-13%	8.4%	372	-22%	-24%
Visitor nights ('000)	5,253	-14%	5.2%	1,660	-32%	-29%
Expenditure (\$ million)	1,494	31%	4.2%	579	19%	-22%
Average length of stay (nights)	5.0	-0.1	-0.1	4.5	-0.7	-0.3
Average spend per trip (\$)	1,419	50%	-3.9%	1,559	53%	2.7%
Visitor market share (%)	0.9	-0.1pp	0pp	0.8	-0.2pp	-0.2pp
Visitor market share of the NT (%)	69.8	-3.4pp	-0.1pp	66.1	-1.1pp	-3.4pp



 HOLIDAY 372,000 Change on 2019: -22% Change on 2023: -24%	 VISITING FRIENDS AND RELATIVES 196,000 Change on 2019: +20% Change on 2023: +31%	 BUSINESS 426,000 Change on 2019: -20% Change on 2023: +48%
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- For the Top End, visitation for holiday decreased in YE September 2024 compared to YE September 2023.
- Travel for VFR and business increased over the same period.
- Business visitation showed a recovery but still sitting below pre-pandemic levels (YE September 2019).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	548	-1.8%	25%	244	-15%	5.9%
Visitor nights ('000)	2,277	-14%	9.6%	887	-40%	-10%
Expenditure (\$ million)	699	1.7%	12%	390	18%	3.6%
Average length of stay (nights)	4.2	-0.6	-0.6	3.6	-1.5	-0.7
Average spend per trip (\$)	1,275	3.6%	-9.9%	1,601	39%	-2.1%
Visitor market share (%)	0.5	0pp	0.1pp	0.5	-0.1pp	0pp
Visitor market share of the NT (%)	36.3	2.3pp	4.7pp	43.4	3.1pp	10.7pp



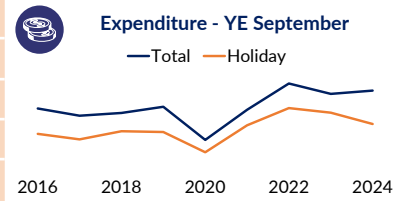
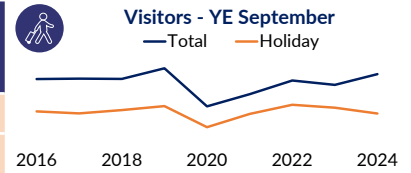
 HOLIDAY 244,000 Change on 2019: -15% Change on 2023: +5.9%	 BUSINESS 200,000 Change on 2019: -4.4% Change on 2023: 17%
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- Total visitation and holiday visitation in Central Australia increased in YE September 2024 compared to YE September 2023.
- Holiday visitors stayed fewer nights in YE September 2024 compared to the same period last year.
- Business visitation has recovered to near pre-pandemic levels (YE June 2019).
- Central Australia significantly increased its domestic holiday marketshare of the NT in YE September 2024 compared to YE September 2023.

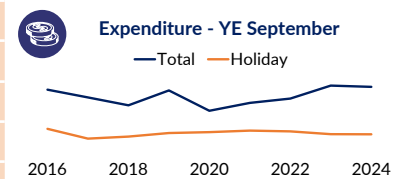
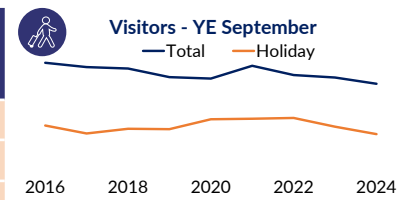
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DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory 2024	change on 2019	change on 2023	Australia 2024	change on 2019	change on 2023
Visitors ('000)	950	-8.5%	21%	36,120	-3.6%	3.8%
Holiday visitors ('000)	353	-24%	-20%	13,758	4.1%	1.6%
Expenditure (\$ million)	1,506	28%	4.5%	41,274	35%	0.3%
Holiday expenditure (\$ million)	824	25%	-22%	22,147	46%	-0.5%
Visitor nights ('000)	6,076	-17%	15%	164,131	-7.4%	-3.8%
Average length of stay (nights)	6.4	-0.7	-0.3	4.5	-0.2	-0.4
Average spend per trip (\$)	1,585	40%	-13%	1,143	40%	-3.4%
Visitor market share (%)	2.6	-0.2pp	0.3pp			



INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER	Northern Territory 2024	change on 2019	change on 2023	Australia 2024	change on 2019	change on 2023
Visitors ('000)	558	-7.7%	-7.3%	80,725	0.3%	2.1%
Holiday visitors ('000)	208	-14%	-20%	35,868	6.6%	1.7%
Expenditure (\$ million)	707	8.6%	-1.9%	61,389	41%	2.3%
Holiday expenditure (\$ million)	147	-8.6%	-1.0%	27,719	55%	-1.5%
Visitor nights ('000)	1,652	-0.1%	-14%	233,308	0.2%	0.4%
Average length of stay (nights)	3.0	0.3	-0.2	2.9	0	0
Average spend per trip (\$)	1,267	15%	5.8%	760	43%	0.2%
Visitor market share (%)	0.7	-0.1pp	-0.1pp			



PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 781,000 +10%
EXPENDITURE \$1.087B +9.0%

KAKADU ARNHEM

VISITORS 135,000 -20%
EXPENDITURE \$232M +40%

KATHERINE DALY

VISITORS 238,000 -17%
EXPENDITURE \$175M -36%

BARKLY

VISITORS np*
EXPENDITURE np*

ALICE SPRINGS MACDONNELL

VISITORS 339,000 +27%
EXPENDITURE \$334M +19%

LASSETER

VISITORS 181,000 -11%
EXPENDITURE \$31M +7.9%



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Expenditure within the factsheet has been aligned to Tourism 2030 methodology, where intra-Territory spend is based on regional spend and interstate spend is based on destination spend.
*np - indicates data is not publishable.