

Combined (Domestic and International) Snapshot YE December 2024

\$2.6 BILLION

VISITOR EXPENDITURE YE DECEMBER 2024 FROM 1.6 MILLION VISITORS

TOTAL VISITORS



1,643,000
YE DEC 2024

1,597,000
YE DEC 2023

AVERAGE NIGHTS



7.3
YE DEC 2024

6.9
YE DEC 2023

AVERAGE SPEND PER TRIP



\$1,558
YE DEC 2024

\$1,630
YE DEC 2023

COMBINED 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)	1,643	-18%	2.9%	684	-32%	-19%
Visitor nights ('000)	11,992	-3.0%	8.9%	4,138	-30%	-9.4%
Expenditure (\$ million)	2,560	12%	-1.7%	1,208	-1.9%	-17%
Average length of stay (nights)	7.3	1.1	0.4	6.0	0.2	0.7
Average spend per trip (\$)	1,558	36%	-4.5%	1,766	44%	3.2%
Visitor market share of Australia (%)	1.3	-0.2pp	0pp	1.3	-0.7pp	-0.4pp

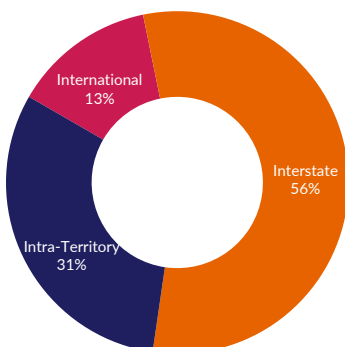


- For the year ending (YE) December 2024, visitors to the Northern Territory (NT) increased by 2.9% compared to the year ending December 2023.
- However, total holiday visitation to NT remains volatile and was down -19% for the YE December 2023. This was offset by domestic business visitors and those visiting friends and relatives.

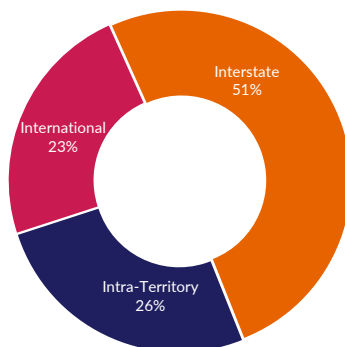
COMBINED VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	328	-33%	-19%	135	-40%	-17%
Visitor nights ('000)	2,714	-5.1%	-16%	995	-24%	19%
Average length of stay (nights)	8.3	2.4	0.3	7.4	1.5	2.2
Visitor market share of Australia (%)	1.0	-0.5pp	-0.3pp	1.1	-0.8pp	-0.3pp



VISITORS



HOLIDAY VISITORS



NOTE: Percentage changes in this report are compared to 2023 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 DECEMBER 2024	Visitors (‘000)	change on 2019	change on 2023	Average stay (nights)	Average spend per trip (\$)
Intra-Territory					
Total	510	-18%	-21%	3.0	1,366
Holiday	178	-28%	-36%	2.6	822
Visiting friends/relatives	np**	np**	np**	np**	np**
Business	240	-15%	7.7%	3.2	878
All other reasons	np**	np**	np**	np**	np**
Interstate					
Total	912	-15%	19%	6.4	1,959
Holiday	347	-31%	-18%	6.0	2,647
Visiting friends/relatives	np**	np**	np**	np**	np**
Business	350	-13%	48%	6.4	1,587
All other reasons	np**	np**	np**	np**	np**
International					
Total	221	-26%	18%	20.8	2,117
Holiday	159	-36%	8.5%	10.0	1,842
Visiting friends/relatives	31	50%	75%	40.0	1,829
Business	11	-18%	36%	14.7	1,635
All other reasons	29	27%	39%	56.0	3,454






Domestic Holiday

- A large part of the decrease in interstate holiday visitation to the Northern Territory has been driven by large decreases in the key markets of New South Wales and Victoria.

International Holiday

- International holiday visitors totaled 159,000, down -36% compared to the pre-pandemic period and up +8.5% compared to YE December 2023. This indicated the continual recovery of NT inbound tourism over the past year.

TOP INTERNATIONAL HOLIDAY SOURCE MARKETS

	UNITED STATES OF AMERICA VISITORS 26,000 +13% EXPENDITURE \$52M -4.5%
	UNITED KINGDOM VISITORS 20,000 -5.5% EXPENDITURE \$28M -50%
	GERMANY VISITORS 19,000 +16% EXPENDITURE \$27M -3.2%
	NEW ZEALAND VISITORS 11,000 +38% EXPENDITURE \$21M +56%
	JAPAN VISITORS 11,000 +20% EXPENDITURE \$12M +31%

PARTICIPATION IN ABORIGINAL CULTURAL ACTIVITIES DURING TRIP



80%
International Holiday
Visitors



19%
Domestic Holiday
Visitors



33%
Combined Holiday
Visitors

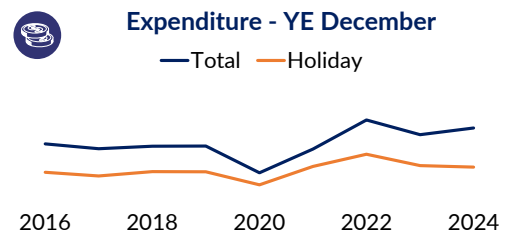
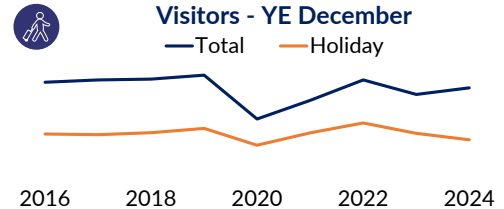
*Total visitors may not add up to the sum of the below purposes of travel, as more than one stopover in the NT is possible during a trip.

**np- indicates data is not publishable

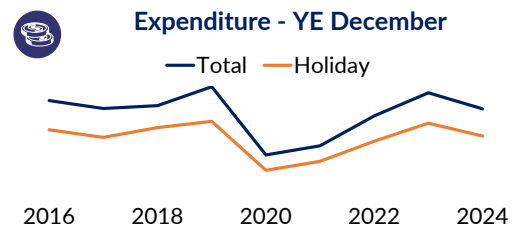
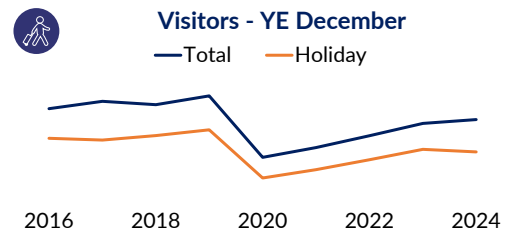
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REGIONAL VISITATION SUMMARY

COMBINED VISITOR TOP END YEAR ENDING DECEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	1,157	-13%	8.8%
Holiday visitors ('000)	427	-27%	-18%
Expenditure (\$ million)	1,756	39%	12%
Holiday expenditure (\$ million)	698	22%	-5.1%
Visitor nights ('000)	8,872	8.3%	10%
Average length of stay (nights)	7.7	1.5	0.1
Average spend per trip (\$)	1,518	60%	2.7%
Visitor market share of the Australia (%)	0.9	-0.1pp	0.1pp
Visitor market share of the NT (%)	70.4	3.6pp	3.8pp



COMBINED VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	602	-24%	5.4%
Holiday visitors ('000)	337	-35%	-6.0%
Expenditure (\$ million)	782	-22%	-17%
Holiday expenditure (\$ million)	508	-23%	-20%
Visitor nights ('000)	2,944	-25%	5.5%
Average length of stay (nights)	4.9	0.0	0.0
Average spend per trip (\$)	1,299	2.9%	-21%
Visitor market share of the Australia (%)	0.5	-0.1pp	0pp
Visitor market share of the NT (%)	36.6	-3.1pp	0.9pp



PLACES VISITED BY VISITORS

GREATER DARWIN
VISITORS 861,000 +6.2%
EXPENDITURE \$1.33B +17%

KAKADU ARNHEM
VISITORS 162,000 +14%
EXPENDITURE \$197M +10%

KATHERINE DALY
VISITORS 274,000 -5.8%
EXPENDITURE \$228M -10%

BARCLY
VISITORS 112,000 +133%
EXPENDITURE \$46M -16%

ALICE SPRINGS MACDONNELL
VISITORS 340,000 +2.0%
EXPENDITURE \$345M -7.9%

LASSETER
VISITORS 255,000 -14%
EXPENDITURE \$391M -24%



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