

International Snapshot YE September 2024

\$447 MILLION

VISITOR EXPENDITURE YE SEPTEMBER 2024 FROM 210,000 INTERNATIONAL VISITORS

KEY MEASURES

TOTAL VISITORS



210,000
+20%

AVERAGE NIGHTS



22.8
+1.5

AVERAGE SPEND PER TRIP



\$2,131
0%

HOLIDAY



149,000
+14%

VISITING FRIENDS AND RELATIVES



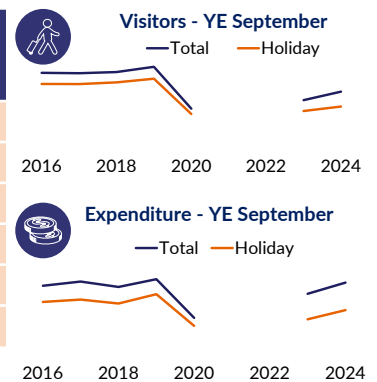
27,000
+48%

BUSINESS



14,000
+53%

INTERNATIONAL 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)	210	-32%	20%	149	-43%	14%
Visitor nights ('000)	4,787	44%	28%	1,394	-27%	3.7%
Expenditure (\$ million)	447	-4.7%	20%	265	-28%	30%
Average length of stay (nights)	22.8	12.1	1.5	9.3	2.0	-0.9
Average spend per trip (\$)	2,131	41%	0%	1,775	26%	14%
Visitor market share (%)	2.8	-0.8pp	-0.1pp	4.1	-1.5pp	-0.7pp



INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 31,000 +13%
EXPENDITURE \$51M +12%



NEW ZEALAND

VISITORS 16,000 +47%
EXPENDITURE \$25M +23%



UNITED KINGDOM

VISITORS 25,000 +19%
EXPENDITURE \$46M +5.5%



JAPAN

VISITORS 13,000 +113%
EXPENDITURE \$18M +466%



GERMANY

VISITORS 19,000 +30%
EXPENDITURE \$32M +53%



FRANCE

VISITORS 8,000 -14%
EXPENDITURE \$18M +8.9%

- For the year ending (YE) September 2024, international visitors totaled 210,000, down -32% compared to the pre-pandemic period and up +20% compared to YE September 2023. This indicated the continual recovery of NT inbound tourism over the past year.

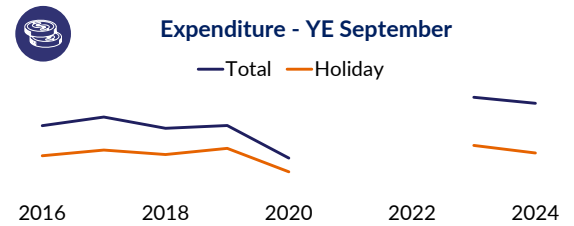
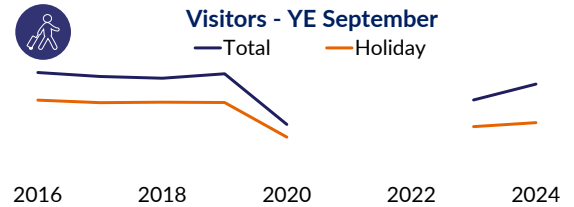
- The recovery was witnessed in most of the NT's source markets, including the strong rebound from Japan.

NOTE: Percentage changes in this report are compared to 2023 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated. Data that has been suppressed due to a sample size of less than 40 can cause breaks in the time series.

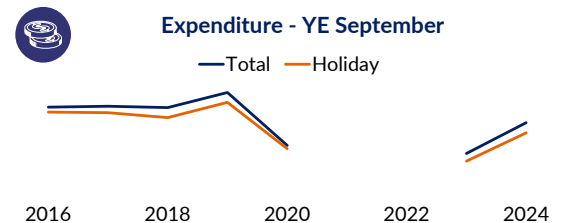
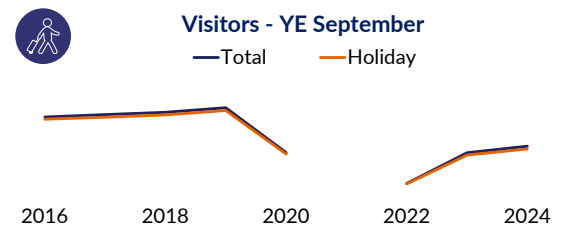
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REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	123	-11%	23%
Holiday visitors ('000)	66	-31%	9.8%
Expenditure (\$ million)	253	37%	-6.7%
Holiday expenditure (\$ million)	101	-12%	-19%
Visitor nights ('000)	4,020	91%	52%
Average length of stay (nights)	32.6	17.4	6.1
Average spend per trip (\$)	2,053	53%	-24%
Visitor market share (%)	1.6	0pp	0pp
Visitor market share of the NT (%)	58.7	14.1pp	1.7pp



INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	113	-47%	18%
Holiday visitors ('000)	106	-49%	18%
Expenditure (\$ million)	194	-32%	90%
Holiday expenditure (\$ million)	164	-36%	106%
Visitor nights ('000)	753	-38%	-30%
Average length of stay (nights)	6.7	1.0	-4.6
Average spend per trip (\$)	1,718	29%	61%
Visitor market share (%)	1.5	-1pp	-0.1pp
Visitor market share of the NT (%)	53.8	-15.2pp	-0.8pp



PLACES VISITED BY INTERNATIONAL VISITORS

GREATER DARWIN
VISITORS 120,000 +24%
EXPENDITURE \$223M -5.5%

HOLIDAY VISITATION
VISITORS 64,000 +10%
EXPENDITURE \$82M -21%

KATHERINE DALY
VISITORS 20,000 +24%
EXPENDITURE \$18M +47%

HOLIDAY VISITATION
VISITORS 16,000 +17%
EXPENDITURE \$12M +115%

LASSETER
VISITORS 91,000 +24%
EXPENDITURE \$100M +107%

HOLIDAY VISITATION
VISITORS 90,000 +25%
EXPENDITURE \$93M +110%



KAKADU ARNHEM
VISITORS 14,000 -3.6%
EXPENDITURE \$12M -48%

HOLIDAY VISITATION
VISITORS 13,000 -3.2%
EXPENDITURE \$7M -51%

BARKLY
VISITORS np*
EXPENDITURE np*

HOLIDAY VISITATION
VISITORS np*
EXPENDITURE np*

ALICE SPRINGS MACDONNELL
VISITORS 52,000 +14%
EXPENDITURE \$64M +26%

HOLIDAY VISITATION
VISITORS 46,000 +12%
EXPENDITURE \$52M +56%

*np - indicates data is not publishable.

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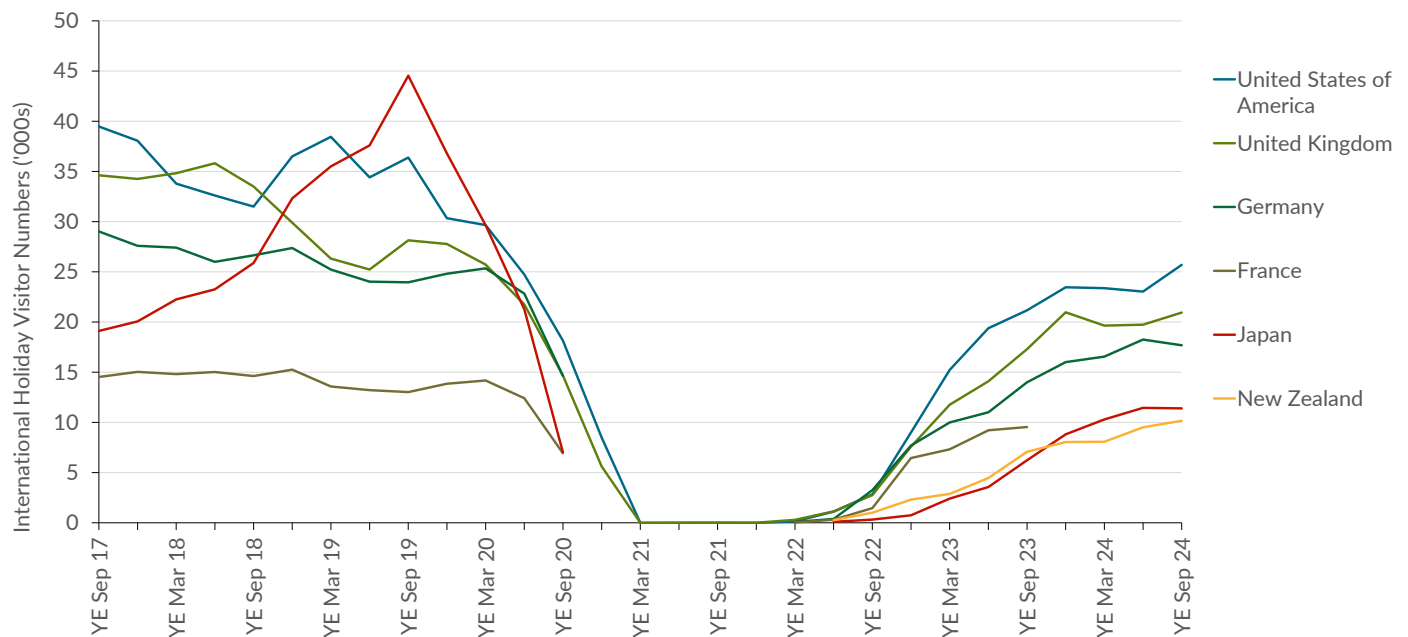
INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING SEPTEMBER	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2019	2023	2024	Rank	2019	2023	2024
United States of America	1	36	21	26	3	445	297	376
United Kingdom	2	28	17	21	4	385	285	304
Germany	3	24	14	18	8	150	91	113
Japan	4	45	6	11	6	317	134	229
New Zealand	5	7	7	10	2	516	408	532
France	6	13	10	8	13	99	63	82
Other Europe*		60	24	28		357	235	271
Other Asia**		34	23	21		2,092	1,000	1,469
Other Countries***		15	9	6		328	249	240
Total		262	131	149		4,688	2,762	3,616

* Other Europe includes European countries not included above
 ***Other Countries includes all other countries not included above

**Other Asia includes Asian countries not included above

INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



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