

Combined (Domestic and International) Snapshot Year Ending (YE) September 2022

\$2.61 BILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2022
FROM 1.46 MILLION VISITORS**

TOTAL VISITORS



1,456,000
YE SEP 2022

1,335,000
YE SEP 2021

AVERAGE NIGHTS



7.2
YE SEP 2022

6.2
YE SEP 2021

AVERAGE SPEND PER PERSON



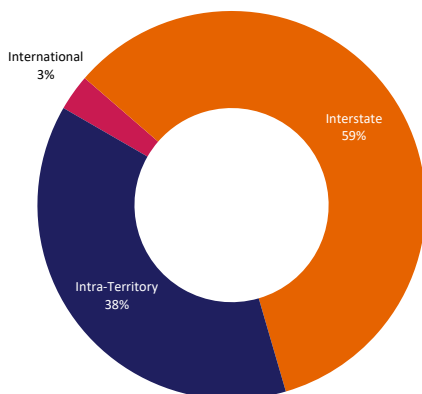
\$1,794
YE SEP 2022

\$1,411
YE SEP 2021

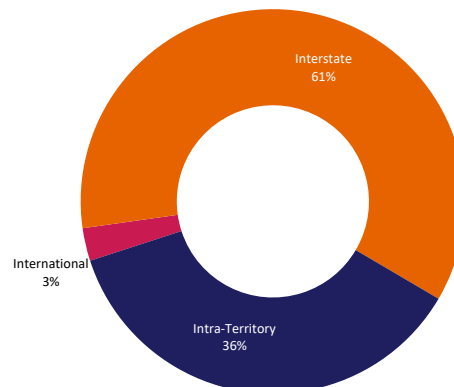
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,953	1,335	1,456	9.0%	973	665	803	21%
Visitor nights ('000)	12,349	8,330	10,428	25%	5,900	3,633	4,864	34%
Expenditure (\$ million)	2,599	1,884	2,611	39%	1,185	980	1,363	39%
Average length of stay (nights)	6.3	6.2	7.2	1.0	6.1	5.5	6.1	0.6
Average spend per trip (\$)	1,331	1,411	1,794	27%	1,218	1,475	1,697	15%
Visitor market share (%)	1.6	1.6	1.4	-0.2pp	1.9	1.8	1.7	-0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	659	380	541	42%	383	222	324	46%
Visitor nights ('000)	4,545	3,015	4,409	46%	2,598	1,593	2,349	47%
Average length of stay (nights)	6.9	7.9	8.2	0.3	6.8	7.2	7.3	0.1
Visitor market share (%)	2.2	3.2	1.9	-1.3pp	3.3	4.4	2.7	-1.7pp

VISITORS



HOLIDAY VISITORS



- For the year ending September 2022, visitors to the Northern Territory (NT) increased by 9.0% compared to the year ending September 2021. Visitation for the September quarter 2022 increased 42% compared to the same period in 2021.
- International borders to Australia opened on 21 February 2022, while border restrictions for all interstate markets entry into the NT were lifted 20 December 2021. There were 44,000 international visitors in the year ending September 2022. Even though borders are now open the Ukraine-Russia conflict has impacted demand for travel from source markets in Europe as well as global supply chain impacts on consumers by way of rising costs.
- New South Wales, Victoria, Queensland and Western Australia represented the largest interstate holiday source markets for the NT in the year ending September 2022.

NOTE: Percentage changes in this report are compared to 2021 data, unless otherwise stated. Visitors refers to all purpose visitors unless otherwise stated.

Combined (Domestic and International) Snapshot YE September 2022

VISITOR SUMMARY

NORTHERN TERRITORY VISITOR SUMMARY YEAR ENDING SEPTEMBER 2022	Visitors ('000)	% Change on 2021	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	551*	-19%	3.1	915
Holiday	294	-7.0%	2.3	563
Visiting friends/relatives	58	-23%	1.9	286
Business	174	-33%	4.5	633
All other reasons	29	-28%	4.9	1,048
Interstate				
Total	861*	33%	8.5	2,323
Holiday	487	40%	8.0	2,393
Visiting friends/relatives	117	37%	8.9	1,152
Business	242	17%	8.6	1,325
All other reasons	32	-39%	8.9	1,443
International				
Total	44*	np**	31.6	2,445
Holiday***	np**	np**	np**	np**
Visiting friends/relatives***	np**	np**	np**	np**
Business***	np**	np**	np**	np**
All other reasons***	np**	np**	np**	np**
Combined				
Total	1,456*	9.0%	7.2	1,794
Holiday	803	21%	6.1	1,697
Visiting friends/relatives	186	15%	7.9	917
Business	420	-10%	7.1	1,053
All other reasons	71	-26%	16.0	1,733

SOURCE MARKETS

Domestic Holiday



New South Wales
VISITORS 145,000 ↑
EXPENDITURE \$435M ↑



Victoria
VISITORS 143,000 ↑
EXPENDITURE \$338M ↑



Queensland
VISITORS 71,000 ↑
EXPENDITURE \$156M ↑



Western Australia
VISITORS 68,000 ↑
EXPENDITURE \$128M ↑



South Australia
VISITORS 54,000 ↓
EXPENDITURE \$91M ↓

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



41%
Interstate Holiday
Visitors



7.1%
Intra-Territory
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. *International figures are currently too low to report on individual markets.

Combined (Domestic and International) Snapshot YE September 2022

VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	310	4	44	np**	262	0	22	np**
Visitor nights ('000)	3,331	363	1,386	np**	1,902	5	277	np**
Expenditure (\$ million)	470	25	107	np**	371	0	31	np**
Average length of stay (nights)	10.7	np**	31.6	np**	7.3	np**	12.5	np**
Average spend per trip (\$)	1,514	np**	2,445	np**	1,413	np**	1,401	np**
Visitor market share (%)	3.6	2.7	2.1	-0.6pp	5.6	1.6	3.5	1.9pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,643	1,331	1,412	6.1%	711	664	781	18%
Visitor nights ('000)	9,017	7,967	9,042	13%	3,998	3,628	4,586	26%
Expenditure (\$ million)	2,129	1,859	2,504	35%	815	980	1,332	36%
Average length of stay (nights)	5.5	6.0	6.4	0.4	5.6	5.5	5.9	0.4
Average spend per trip (\$)	1,296	1,397	1,774	27%	1,146	1,475	1,705	16%
Visitor market share (%)	1.4	1.6	1.4	-0.2pp	1.5	1.8	1.7	-0.1pp

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	1,341	965	1,116	16%	574	506	603	19%
Visitor nights ('000)	8,236	5,603	7,463	33%	3,493	2,669	3,192	20%
Expenditure (\$ million)	1,506	1,296	1,827	41%	595	679	877	29%
Average length of stay (nights)	6.1	5.8	6.7	0.9	6.1	5.3	5.3	0.0
Average spend per trip (\$)	1,123	1,344	1,636	22%	1,037	1,341	1,453	8.3%
Visitor market share (%)	1.1	1.2	1.1	-0.1pp	1.1	1.3	1.3	0pp
Visitor market share of the NT (%)	68.7	72.3	76.7	4.4pp	59.0	76.1	75.1	-1pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors			Change on 2021	Holiday			Change on 2021
	2019	2021	2022		2019	2021	2022	
Visitors ('000)	773	434	402	-7.4%	493	201	253	26%
Visitor nights ('000)	3,866	2,547	2,549	0.1%	2,341	903	1,523	69%
Expenditure (\$ million)	1,075	543	743	37%	585	279	471	69%
Average length of stay (nights)	5.0	5.9	6.3	0.5	4.7	4.5	6.0	1.5
Average spend per trip (\$)	1,392	1,250	1,848	48%	1,187	1,389	1,859	34%
Visitor market share (%)	0.6	0.5	0.4	-0.1pp	1.0	0.5	0.6	0.1pp
Visitor market share of the NT (%)	39.6	32.6	27.6	-4.9pp	50.7	30.2	31.5	1.3pp

**Not publishable due to small base in 2021.

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TOP END

VISITORS 1,116M +16%
EXPENDITURE \$1,827M +41%

HOLIDAY VISITORS 603,000 +19%
HOLIDAY EXPENDITURE \$877M +29%

GREATER DARWIN

VISITORS 858,000 +34%
EXPENDITURE* \$1,353M +44%

HOLIDAY VISITORS

INTRA-TERRITORY 177,000 +35%
INTERSTATE 299,000 +40%
DOMESTIC 475,000 +38%
INTERNATIONAL 12,000 ↑

KAKADU ARNHEM

VISITORS 171,000 -23%
EXPENDITURE** \$179M -5.6%

HOLIDAY VISITORS

INTRA-TERRITORY 21,000 ↓
INTERSTATE 94,000 ↑
DOMESTIC 115,000 ↑
INTERNATIONAL 2,000 ↑

KATHERINE DALY

VISITORS 329,000 +35%
EXPENDITURE \$294M +78%

HOLIDAY VISITORS

INTRA-TERRITORY 71,000 ↓
INTERSTATE 136,000 ↑
DOMESTIC 208,000 +42%
INTERNATIONAL 2,000 ↑



CENTRAL AUSTRALIA

VISITORS 402,000 -7.4%
EXPENDITURE \$743M +37%

HOLIDAY VISITORS 253,000 +26%
HOLIDAY EXPENDITURE \$471M +69%

BARKLY

VISITORS 60,000 ↓
EXPENDITURE \$25M ↓

HOLIDAY VISITORS

INTRA-TERRITORY 6,000 ↓
INTERSTATE 31,000 ↑
DOMESTIC 37,000 ↓
INTERNATIONAL 1,000 ↑

ALICE SPRINGS MACDONNELL

VISITORS 266,000 -15%
EXPENDITURE \$312M +15%

HOLIDAY VISITORS

INTRA-TERRITORY 29,000 ↑
INTERSTATE 118,000 ↑
DOMESTIC 147,000 +42%
INTERNATIONAL 6,000 ↑

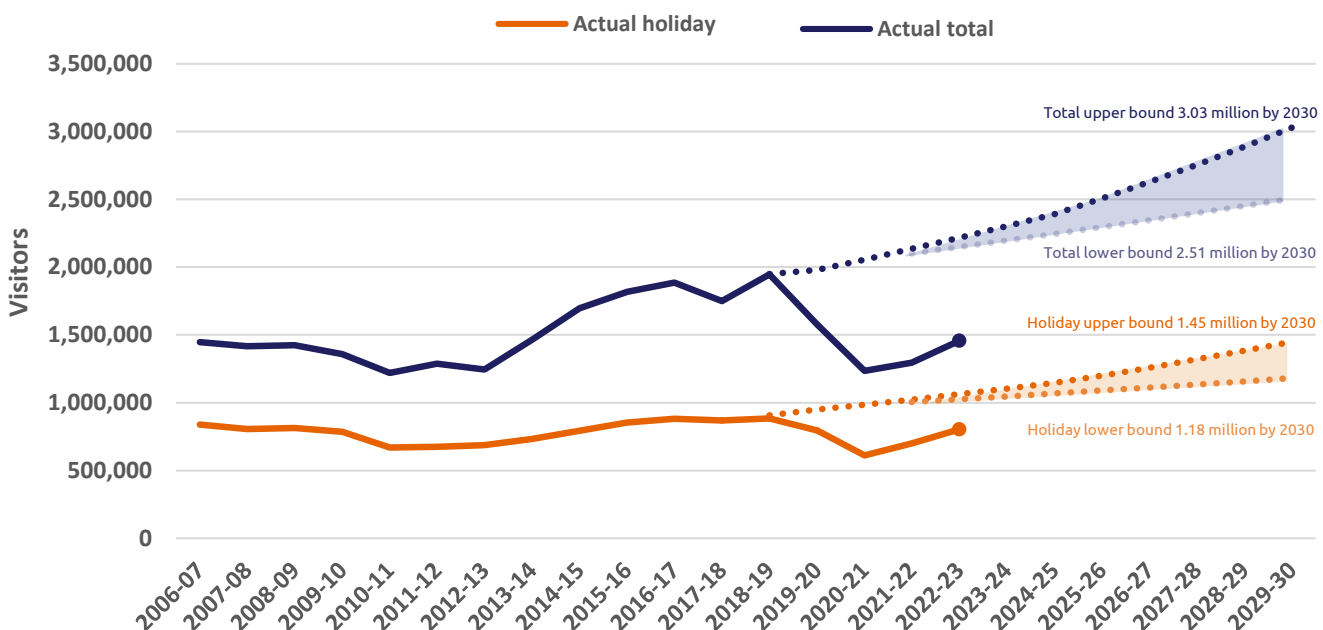
LASEETER

VISITORS 214,000 +26%
EXPENDITURE \$406M +68%

HOLIDAY VISITORS

INTRA-TERRITORY 9,000 ↓
INTERSTATE 164,000 +49%
DOMESTIC 173,000 +30%
INTERNATIONAL 12,000 ↑

NORTHERN TERRITORY TOURISM INDUSTRY STRATEGY 2030 TOTAL AND HOLIDAY VISITOR TARGETS



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*Expenditure is for Darwin only, excludes Outer Darwin. ** Expenditure is for the combined region of Litchfield Kakadu Arnhem and includes Outer Darwin.