

Domestic Snapshot YE June 2024

\$2.2 BILLION

VISITOR EXPENDITURE YE JUNE 2024 FROM 1.4 MILLION DOMESTIC VISITORS

TOTAL VISITORS



1,394,000
YE JUN 2024

1,495,000
YE JUN 2023

AVERAGE NIGHTS



5.2
YE JUN 2024

5.6
YE JUN 2023

AVERAGE SPEND PER TRIP



\$1,584
YE JUN 2024

\$1,562
YE JUN 2023

PURPOSE OF VISIT YE JUNE 2024

HOLIDAY



654,000
-8.2%

VISITING FRIENDS AND RELATIVES



194,000
-0.1%

BUSINESS



493,000
-5.7%

OTHER*



123,000
↑

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,651	1,495	1,394	-6.7%	634	713	654	-8.2%
Visitor nights ('000)	9,120	8,416	7,193	-15%	3,471	4,055	3,148	-22%
Expenditure (\$ million)	1,788	2,335	2,208	-5.4%	769	1,235	1,124	-9.0%
Average length of stay (nights)	5.5	5.6	5.2	-0.4	5.5	5.7	4.8	-0.9
Average spend per trip (\$)	1,083	1,562	1,584	1.4%	1,214	1,732	1,718	-0.8%
Visitor market share (%)	1.5	1.3	1.2	-0.1pp	1.4	1.5	1.3	-0.2pp

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY JUNE QUARTER	Visitors			Change on 2023	Holiday**			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	460	397	344	-13%	219	210	121	-42%
Visitor nights ('000)	2,171	1,756	1,893	7.8%	1,081	936	600	-36%
Average length of stay (nights)	4.7	4.4	5.5	1.1	4.9	4.5	5.0	0.5
Visitor market share (%)	1.5	1.4	1.2	-0.2pp	1.8	1.8	1.0	-0.8pp

INTERSTATE VISITOR SOURCE MARKETS



QUEENSLAND

VISITORS 247,000 +43%
EXPENDITURE \$298M +17%



NEW SOUTH WALES

VISITORS 216,000 -15%
EXPENDITURE \$479M -13%



VICTORIA

VISITORS 182,000 -8.4%
EXPENDITURE \$345M -24%



SOUTH AUSTRALIA

VISITORS 96,000 ↑
EXPENDITURE \$183M ↑



WESTERN AUSTRALIA

VISITORS 77,000 ↓
EXPENDITURE \$122M ↓



TASMANIA

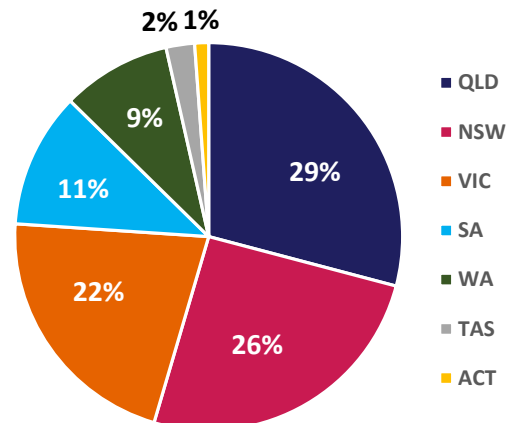
VISITORS 20,000 ↑
EXPENDITURE \$30M ↑



AUSTRALIAN CAPITAL TERRITORY

VISITORS 10,000 ↓
EXPENDITURE \$30M ↑

INTERSTATE VISITORS BY MARKETS

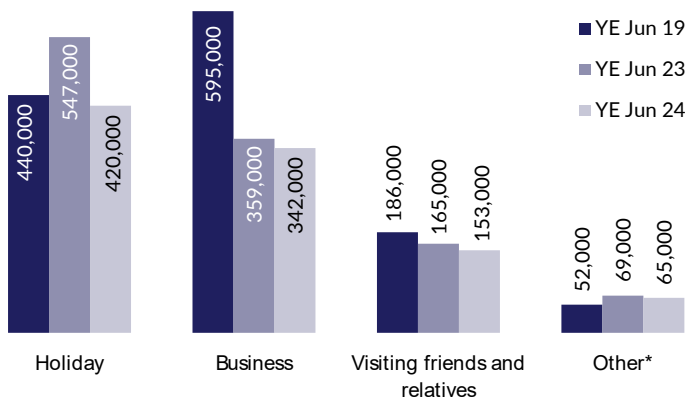


NOTE: Percentage changes in this report are compared to 2023 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated. *Other includes: Other reasons, in transit and not stated/not asked. **Caution required when interpreting these results due to low sample.

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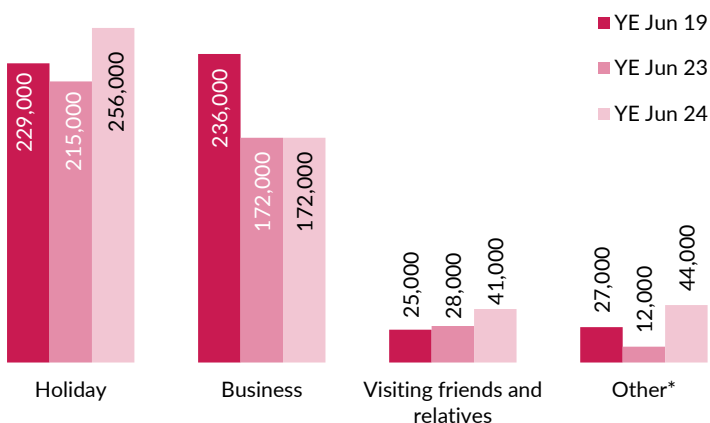
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,247	1,130	939	-17%	440	547	420	-23%
Visitor nights ('000)	6,726	5,747	5,104	-11%	2,254	2,702	2,183	-19%
Expenditure (\$ million)	1,143	1,602	1,448	-9.6%	442	799	687	-14%
Average length of stay (nights)	5.4	5.1	5.4	0.4	5.1	4.9	5.2	0.3
Average spend per trip (\$)	917	1,417	1,542	8.8%	1,004	1,459	1,635	12%
Visitor market share (%)	1.1	1.0	0.8	-0.2pp	1.0	1.1	0.9	-0.2pp
Visitor market share of the NT (%)	75.5	75.6	67.4	-8.2pp	69.5	76.8	64.2	-12.6pp



- For the Top End, visitation for holiday, business and VFR decreased in the YE June 2024 compared to the YE June 2023. Travel for other purposes also declined slightly over the same period.
- A notable decline in intra-Territory travel largely drove the overall decline in visitors to the Top End.
- Business visitation remains well below pre-pandemic levels (YE June 2019).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING JUNE	Visitors			Change on 2023	Holiday			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	504	423	501	18%	229	215	256	19%
Visitor nights ('000)	2,180	2,511	1,927	-23%	1,167	1,242	856	-31%
Expenditure (\$ million)	637	699	671	-4.0%	323	413	358	-13%
Average length of stay (nights)	4.3	5.9	3.8	-2.1	5.1	5.8	3.3	-2.4
Average spend per trip (\$)	1,265	1,651	1,339	-19%	1,412	1,921	1,395	-27%
Visitor market share (%)	0.4	0.4	0.4	0pp	0.5	0.4	0.5	0.1pp
Visitor market share of the NT (%)	30.5	28.3	35.9	7.6pp	36.1	30.1	39.2	9.1pp



- For Central Australia, domestic holiday, VFR travel and other purpose of visitation increased in the YE June 2024 compared to the same period in 2023. Business travel remained stable over this period, yet below pre-pandemic levels (YE June 2019).
- Holiday, VFR and other purpose of visitation exceeded the pre-pandemic levels (YE June 2019).

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

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DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Change on 2023	Australia			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	1,019	826	848	2.7%	36,331	34,875	35,556	2.0%
Holiday visitors ('000)	413	423	433	2.4%	12,834	13,821	13,696	-0.9%
Visitor nights ('000)	7,061	6,389	5,537	-13%	170,502	173,358	165,000	-4.8%
Expenditure (\$ million)	1,114	1,608	1,487	-7.5%	29,457	41,732	40,753	-2.3%
Average length of stay (nights)	6.9	7.7	6.5	-1.2	4.7	5.0	4.6	-0.4
Average spend per trip (\$)	1,093	1,948	1,754	-9.9%	811	1,197	1,146	-4.2%
Visitor market share (%)	2.8	2.4	2.4	0pp				

INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Change on 2023	Australia			Change on 2023
	2019	2023	2024		2019	2023	2024	
Visitors ('000)	632	669	547	-18%	79,111	78,744	80,365	2.1%
Holiday visitors ('000)	220	290	222	-24%	33,458	35,316	35,927	1.7%
Visitor nights ('000)	2,059	2,027	1,657	-18%	229,715	231,306	234,926	1.6%
Expenditure (\$ million)	675	727	721	-0.8%	42,314	59,176	61,436	3.8%
Average length of stay (nights)	3.3	3.0	3.0	0	2.9	2.9	2.9	0
Average spend per trip (\$)	1,067	1,085	1,319	21%	535	751	764	1.7%
Visitor market share (%)	0.8	0.9	0.7	-0.2pp				

PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 691,000 -16%
EXPENDITURE \$976M -14%

HOLIDAY VISITATION

INTRA-TERRITORY 100,000 ↓
INTERSTATE 244,000 -9.0%
HOLIDAY VISITORS 344,000 -20%

KATHERINE DALY

VISITORS 243,000 -31%
EXPENDITURE \$225M -33%

HOLIDAY VISITATION

INTRA-TERRITORY 39,000 ↓
INTERSTATE 64,000 ↓
HOLIDAY VISITORS 104,000 ↓

LASSETER

VISITORS 172,000 -13%
EXPENDITURE \$274M -16%

HOLIDAY VISITATION

INTRA-TERRITORY 16,000 ↑
INTERSTATE 111,000 ↓
HOLIDAY VISITORS 128,000 ↓



KAKADU ARNHEM

VISITORS 146,000 -15%
EXPENDITURE \$247M +94%

HOLIDAY VISITATION

INTRA-TERRITORY 12,000 ↓
INTERSTATE 80,000 ↓
HOLIDAY VISITORS 92,000 ↓

BARKLY

VISITORS 51,000 ↓
EXPENDITURE \$65M ↑

HOLIDAY VISITATION

INTRA-TERRITORY 3,000 ↑
INTERSTATE 21,000 ↓
HOLIDAY VISITORS 24,000 ↓

ALICE SPRINGS MACDONNELL

VISITORS 330,000 +14%
EXPENDITURE \$333M -2.1%

HOLIDAY VISITATION

INTRA-TERRITORY 62,000 ↑
INTERSTATE 83,000 ↓
HOLIDAY VISITORS 145,000 ↑

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.

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