

# Domestic Snapshot Year Ending (YE) March 2023

# \$2.81 BILLION

## VISITOR EXPENDITURE YE MARCH 2023 FROM 1.58 MILLION DOMESTIC VISITORS

### TOTAL VISITORS



**1,581,000**  
YE MAR 2023

**1,254,000**  
YE MAR 2022

### AVERAGE NIGHTS



**5.9**  
YE MAR 2023

**6.6**  
YE MAR 2022

### AVERAGE SPEND PER PERSON



**\$1,778**  
YE MAR 2023

**\$1,524**  
YE MAR 2022

### PURPOSE OF VISIT YE MARCH 2023

#### HOLIDAY



**784,000**  
+19%

#### VISITING FRIENDS AND RELATIVES



**200,000**  
+9.5%

#### BUSINESS



**554,000**  
+47%

#### OTHER\*



**64,000**  
-30%

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,651	1,254	1,581	26%	650	657	784	19%
Visitor nights ('000)	9,663	8,230	9,381	14%	3,697	3,824	4,593	20%
Expenditure (\$ million)	1,951	1,911	2,810	47%	785	984	1,351	37%
Average length of stay (nights)	5.9	6.6	5.9	-0.7	5.7	5.8	5.9	0.1
Average spend per trip (\$)	1,181	1,524	1,778	17%	1,209	1,498	1,723	15%
Visitor market share (%)	1.5	1.5	1.4	-0.1pp	1.5	1.8	1.6	-0.2pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY MARCH QUARTER	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	279	193	199	3.6%	84	92	49	-46%
Visitor nights ('000)	1,530	1,276	956	-25%	294	467	184	-61%
Average length of stay (nights)	5.5	6.6	4.8	-1.8	3.5	5.1	3.7	-1.4
Visitor market share (%)	0.9	0.8	0.7	-0.1pp	0.7	0.8	0.4	-0.4pp

### INTERSTATE VISITOR SOURCE MARKETS

**NEW SOUTH WALES**  
VISITORS 277,000 +137%  
EXPENDITURE \$728M +161%

**SOUTH AUSTRALIA**  
VISITORS 108,000 ↓  
EXPENDITURE \$183M ↓

**VICTORIA**  
VISITORS 232,000 +106%  
EXPENDITURE \$568M +73%

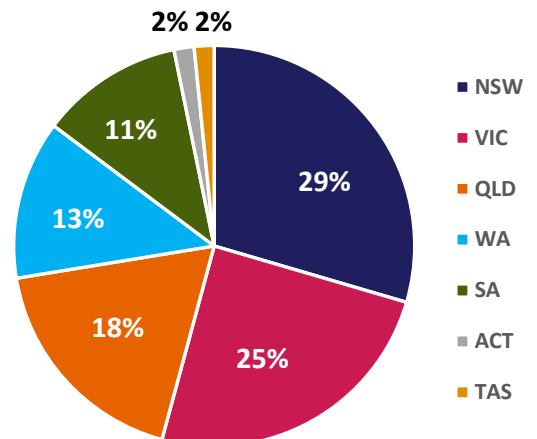
**AUSTRALIAN CAPITAL TERRITORY**  
VISITORS 15,000 ↓  
EXPENDITURE \$15M ↓

**QUEENSLAND**  
VISITORS 171,000 -0.4%  
EXPENDITURE \$355M +10%

**WESTERN AUSTRALIA**  
VISITORS 120,000 +25%  
EXPENDITURE \$242M +16%

**TASMANIA**  
VISITORS 15,000 ↑  
EXPENDITURE \$46M ↑

### INTERSTATE VISITORS BY MARKETS

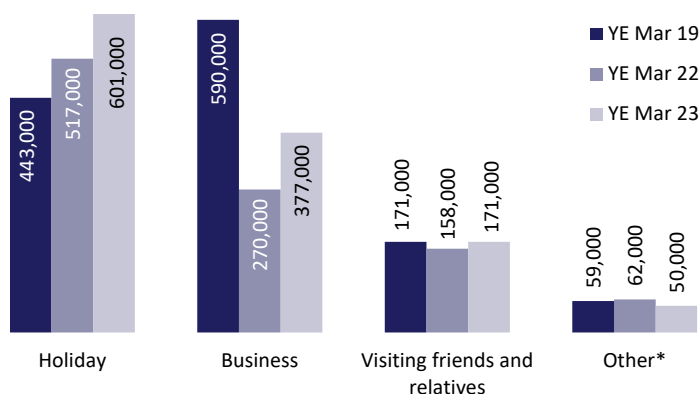


NOTE: Percentage changes in this report are compared to 2022 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.  
\*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot YE March 2023

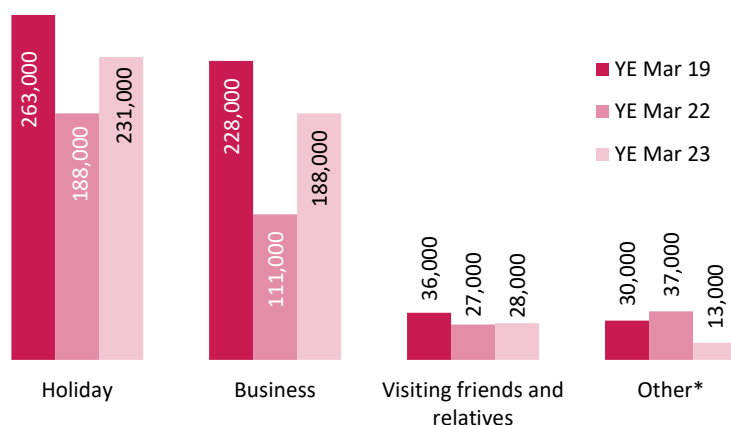
## REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING MARCH	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	1,240	965	1,185	23%	443	517	601	16%
Visitor nights ('000)	7,176	5,821	6,569	13%	2,420	2,763	3,176	15%
Expenditure (\$ million)	1,284	1,390	2,023	46%	442	702	927	32%
Average length of stay (nights)	5.8	6.0	5.5	-0.5	5.5	5.3	5.3	0
Average spend per trip (\$)	1,035	1,440	1,707	19%	997	1,358	1,542	13%
Visitor market share (%)	1.1	1.2	1.1	-0.1pp	1.0	1.4	1.2	-0.2pp
Visitor market share of the NT (%)	75.1	76.9	74.9	-2.0pp	68.2	78.6	76.7	-1.9pp



- For the Top End, domestic holiday visitation increased for the year ending March 2023 compared to the same period in 2022. Visitors travelling to visit friends and relatives (VFR), along with business travel also showed an increase, while other purpose of visitation was lower over the same period.
- Holiday visitation travel was also higher for the year ending March 2023 compared to the year ending March 2019 (pre pandemic).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors			Change on 2022	Holiday			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	537	352	459	30%	263	188	231	23%
Visitor nights ('000)	2,243	2,211	2,601	18%	1,215	1,022	1,289	26%
Expenditure (\$ million)	651	494	749	52%	335	273	406	49%
Average length of stay (nights)	4.2	6.3	5.7	-0.6	4.6	5.4	5.6	0.2
Average spend per trip (\$)	1,212	1,403	1,632	16%	1,277	1,448	1,756	21%
Visitor market share (%)	0.5	0.4	0.4	0pp	0.6	0.5	0.5	0pp
Visitor market share of the NT (%)	32.5	28.1	29.0	0.9pp	40.4	28.7	29.5	0.8pp



- For Central Australia, domestic holiday visitors and business travel increased for the year ending March 2023 compared to the same period in 2022. VFR travel also showed a slight increase, while other purpose of visitation was lower over the same period.
- Visitation for all purposes of travel remains lower in the year ending March 2023 compared to the year ending March 2019 (pre pandemic).

\*Other includes: Other reasons, in transit and not stated/not asked.

# Domestic Snapshot YE March 2023

## DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Change on 2022	Australia			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	997	666	939	41%	35,632	17,901	35,019	96%
Holiday Visitors ('000)	416	368	494	34%	12,501	6,967	14,193	104%
Visitor nights ('000)	7,519	6,251	7,442	19%	165,864	104,341	176,138	69%
Expenditure (\$ million)	1,366	1,443	2,136	48%	34,117	21,129	49,618	135%
Average length of stay (nights)	7.5	9.4	7.9	-1.5	4.7	5.8	5.0	-0.8
Average spend per trip (\$)	1,371	2,167	2,276	5.0%	957	1,180	1,417	20%
Visitor market share (%)	2.8	3.7	2.7	-1.0pp				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Change on 2022	Australia			Change on 2022
	2019	2022	2023		2019	2022	2023	
Visitors ('000)	655	588	642	9.2%	75,416	65,554	79,115	21%
Holiday Visitors ('000)	234	289	290	0.5%	32,125	30,605	35,889	17%
Visitor nights ('000)	2,143	1,979	1,939	-2.0%	220,298	213,923	233,226	9.0%
Expenditure (\$ million)	585	468	674	44%	40,432	42,196	58,486	39%
Average length of stay (nights)	3.3	3.4	3.0	-0.4	2.9	3.3	2.9	-0.4
Average spend per trip (\$)	893	796	1,049	32%	536	644	739	15%
Visitor market share (%)	0.9	0.9	0.8	-0.1pp				

## PLACES VISITED BY DOMESTIC VISITORS

### GREATER DARWIN

VISITORS 887,000 +33%  
EXPENDITURE\* \$1.4B +34%

### HOLIDAY VISITATION

INTRA-TERRITORY 170,000 +21%  
INTERSTATE 317,000 +50%  
HOLIDAY VISITORS 487,000 +38%

### KATHERINE DALY

VISITORS 376,000 +52%  
EXPENDITURE \$384M +138%

### HOLIDAY VISITATION

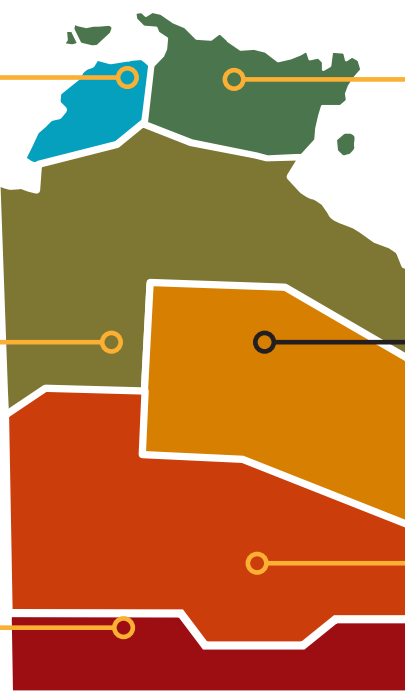
INTRA-TERRITORY 78,000 ↓  
INTERSTATE 137,000 ↑  
HOLIDAY VISITORS 215,000 +38%

### LASSETER

VISITORS 213,000 +31%  
EXPENDITURE \$360M +55%

### HOLIDAY VISITATION

INTRA-TERRITORY 14,000 ↑  
INTERSTATE 155,000 +25%  
HOLIDAY VISITORS 169,000 +28%



### KAKADU ARNHEM

VISITORS 201,000 +7.6%  
EXPENDITURE\*\* \$217M +28%

### HOLIDAY VISITATION

INTRA-TERRITORY 24,000 ↓  
INTERSTATE 114,000 ↑  
HOLIDAY VISITORS 138,000 +39%

### BARKLY

VISITORS 74,000 ↑  
EXPENDITURE \$34M ↑

### HOLIDAY VISITATION

INTRA-TERRITORY 3,000 ↓  
INTERSTATE 34,000 ↑  
HOLIDAY VISITORS 37,000 ↑

### ALICE SPRINGS MACDONNELL

VISITORS 305,000 +20%  
EXPENDITURE \$355M +49%

### HOLIDAY VISITATION

INTRA-TERRITORY 20,000 ↑  
INTERSTATE 110,000 ↑  
HOLIDAY VISITORS 130,000 +11%

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

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