

Miriam Schreiner

From: Tourism NT <trade.tourismnt@mailout.nt.gov.au>
Sent: Wednesday, 19 November 2025 10:37 AM
To: Miriam Schreiner
Subject: The latest trade news from Tourism NT!

TOURISM NT - DOMESTIC TRADE OPPORTUNITIES || [VIEW ONLINE](#)



Quarterly trade newsletter



Welcome to our Quarterly Trade Newsletter!

As we wrap up the year, we're focusing this quarter on making the most of the NT's shoulder and low season - what we like to call our *Best Kept Season*.

We're pleased to share that the Northern Territory continues to build strong momentum, with double-digit growth in both visitation and visitor spend. Year-on-year, visitor numbers are up 19%, visitor expenditure has grown 13%, and domestic visitation has lifted by 21%. Holiday travel remains strong, international visitation is steadily growing, and regional areas are seeing a strong peak season supported by solid forward bookings - all very positive signs going forward.

This is the perfect time to discover the *NT's Best Kept Season*: flowing waterfalls, stunning sunsets, local tips, and quiet moments that feel made just for you. It's a season of better value, fewer crowds, and deeper connection with the place around you. Be sure to check out the Best Kept Season deals on our [website](#), and join our **webinar sessions on 25 and 26 November** as we explore this theme in more detail.

We're also excited to launch the **NT Masterclass video series** - a new peer-to-peer learning tool featuring agents sharing real tips, insights, and selling strategies from their own NT experiences. You'll find one of our latest videos featured in this newsletter.

Looking ahead, Tourism NT is thrilled to bring the **Northern Territory Roadshow to New Zealand in February 2026**. With a delegation of nine NT operators, we're looking forward

to meeting as many trade professionals as possible in Auckland, Wellington and Christchurch. More details are below.

And for something light and entertaining, don't miss the latest edition of ***Real People, Real Territory***, where local legends share their stories in true Territory style. This quarter, we're shining a spotlight on Manuel from Dalabon Aboriginal Cultural Experience - a true Top End legend.

We hope to see you online and wish you a great festive season ahead!

All the best from your
Tourism NT team

TOURISM NT - TRADE WEBINAR SESSIONS



Join our next TTP webinar - 25 and 26 November 2025

This quarter, we're heading to the Top End to showcase why the shoulder and low season is the NT's best kept secret. In our upcoming webinar, we'll take a closer look at the incredible experiences available during this quieter time of year. With more affordable rates and fewer crowds, it's the perfect season to explore at a slower pace, unwind in the tropical warmth, and make the most of everything the Top End has to offer.

Meet our operators this quarter:

- [Courtyard by Marriott Darwin](#)
- [Cyaround Australia Tours](#)

Register now for one of the sessions below:

- **Tuesday 25 November** 11.00am (AEST) | 9.30am (ACST) | 1.00pm (NZST)
[Register here](#)
- **Wednesday 26 November** 1.00pm (AEST) | 11.30pm (ACST) | 3.00pm (NZST)
[Register here](#)

Win one of three trips to the NT!

To help you experience some of these amazing products in the Northern Territory, we are excited to announce that we are giving away more fantastic prizes.

NT prize package valued \$4,000 includes:

- \$1,000 Webjet voucher
- \$1,000 Tourism Top End voucher to experience amazing Top End product
- A Litchfield Day Tour for two with **Cyaround Australia Tours**
- Two nights inclusive of breakfast for two people at the **Courtyard by Marriott Darwin**

Additionally up for grabs:

- Two placements on our next **NT Round Up event and famil** scheduled for **16 – 22 April 2026 in the Top End!**

For more information visit our trade website: [Tourism NT trade website](#)

UPCOMING: New Zealand Trade Events 2026



Northern Territory Roadshow 2026

New Zealand - clear your calendars and get ready to meet the Northern Territory on your home turf! Tourism NT is thrilled to bring the wonders of the NT to **Auckland, Wellington, and Christchurch** in February 2026.

With more New Zealand travellers choosing to explore the Northern Territory than ever before, we're hitting the road to showcase the very best of the NT - from rugged outback adventures to tropical Top End escapes - and reveal why it truly is different in every sense. Join us for an evening of NT-inspired hospitality, with drinks and canapés as you connect directly with NT tourism operators, discover the latest experiences and products, and go in the draw to win an incredible Northern Territory prize package.

Participating Operators:

Ayers Rock Resort, AAT Kings, Airthorn, Autopia Tours, G'Day Group, TFE Hotels, *thl* – Maui | Britz| Apollo and Top End Marketing Co.

Event Dates and Venues:

📍 **Auckland** – Tuesday, 10 February 2026, *The Maritime Room*

📍 **Wellington** – Wednesday, 11 February 2026, *Wellington Waterfront – Mākaro Room*

📍 **Christchurch** – Thursday, 12 February 2026, *Chateau on the Park by DoubleTree by Hilton*

Doors open at **5:00pm**, with the event commencing at **5:30pm**.

Register your attendance [here!](#)

See you in New Zealand soon.

NT TRADE FAMILS & NT MASTERCLASS



Top End Low Season Famil - October 2025

Eight agents from Australia and New Zealand recently joined our **Top End Low Season Famil from 24–30 October 2025**, discovering the best of the Top End during the quieter shoulder season. Highlights included a 00Seven Jetski adventure and a Sail Darwin Champagne Sunset Cruise both on Darwin Harbour, exploring Litchfield National Park, an overnight stay at Cicada Lodge in Nitmiluk with a Gorge Cruise and sunset dinner, and two nights in Kakadu National Park with a scenic flight over the stunning park and visits to the ancient rock art at Ubirr and Burrungkuy. With excellent food and expert guidance from



NT Masterclass - Red Centre Drive Famil

Click above and watch the latest episode of our new peer-to-peer video series created *by agents, for agents*, sharing first-hand stories, destination insights, and practical sales tips from those who've experienced the NT on a famil.

This **NT Masterclass** episode was filmed during the **Red Centre Drive Famil from 15 - 20 August 2025, in partnership with *thl* campers.**

Eight Australian agents explored the Red Centre Outback in a mix of campervans, motorhomes, and one of the new 4WD

Offroad Dreaming, the group agreed that the Top End in October/November is a must-visit.

A big thank you to our attending agents:

Fiona Edgar - Helloworld, Fiona Reid - Go Vacations, Ebony Paladin - Travel Associates, Lorraine Young - Flight Centre, Millie Howells - ANZCRO, Michelle Wigg - TravelManagers, Crystal Vercoe - House of Travel and Kurt Marshall - Holidays of Australia!

vehicles - a true road-trip adventure. Watch the short video to see what they thought about their time in the Red Centre!

The trip included stargazing at Earth Sanctuary in Alice Springs, a helicopter tour and sunset at the Light-Towers art installation at Kings Canyon. At Uluru, the group got to enjoy a Field of Light Dinner, a Kata Tjuta walk, and a Segway tour around Uluru. The adventure wrapped with a Sunrise Journeys experience before returning the vehicles in Alice Springs.

NT PRODUCT UPDATES



Uluru-Kata Tjuta joins Great Walks of Australia!

A decade in development, but 500 million years in the making - the new Uluru-Kata Tjuta Signature Walk by the Tasmanian Walking Company joins the Great Walks of Australia's collection of 15 premium guided hikes. This five-day journey, developed in partnership with Anangu Traditional Owners, offers exclusive overnight access within the World Heritage-listed National Park, with stays in brand-new flagship private camps. Open for booking now, the first walk launches in April 2026!

[READ MORE](#)



Upgrade for Discovery Parks Alice Springs

The G'Day Group announced a landmark \$10 million upgrade at Discovery Parks Alice Springs on 11 November. The redevelopment includes 14 deluxe cabins and the largest water park in the group's national portfolio, highlighting the company's long-term commitment to Central Australia. It's expected to generate an additional 27,000 visitor nights and contribute up to \$8 million annually to the region's tourism economy. The upgrade also aims to enhance the visitor experience with modern facilities and family-friendly attractions. [READ MORE](#)



Taarna Arts & Cultural Centre - Ready or trade

Set in the heart of the Tjoritja / West MacDonnell Ranges, Taarna Valley is a place of deep cultural significance, owned and led by the local Arrernte People. Visitors are invited to connect through immersive cultural



Meet the Largest Marsupials at Alice Springs Desert Park

The Alice Springs Desert Park has launched *The Largest Marsupial* experience, giving visitors the chance to meet Australia's iconic Red Kangaroos up close. Perfectly adapted to survive in the harsh desert, these marsupials

experiences - from hands-on art workshops, guided walks on Country to a gallery showcasing Arrernte artists. Taarna Arts & Cultural Centre Aboriginal Corporation is now bookable for the 2026 season (1 May - 30 September), with group rates available for 4 - 40 pax across three experiences: Taarna Cultural Immersion, Taarna Bush Dinner, and the combined Cultural Immersion and Bush Dinner. [READ MORE](#)



Reel in the Million Dollar Fish this season
The annual Million Dollar Fish Competition has kicked off again and runs through to March 2026. Australia's richest fishing competition challenges anglers to catch red-tagged barramundi worth \$10,000, with 11 fish this season carrying the million-dollar tag. Season 11 is already off to a thrilling start and introduces the *Reel of Fortune*, a spinning wheel delivering monthly bonus challenges and incentives. In November, anglers who catch a \$10,000 red-tagged fish on a weekend can double their prize to \$20,000, creating a high-stakes rush on select weekends throughout the month. [READ MORE](#)

can be seen with a park guide and zookeeper each morning at 9:45am, seven days a week. Guests step into the enclosure to meet two males and three females, watch them enjoy fresh grasses, take close-up photos, and learn about their natural history and behaviour, coinciding with the renewed interest with the release of the movie *Kangaroo*. [READ MORE](#)



Experience Aboriginal Culture at Banubanu
At Banubanu Beach Retreat, guests have the rare opportunity to connect with the Gutjangan community of Bremer Island and experience their rich cultural traditions firsthand. These exclusive experiences are available to overnight guests staying two nights or more and are arranged in close collaboration with the community. Each visit is unique and may include learning about traditional bush medicine, trying spear fishing or mud crabbing, and hearing the stories and history of the Gutjangan people. Enquire at Banubanu Beach Retreat for details and availability. [READ MORE](#)

NT TRADE & OPERATOR DEALS



Bamurru Plains - Season of Wild Discovery
Enjoy a stay at Bamurru Plains, one of Australia's Luxury Lodges, and explore the Top End in style. For a limited time, agents can take an extra **15% off the Season of Wild Discovery promotion** for a minimum three-night stay. This all-inclusive escape is the perfect opportunity to reconnect with nature,



Operator deals for the Best Kept Season
Discover the Northern Territory's best-kept secrets - flowing waterfalls, breathtaking sunsets, local tips, and quiet moments that feel made just for you. It's a season of better value, fewer crowds, and the chance to connect more deeply with your surroundings.

relax, and experience the magic of the Top End. Valid for new bookings made between 1–30 November 2025, for travel from 1 April–4 October 2026.
Email agents@wildbushluxury.com and use promo code **EB2026** when booking.

This is your invitation to experience something truly special: the Territory at its wildest and most spectacular. Our **Best Kept Season** is now open for bookings from September to April. Visit the Tourism NT website to explore NT tourism operator and Trade Partner deals.
[Read More](#)

GET TO KNOW OUR NT OPERATORS



School of the Air - Alice Springs Visitors Centre

Founded in 1951, the **Alice Springs School of the Air** began with lessons broadcast via two-way radio - a world first. What started as a fascinating experiment has evolved into something truly extraordinary. Today, the school uses cutting-edge digital technology to connect students scattered across one of the world's most remote landscapes. From cattle stations and/or isolated communities, these children log in daily for interactive lessons and one-on-one support, all without ever setting foot in a traditional classroom.

A visit to the **Alice Springs School of the Air Visitor Centre** offers an inspiring insight into how education overcomes distance in the Australian Outback.

Through guided tours, engaging exhibits, short films, and interactive displays, visitors trace the evolution of distance education, from crackly radio broadcasts to real-time online learning. Depending on your visit time, you may even witness a live lesson in progress, watching teachers interact with students hundreds of kilometres away.

The **Alice Springs School of the Air** isn't just a school - it's a story of how education thrives across the Outback. A visit here will move, surprise, and inspire you. [READ MORE](#)

REAL PEOPLE, REAL TERRITORY

Real People, Real Territory is where you meet the legends who call the NT home. Pull up a chair and hear real stories from real locals - full of heart, humour, and true Territory spirit. These are the people who make the NT unforgettable.

In this edition, meet Manuel, the owner of **Dalabon Aboriginal Cultural Experience** in Katherine. With over 30 years working in tourism and the arts, Manuel has become one of the Northern Territory's leading Aboriginal guides and performers.



GET IN TOUCH

For any questions regarding the NT Tourism Trade Training Program, the newsletter content or general inquiries, we'd like to hear from you! Contact us under Trade.TourismNT@nt.gov.au.

Find further information through the channels below.

- Trade Training Program website: www.trade.northernterritory.com
- Consumer website: www.northernterritory.com

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WEBINARS

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