

International Snapshot YE December 2024

\$468 MILLION

VISITOR EXPENDITURE YE DECEMBER 2024 FROM 221,000 INTERNATIONAL VISITORS

KEY MEASURES

TOTAL VISITORS



221,000
+18%

AVERAGE NIGHTS



20.8
-0.8

AVERAGE SPEND PER TRIP



\$2,117
-14%

HOLIDAY



159,000
+8.5%

VISITING FRIENDS AND RELATIVES



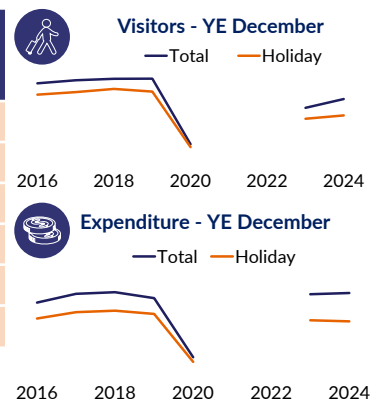
31,000
+75%

BUSINESS



11,000
+36%

INTERNATIONAL 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)	221	-26%	18%	159	-36%	8.5%
Visitor nights ('000)	4,608	46%	13%	1,588	-9.1%	20%
Expenditure (\$ million)	468	7.2%	1.7%	293	-14%	-2.4%
Average length of stay (nights)	20.8	10.2	-0.8	10.0	3.0	1.0
Average spend per trip (\$)	2,117	45%	-14%	1,842	35%	-10%
Visitor market share (%)	2.9	-0.5pp	0.1pp	4.2	-1.1pp	-0.5pp



INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 31,000 +12%
EXPENDITURE \$61M -9.6%



NEW ZEALAND

VISITORS 17,000 +41%
EXPENDITURE \$29M +22%



UNITED KINGDOM

VISITORS 24,000 +1.5%
EXPENDITURE \$35M -4.6%



JAPAN

VISITORS 12,000 +21%
EXPENDITURE \$16M +44%



GERMANY

VISITORS 20,000 +23%
EXPENDITURE \$29M +0.6%



FRANCE

VISITORS 10,000 +43%
EXPENDITURE \$23M +39%

- For the year ending (YE) December 2024, international visitors totaled 221,000, down -26% compared to the pre-pandemic period and up +18% compared to YE December 2023. This indicated the continual recovery of NT inbound tourism over the past year.

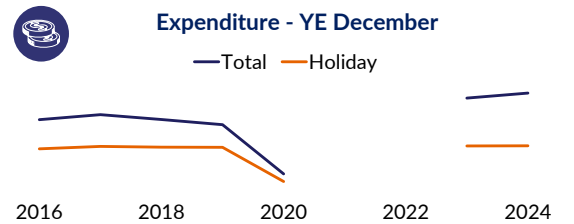
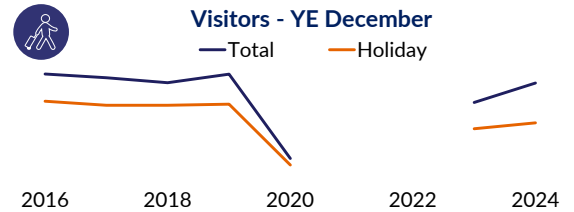
- Increases were witnessed across visiting purposes, including the strong increase in Visiting Friends and Relatives (VFR).

NOTE: Percentage changes in this report are compared to 2023 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated. Data that has been suppressed due to a sample size of less than 40 can cause breaks in the time series.

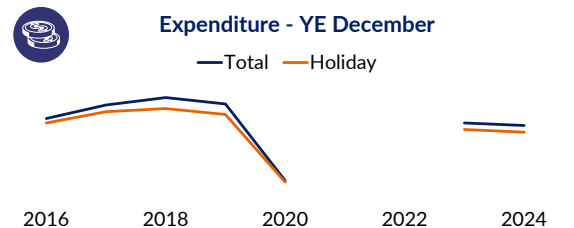
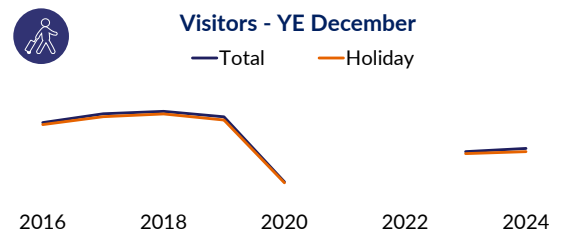
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REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING DECEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	129	-9.0%	28%
Holiday visitors ('000)	72	-27%	13%
Expenditure (\$ million)	272	52%	5.7%
Holiday expenditure (\$ million)	117	4.1%	0.5%
Visitor nights ('000)	3,749	84%	18%
Average length of stay (nights)	29.1	14.7	-2.3
Average spend per trip (\$)	2,112	67%	-17%
Visitor market share (%)	1.7	0.1pp	0.2pp
Visitor market share of the NT (%)	58.3	10.8pp	4.6pp



INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER	Visitors 2024	change on 2019	change on 2023
Visitors ('000)	118	-40%	7.6%
Holiday visitors ('000)	110	-42%	4.8%
Expenditure (\$ million)	196	-24%	-3.5%
Holiday expenditure (\$ million)	177	-22%	-4.2%
Visitor nights ('000)	844	-24%	-6.7%
Average length of stay (nights)	7.1	1.5	-1.1
Average spend per trip (\$)	1,657	27%	-10%
Visitor market share (%)	1.5	-0.7pp	-0.1pp
Visitor market share of the NT (%)	53.4	-12.9pp	-5.0pp



PLACES VISITED BY INTERNATIONAL VISITORS

GREATER DARWIN
VISITORS 126,000 +29%
EXPENDITURE \$240M +7.6%

HOLIDAY VISITATION
VISITORS 70,000 +16%
EXPENDITURE \$92M -5.3%

KATHERINE DALY
VISITORS 21,000 +28%
EXPENDITURE \$24M +33%

HOLIDAY VISITATION
VISITORS 16,000 +17%
EXPENDITURE \$16M +56%

LASSETER
VISITORS 95,000 +10%
EXPENDITURE \$134M -13%

HOLIDAY VISITATION
VISITORS 93,000 +8.1%
EXPENDITURE \$128M -16%



KAKADU ARNHEM
VISITORS 14,000 -11%
EXPENDITURE \$9M -47%

HOLIDAY VISITATION
VISITORS 13,000 -7.3%
EXPENDITURE \$8M -0.3%

BARKLY
VISITORS np*
EXPENDITURE np*

HOLIDAY VISITATION
VISITORS np*
EXPENDITURE np*

ALICE SPRINGS MACDONNELL
VISITORS 51,000 -1.9%
EXPENDITURE \$58M +23%

HOLIDAY VISITATION
VISITORS 45,000 -5.4%
EXPENDITURE \$46M +48%

*np - indicates data is not publishable.

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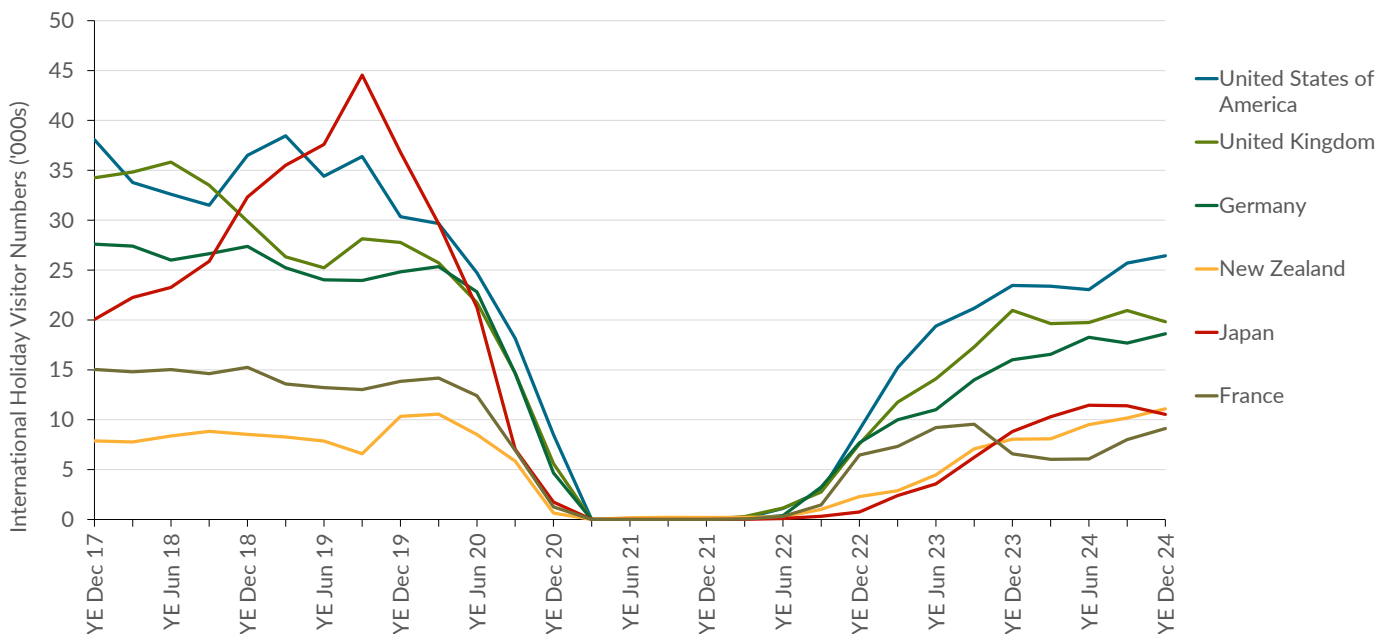
INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING DECEMBER	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2019	2023	2024	Rank	2019	2023	2024
United States of America	1	30	23	26	3	440	335	382
United Kingdom	2	28	21	20	4	390	299	318
Germany	3	25	16	19	8	149	102	116
New Zealand	4	10	8	11	2	533	461	537
Japan	5	37	9	11	6	318	170	244
France	6	14	7	9	13	98	69	80
Other Europe*		55	28	32		354	261	288
Other Asia**		35	26	24		2,090	1,142	1,545
Other Countries***		16	8	8		322	255	239
Total		250	147	159		4,695	3,093	3,749

* Other Europe includes European countries not included above
 ***Other Countries includes all other countries not included above

**Other Asia includes Asian countries not included above

INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



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