

Domestic Snapshot YE December 2024

\$2.1 BILLION

**VISITOR EXPENDITURE YE DECEMBER 2024
FROM 1.4 MILLION DOMESTIC VISITORS**

KEY MEASURES

TOTAL VISITORS



1,422,000
+0.9%

AVERAGE NIGHTS



5.2
+0.3

AVERAGE SPEND PER TRIP



\$1,471
-3.3%

HOLIDAY



525,000
-25%

VISITING FRIENDS AND RELATIVES



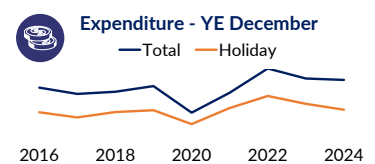
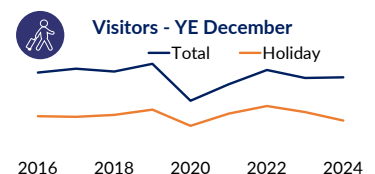
229,000
+24%

BUSINESS



590,000
+29%

DOMESTIC 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)	1,422	-16%	0.9%	525	-30%	-25%
Visitor nights ('000)	7,384	-20%	6.4%	2,550	-38%	-21%
Expenditure (\$ million)	2,092	13%	-2.4%	915	2.6%	-20%
Average length of stay (nights)	5.2	-0.2	0.3	4.9	-0.7	0.2
Average spend per trip (\$)	1,471	36%	-3.3%	1,744	47%	6.2%
Visitor market share (%)	1.2	-0.2pp	0pp	1.1	-0.6pp	-0.4pp



DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY DECEMBER QUARTER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	257	-35%	-25%	78	-45%	-32%
Visitor nights ('000)	1,333	-30%	-20%	425	-40%	-7.7%
Average length of stay (nights)	5.2	0.4	0.3	5.5	0.4	1.4
Visitor market share (%)	0.9	-0.4pp	-0.3pp	0.7	-0.6pp	-0.3pp



INTERSTATE VISITOR BY MARKETS

TOP 3

QUEENSLAND

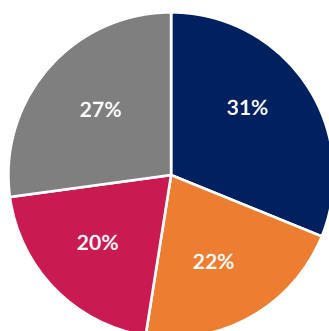
VISITORS 284,000 +46%
EXPENDITURE \$387M +79%

VICTORIA

VISITORS 195,000 +6.0%
EXPENDITURE \$315M -16%

NEW SOUTH WALES

VISITORS 186,000 -13%
EXPENDITURE \$280M -47%



■ QLD ■ VIC ■ NSW ■ Other States & Territories

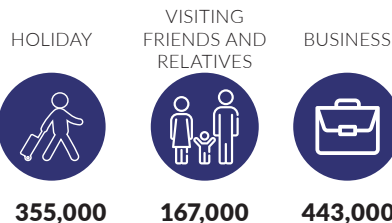
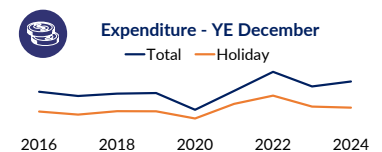
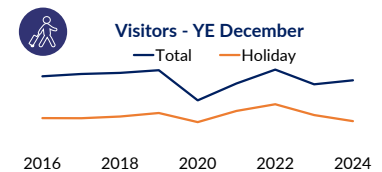
- For the year ending (YE) December 2024, Queensland remained a strong interstate source market for the Northern Territory, with significant increases in both visitors and expenditure.
- There were more visitors from Victoria, while demand from New South Wales softened. Both markets witnessed a decrease in overall expenditure.
- For other states and territories, there were increases in visitors from Western Australia and South Australia while demand from Tasmania and the ACT decreased.

NOTE: Percentage changes in this report are compared to 2023 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.

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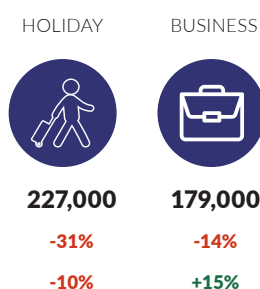
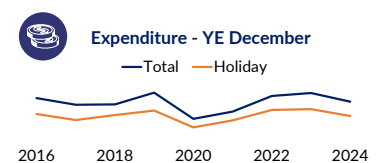
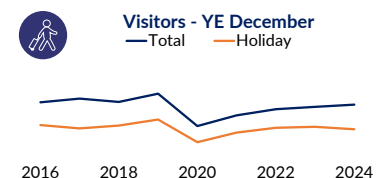
REGIONAL SUMMARY

DOMESTIC VISITOR TOP END YEAR ENDING DECEMBER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	1,028	-14%	6.8%	355	-27%	-22%
Visitor nights ('000)	5,122	-17%	4.9%	1,711	-30%	-19%
Expenditure (\$ million)	1,484	36%	13%	581	27%	-6.1%
Average length of stay (nights)	5.0	-0.2	-0.1	4.8	-0.2	0.2
Average spend per trip (\$)	1,444	59%	5.7%	1,637	75%	20%
Visitor market share (%)	0.9	-0.1pp	0pp	0.7	-0.3pp	-0.2pp
Visitor market share of the NT (%)	72.3	2.1pp	4pp	67.7	2.5pp	2.6pp



- For the Top End, visitation for holiday decreased in YE December 2024 compared to YE December 2023.
- Travel for VFR and business increased over the same period.
- Business visitation showed a recovery but still sitting below pre-pandemic levels (YE December 2019).

DOMESTIC VISITOR CENTRAL AUSTRALIA YEAR ENDING DECEMBER	Visitors 2024	change on 2019	change on 2023	Holiday 2024	change on 2019	change on 2023
Visitors ('000)	484	-19%	4.9%	227	-31%	-10%
Visitor nights ('000)	2,101	-25%	11%	801	-50%	-23%
Expenditure (\$ million)	586	-21%	-21%	332	-23%	-27%
Average length of stay (nights)	4.3	-0.3	0.2	3.5	-1.4	-0.6
Average spend per trip (\$)	1,212	-3.0%	-25%	1,459	12%	-18%
Visitor market share (%)	0.4	-0.1pp	0pp	0.5	-0.2pp	-0.1pp
Visitor market share of the NT (%)	34.0	-1.1pp	1.3pp	43.3	-0.5pp	7.1pp

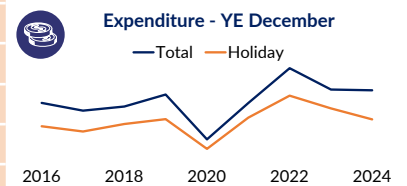
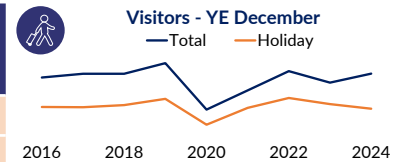


- Total visitation and holiday visitation in Central Australia increased in YE December 2024 compared to YE December 2023.
- Holiday visitors stayed fewer nights in YE December 2024 compared to the same period last year.
- Domestic visitation to increased Central Australia off the back of increased visitors travelling for business or visiting friends and family.

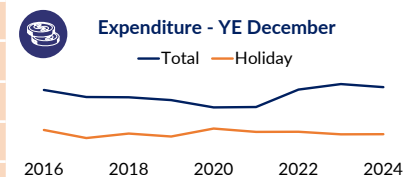
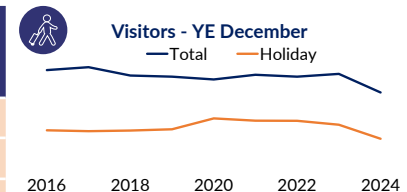
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DOMESTIC SOURCE MARKETS

INTERSTATE VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory 2024	change on 2019	change on 2023	Australia 2024	change on 2019	change on 2023
Visitors ('000)	912	-15%	19%	36,372	-5.1%	4.2%
Holiday visitors ('000)	347	-31%	-18%	13,755	4.1%	2.7%
Expenditure (\$ million)	1,395	7.1%	-1.0%	41,043	31%	0.9%
Holiday expenditure (\$ million)	768	-0.6%	-23%	21,527	41%	-1.2%
Visitor nights ('000)	5,831	-21%	16%	163,858	-9.7%	-2.6%
Average length of stay (nights)	6.4	-0.5	-0.2	4.5	-0.2	-0.3
Average spend per trip (\$)	1,530	27%	-17%	1,128	38%	-3.2%
Visitor market share (%)	2.5	-0.3pp	0.3pp			



INTRA-TERRITORY VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory 2024	change on 2019	change on 2023	Australia 2024	change on 2019	change on 2023
Visitors ('000)	510	-18%	-21%	80,880	-0.6%	1.3%
Holiday visitors ('000)	178	-28%	-36%	36,186	6.4%	2.5%
Expenditure (\$ million)	696	28%	-5.0%	61,691	43%	0.8%
Holiday expenditure (\$ million)	146	23%	0.7%	27,930	51%	-1.4%
Visitor nights ('000)	1,553	-14%	-18%	233,624	-1.2%	-0.3%
Average length of stay (nights)	3.0	0.1	0.1	2.9	0	0
Average spend per trip (\$)	1,366	56%	20%	763	43%	-0.4%
Visitor market share (%)	0.6	-0.1pp	-0.2pp			



PLACES VISITED BY DOMESTIC VISITORS

GREATER DARWIN

VISITORS 735,000 +3.1%
EXPENDITURE \$1.092B +19%

KAKADU ARNHEM

VISITORS 148,000 +18%
EXPENDITURE \$188M +16%

KATHERINE DALY

VISITORS 254,000 -7.8%
EXPENDITURE \$204M -13%

BARKLY

VISITORS np*
EXPENDITURE np*

ALICE SPRINGS MACDONNELL

VISITORS 288,000 +2.7%
EXPENDITURE \$288M -12%

LASSETER

VISITORS np*
EXPENDITURE \$257M np*



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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.

*np - indicates data is not publishable.