

Combined (Domestic and International) Snapshot YE September 2023



\$2.6 BILLION

**VISITOR EXPENDITURE YE SEPTEMBER 2023
FROM 1.6 MILLION VISITORS**

TOTAL VISITORS



1,569,000
YE SEP 2023

1,518,000
YE SEP 2022

AVERAGE NIGHTS



7.1
YE SEP 2023

6.9
YE SEP 2022

AVERAGE SPEND PER TRIP



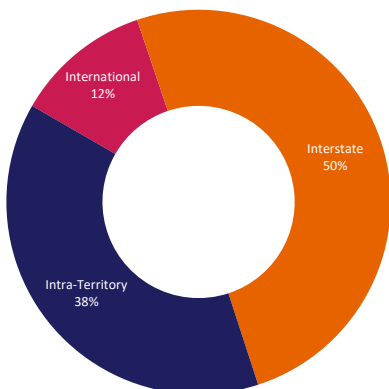
\$1,629
YE SEP 2023

\$1,533
YE SEP 2022

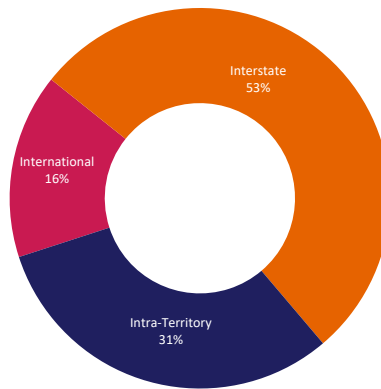
COMBINED VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING SEPTEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,953	1,518	1,569	3.4%	973	830	835	0.6%
Visitor nights ('000)	12,349	10,506	11,116	5.8%	5,900	4,996	4,785	-4.2%
Expenditure (\$ million)	2,308	2,327	2,556	9.9%	1,191	1,363	1,411	3.6%
Average length of stay (nights)	6.3	6.9	7.1	0.2	6.1	6.0	5.7	-0.3
Average spend per trip (\$)	1,182	1,533	1,629	6.3%	1,225	1,642	1,690	2.9%
Visitor market share of Australia (%)	1.6	1.5	1.3	-0.2pp	1.9	1.8	1.7	-0.1pp

COMBINED VISITOR NORTHERN TERRITORY SUMMARY SEPTEMBER QUARTER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	659	603	527	-13%	383	351	369	5.0%
Visitor nights ('000)	4,545	4,487	3,599	-20%	2,598	2,482	2,168	-13%
Average length of stay (nights)	6.9	7.4	6.8	-0.6	6.8	7.1	5.9	-1.2
Visitor market share of Australia (%)	2.2	2.1	1.8	-0.3pp	3.3	2.9	3.0	0.1pp

VISITORS



HOLIDAY VISITORS



- For the year ending September 2023, visitors to the Northern Territory (NT) increased by 3.4% compared to the year ending September 2022. Visitation for the September quarter 2023 decreased 13% compared to the same period in 2022.
- 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 180,000 international visitors in the year ending September 2023.
- New South Wales, Victoria, and Queensland represented the largest interstate holiday source markets for the NT in the year ending September 2023.

NOTE: Percentage changes in this report are compared to 2022 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 2023	Visitors ('000)	% change on 2022	Average stay (nights)	Average spend per trip (\$)
Intra-Territory				
Total	602*	-2.8%	3.2	1,198
Holiday	261	-19%	2.1	571
Visiting friends/relatives	69	-4.5%	1.7	360
Business	223	11%	4.9	1,214
All other reasons	55	88%	3.0	4,983
Interstate				
Total	787*	-7.9%	6.7	1,830
Holiday	443	-8.9%	6.5	2,378
Visiting friends/relatives	115	-1.5%	7.1	862
Business	232	-2.2%	6.2	1,089
All other reasons	31	-1.5%	5.1	1,119
International				
Total	180*	np**	21.6	2,192
Holiday	131	np**	10.3	1,589
Visiting friends/relatives	23	np**	29.0	1,036
Business	9	np**	18.2	2,644
All other reasons	21	np**	80.0	6,500
Combined				
Total	1,569*	3.4%	7.1	1,629
Holiday	835	0.6%	5.7	1,690
Visiting friends/relatives	207	4.0%	7.7	715
Business	465	5.2%	5.8	1,180
All other reasons	107	53%	18.8	4,178

TOP HOLIDAY SOURCE MARKETS



NEW SOUTH WALES

VISITORS 180,000 ↑
EXPENDITURE \$498M ↑



VICTORIA

VISITORS 128,000 ↓
EXPENDITURE \$293M ↓



QUEENSLAND

VISITORS 50,000 ↓
EXPENDITURE \$96M ↓



WESTERN AUSTRALIA

VISITORS 47,000 ↓
EXPENDITURE \$95M ↓



SOUTH AUSTRALIA

VISITORS 23,000 ↓
EXPENDITURE \$38M ↓



UNITED STATES OF AMERICA

VISITORS 21,000 ↓
EXPENDITURE \$31M ↓



UNITED KINGDOM

VISITORS 17,000 ↓
EXPENDITURE \$33M ↓



GERMANY

VISITORS 14,000 ↓
EXPENDITURE \$19M ↓



FRANCE

VISITORS 10,000 ↓
EXPENDITURE \$15M ↓



INDIA

VISITORS 7,000 ↑
EXPENDITURE \$3M ↑

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



69%

International Holiday
Visitors



29%

Domestic Holiday
Visitors



35%

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. Note: International results are compared to 2019. **np - indicates data is not publishable.

Department of Industry, Tourism and Trade

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VISITOR SUMMARY

INTERNATIONAL VISITOR NORTHERN TERRITORY YEAR ENDING SEPTEMBER	Visitors		Change on 2019	Holiday		Change on 2019
	2019	2023		2019	2023	
Visitors ('000)	310	180	-42%	262	131	-50%
Visitor nights ('000)	3,331	3,889	17%	1,902	1,347	-29%
Expenditure (\$ million)	470	395	-16%	371	209	-44%
Average length of stay (nights)	10.7	21.6	10.9	7.3	10.3	3.0
Average spend per trip (\$)	1,514	2,192	45%	1,413	1,589	13%
Visitor market share of Australia (%)	3.6	3.0	-0.6pp	5.6	4.8	-0.8pp

DOMESTIC VISITOR NORTHERN TERRITORY YEAR ENDING SEPTEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,643	1,474	1,389	-5.8%	711	808	704	-13%
Visitor nights ('000)	9,017	9,119	7,226	-21%	3,998	4,719	3,439	-27%
Expenditure (\$ million)	1,838	2,219	2,161	-2.6%	821	1,332	1,203	-9.7%
Average length of stay (nights)	5.5	6.2	5.2	-1.0	5.6	5.8	4.9	-1.0
Average spend per trip (\$)	1,119	1,506	1,556	3.3%	1,155	1,649	1,709	3.7%
Visitor market share of Australia (%)	1.4	1.5	1.2	-0.3pp	1.5	1.8	1.5	-0.3pp

REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING SEPTEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,341	1,179	1,075	-8.8%	574	633	549	-13%
Visitor nights ('000)	8,236	7,576	7,788	2.8%	3,493	3,337	3,189	-4.5%
Expenditure (\$ million)	1,324	1,637	1,726	5.5%	601	892	871	-2.4%
Average length of stay (nights)	6.1	6.4	7.2	0.8	6.1	5.3	5.8	0.5
Average spend per trip (\$)	987	1,388	1,605	16%	1,048	1,410	1,586	13%
Visitor market share of Australia (%)	1.1	1.1	0.9	-0.2pp	1.1	1.4	1.1	-0.3pp
Visitor market share of the NT (%)	68.7	77.7	68.5	-9.2pp	59.0	76.2	65.7	-10.5pp

COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING SEPTEMBER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	773	403	535	33%	493	251	320	27%
Visitor nights ('000)	3,866	2,527	3,168	25%	2,341	1,510	1,488	-1.5%
Expenditure (\$ million)	972	660	724	9.7%	585	454	457	0.7%
Average length of stay (nights)	5.0	6.3	5.9	-0.4	4.7	6.0	4.7	-1.3
Average spend per trip (\$)	1,258	1,639	1,353	-17%	1,187	1,805	1,426	-21%
Visitor market share of Australia (%)	0.6	0.4	0.5	0.1pp	1.0	0.5	0.6	0.1pp
Visitor market share of the NT (%)	39.6	26.5	34.1	7.6pp	50.7	30.3	38.3	8.0pp

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TOP END

VISITORS 1.075M **-8.8%**
EXPENDITURE \$1.726B **+5.5%**

HOLIDAY VISITORS 549,000 **-13%**
HOLIDAY EXPENDITURE \$871M **-2.4%**

GREATER DARWIN

VISITORS 812,000 **-8.0%**
EXPENDITURE* \$1,204M **+5.6%**

HOLIDAY VISITORS

INTRA-TERRITORY 123,000 **-37%**
INTERSTATE 261,000 **-13%**
DOMESTIC 383,000 **-22%**
INTERNATIONAL 58,000 **↓**

KAKADU ARNHEM

VISITORS 184,000 **+6.6%**
EXPENDITURE** \$237M **+38%**

HOLIDAY VISITORS

INTRA-TERRITORY 19,000 **↓**
INTERSTATE 82,000 **↓**
DOMESTIC 101,000 **↓**
INTERNATIONAL 13,000 **↓**

KATHERINE DALY

VISITORS 303,000 **-17%**
EXPENDITURE \$285M **-12%**

HOLIDAY VISITORS

INTRA-TERRITORY 67,000 **↓**
INTERSTATE 84,000 **↓**
DOMESTIC 151,000 **-30%**
INTERNATIONAL 14,000 **↓**



CENTRAL AUSTRALIA

VISITORS 535,000 **+33%**
EXPENDITURE \$724M **+9.7%**

HOLIDAY VISITORS 320,000 **+27%**
HOLIDAY EXPENDITURE \$457M **+0.7%**

BARKLY

VISITORS 64,000 **+4.8%**
EXPENDITURE \$48M **+95%**

HOLIDAY VISITORS

INTRA-TERRITORY **↓**
INTERSTATE 21,000 **↓**
DOMESTIC 21,000 **↓**
INTERNATIONAL 7,000 **↓**

ALICE SPRINGS MACDONNELL

VISITORS 312,000 **+18%**
EXPENDITURE \$332M **+23%**

HOLIDAY VISITORS

INTRA-TERRITORY 50,000 **↑**
INTERSTATE 78,000 **↓**
DOMESTIC 128,000 **-11%**
INTERNATIONAL 41,000 **↓**

LASETER

VISITORS 276,000 **+27%**
EXPENDITURE \$345M **-5.9%**

HOLIDAY VISITORS

INTRA-TERRITORY 20,000 **↑**
INTERSTATE 124,000 **-24%**
DOMESTIC 143,000 **-18%**
INTERNATIONAL 72,000 **↓**

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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.
Note: International results are compared to 2019.