

Domestic Snapshot YE December 2024

\$2.1 BILLION

VISITOR EXPENDITURE YE DECEMBER 2024 FROM 1.4 MILLION DOMESTIC VISITORS

KEY MEASURES

TOTAL VISITORS



1,422,000
+0.9%

AVERAGE NIGHTS



5.2
+0.3

AVERAGE SPEND
PER TRIP



\$1,471
-3.3%

HOLIDAY



525,000
-25%

VISITING FRIENDS
AND RELATIVES



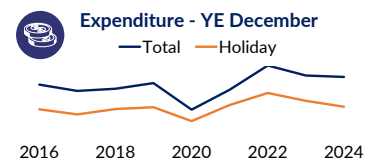
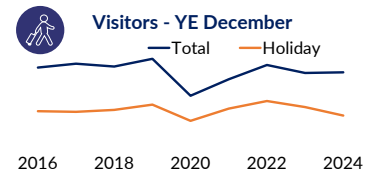
229,000
+24%

BUSINESS



590,000
+29%

| DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER | Visitors 2024 | change on 2019 | change on 2023 | Holiday 2024 | change on 2019 | change on 2023 |
|--|------------------|-------------------|-------------------|-----------------|-------------------|-------------------|
| Visitors ('000) | 1,422 | -16% | 0.9% | 525 | -30% | -25% |
| Visitor nights ('000) | 7,384 | -20% | 6.4% | 2,550 | -38% | -21% |
| Expenditure (\$ million) | 2,092 | 13% | -2.4% | 915 | 2.6% | -20% |
| Average length of stay (nights) | 5.2 | -0.2 | 0.3 | 4.9 | -0.7 | 0.2 |
| Average spend per trip (\$) | 1,471 | 36% | -3.3% | 1,744 | 47% | 6.2% |
| Visitor market share (%) | 1.2 | -0.2pp | 0pp | 1.1 | -0.6pp | -0.4pp |



| DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER | Visitors 2024 | change on 2019 | change on 2023 | Holiday 2024 | change on 2019 | change on 2023 |
|--|------------------|-------------------|-------------------|-----------------|-------------------|-------------------|
| Visitors ('000) | 257 | -35% | -25% | 78 | -45% | -32% |
| Visitor nights ('000) | 1,333 | -30% | -20% | 425 | -40% | -7.7% |
| Average length of stay (nights) | 5.2 | 0.4 | 0.3 | 5.5 | 0.4 | 1.4 |
| Visitor market share (%) | 0.9 | -0.4pp | -0.3pp | 0.7 | -0.6pp | -0.3pp |



INTERSTATE VISITOR BY MARKETS

TOP 3

QUEENSLAND

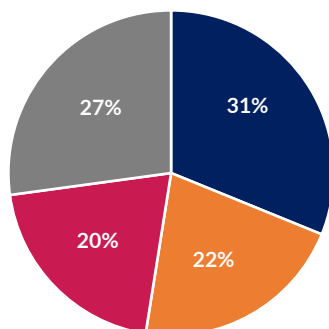
VISITORS 284,000 +4.6%
EXPENDITURE \$387M +79%

VICTORIA

VISITORS 195,000 +6.0%
EXPENDITURE \$315M -16%

NEW SOUTH WALES

VISITORS 186,000 -13%
EXPENDITURE \$280M -47%



■ QLD ■ VIC ■ NSW ■ Other States & Territories

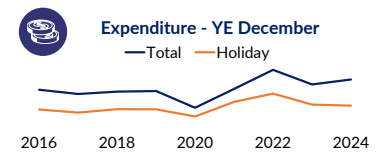
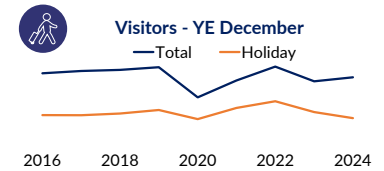
- For the year ending (YE) December 2024, Queensland remained a strong interstate source market for the Northern Territory, with significant increases in both visitors and expenditure.
- There were more visitors from Victoria, while demand from New South Wales softened. Both markets witnessed a decrease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

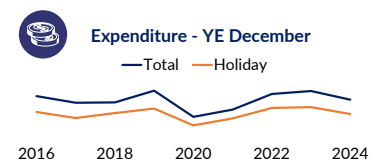
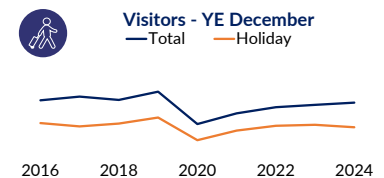
| DOMESTIC VISITOR TOP END YEAR ENDING DECEMBER | Visitors 2024 | change on 2019 | change on 2023 | Holiday 2024 | change on 2019 | change on 2023 |
|---|------------------|-------------------|-------------------|-----------------|-------------------|-------------------|
| Visitors ('000) | 1,028 | -14% | 6.8% | 355 | -27% | -22% |
| Visitor nights ('000) | 5,122 | -17% | 4.9% | 1,711 | -30% | -19% |
| Expenditure (\$ million) | 1,484 | 36% | 13% | 581 | 27% | -6.1% |
| Average length of stay (nights) | 5.0 | -0.2 | -0.1 | 4.8 | -0.2 | 0.2 |
| Average spend per trip (\$) | 1,444 | 59% | 5.7% | 1,637 | 75% | 20% |
| Visitor market share (%) | 0.9 | -0.1pp | 0pp | 0.7 | -0.3pp | -0.2pp |
| Visitor market share of the NT (%) | 72.3 | 2.1pp | 4pp | 67.7 | 2.5pp | 2.6pp |



| | | |
|--|---|---|
| HOLIDAY 355,000 Change on 2019: -27% Change on 2023: -22% | VISITING FRIENDS AND RELATIVES 167,000 Change on 2019: -3.3% Change on 2023: +5.8% | BUSINESS 443,000 Change on 2019: -10% Change on 2023: +44% |
|--|---|---|

- For the Top End, visitation for holiday decreased in YE December 2024 compared to YE December 2023.
- Travel for VFR and business increased over the same period.
- Business visitation showed a recovery but still sitting below pre-pandemic levels (YE December 2019).

| DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER | Visitors 2024 | change on 2019 | change on 2023 | Holiday 2024 | change on 2019 | change on 2023 |
|---|------------------|-------------------|-------------------|-----------------|-------------------|-------------------|
| Visitors ('000) | 484 | -19% | 4.9% | 227 | -31% | -10% |
| Visitor nights ('000) | 2,101 | -25% | 11% | 801 | -50% | -23% |
| Expenditure (\$ million) | 586 | -21% | -21% | 332 | -23% | -27% |
| Average length of stay (nights) | 4.3 | -0.3 | 0.2 | 3.5 | -1.4 | -0.6 |
| Average spend per trip (\$) | 1,212 | -3.0% | -25% | 1,459 | 12% | -18% |
| Visitor market share (%) | 0.4 | -0.1pp | 0pp | 0.5 | -0.2pp | -0.1pp |
| Visitor market share of the NT (%) | 34.0 | -1.1pp | 1.3pp | 43.3 | -0.5pp | 7.1pp |



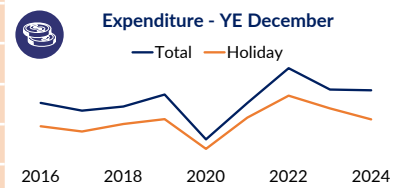
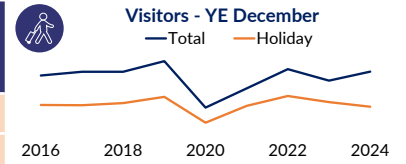
| | |
|--|---|
| HOLIDAY 227,000 Change on 2019: -31% Change on 2023: -10% | BUSINESS 179,000 Change on 2019: -14% Change on 2023: +15% |
|--|---|

- Total visitation and holiday visitation in Central Australia increased in YE December 2024 compared to YE December 2023.
- Holiday visitors stayed fewer nights in YE December 2024 compared to the same period last year.
- Domestic visitation to increased Central Australia off the back of increased visitors travelling for business or visiting friends and family.

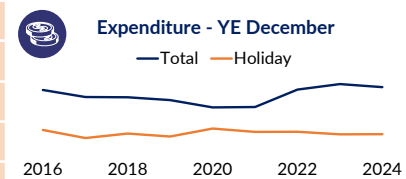
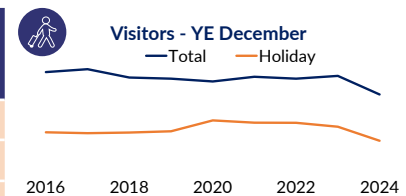
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DOMESTIC SOURCE MARKETS

| INTERSTATE VISITOR SUMMARY YEAR ENDING DECEMBER | Northern Territory 2024 | change on 2019 | change on 2023 | Australia 2024 | change on 2019 | change on 2023 |
|--|-------------------------|----------------|----------------|----------------|----------------|----------------|
| Visitors ('000) | 912 | -15% | 19% | 36,372 | -5.1% | 4.2% |
| Holiday visitors ('000) | 347 | -31% | -18% | 13,755 | 4.1% | 2.7% |
| Expenditure (\$ million) | 1,395 | 7.1% | -1.0% | 41,043 | 31% | 0.9% |
| Holiday expenditure (\$ million) | 768 | -0.6% | -23% | 21,527 | 41% | -1.2% |
| Visitor nights ('000) | 5,831 | -21% | 16% | 163,858 | -9.7% | -2.6% |
| Average length of stay (nights) | 6.4 | -0.5 | -0.2 | 4.5 | -0.2 | -0.3 |
| Average spend per trip (\$) | 1,530 | 27% | -17% | 1,128 | 38% | -3.2% |
| Visitor market share (%) | 2.5 | -0.3pp | 0.3pp | | | |



| INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER | Northern Territory 2024 | change on 2019 | change on 2023 | Australia 2024 | change on 2019 | change on 2023 |
|---|-------------------------|----------------|----------------|----------------|----------------|----------------|
| Visitors ('000) | 510 | -18% | -21% | 80,880 | -0.6% | 1.3% |
| Holiday visitors ('000) | 178 | -28% | -36% | 36,186 | 6.4% | 2.5% |
| Expenditure (\$ million) | 696 | 28% | -5.0% | 61,691 | 43% | 0.8% |
| Holiday expenditure (\$ million) | 146 | 23% | 0.7% | 27,930 | 51% | -1.4% |
| Visitor nights ('000) | 1,553 | -14% | -18% | 233,624 | -1.2% | -0.3% |
| Average length of stay (nights) | 3.0 | 0.1 | 0.1 | 2.9 | 0 | 0 |
| Average spend per trip (\$) | 1,366 | 56% | 20% | 763 | 43% | -0.4% |
| Visitor market share (%) | 0.6 | -0.1pp | -0.2pp | | | |



PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 735,000 +3.1%
EXPENDITURE \$1.092B +19%

KAKADU ARNHEM

VISITORS 148,000 +18%
EXPENDITURE \$188M +16%

KATHERINE DALY

VISITORS 254,000 -7.8%
EXPENDITURE \$204M -13%

BARKLY

VISITORS np*
EXPENDITURE np*

ALICE SPRINGS MACDONNELL

VISITORS 288,000 +2.7%
EXPENDITURE \$288M -12%

LASSETER

VISITORS np*
EXPENDITURE \$257M np*



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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.