

Visitor Data Snapshot

YEAR ENDING (YE) SEPTEMBER 2023



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COMBINED TOTAL VISITOR EXPENDITURE

\$2.6 BILLION

FROM A TOTAL 1.57 MILLION VISITORS

TOTAL VISITORS



1.57M
YE SEPT 2023
↑3.4%

1.52M
YE SEPT 2022

AVERAGE NIGHTS



7.1
YE SEPT 2023
↑0.2 NIGHTS

6.9
YE SEPT 2022

AVERAGE SPEND PER PERSON



\$1,629
YE SEPT 2023
↑6.3%

\$1,533
YE SEPT 2022

VISITORS BY PURPOSE OF VISIT



HOLIDAY
835,000
↑0.6%



VISITING FRIENDS & RELATIVES
207,000
↑4.0%



BUSINESS
465,000
↑5.2%



OTHER*
107,000
↑ 53%

TOP 3 NATIONAL MARKETS



NEW SOUTH WALES
VISITORS 244,000 ↑7.7%
EXPENDITURE \$563M



VICTORIA
VISITORS 186,000 ↓12%
EXPENDITURE \$385M



QUEENSLAND
VISITORS 172,000 →0%
EXPENDITURE \$207M

TOP 5 INTERNATIONAL MARKETS****



UNITED STATES OF AMERICA
VISITORS 27,000 ↓
EXPENDITURE \$46M



UNITED KINGDOM
VISITORS 21,000 ↓
EXPENDITURE \$45M



GERMANY
VISITORS 15,000 ↓
EXPENDITURE \$21M



NEW ZEALAND
VISITORS 11,000 ↑
EXPENDITURE \$21M



FRANCE
VISITORS 10,000 ↓
EXPENDITURE \$16M

TOTAL VISITORS BY REGION



Note: Visitors refers to all-purpose travel and includes; Holiday, Visiting Friends and Relatives (VFR), Business and Other*.

TOP END

YE SEPT 2023

VISITORS 1,075,000 ↓8.8%
EXPENDITURE \$1,726M

GREATER DARWIN

VISITORS 812,000 ↓8.0%
**EXPENDITURE \$1,204M

KAKADU ARNHEM

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

KATHERINE DALY

VISITORS 303,000 ↓17%
EXPENDITURE \$285M

CENTRAL

YE SEPT 2023

VISITORS 535,000 ↑33%
EXPENDITURE \$724M

BARKLY

VISITORS 64,000 ↑4.8%
EXPENDITURE \$48M

ALICE SPRINGS MACDONNELL

VISITORS 312,000 ↑18%
EXPENDITURE \$332M

LASSETER

VISITORS 276,000 ↑27%
EXPENDITURE \$345M

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending September 2023. Period-to-period percentage changes may differ slightly due to rounding. NOTE: Percentage changes are compared to YE September 2022. TOURISMNT.COM.AU

* Other includes employment, education and other visitors for stopover reasons. ** Spend for Darwin region only - excludes outer Darwin. *** Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin. Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content. **** International source markets are compared to 2019 unless otherwise stated.