

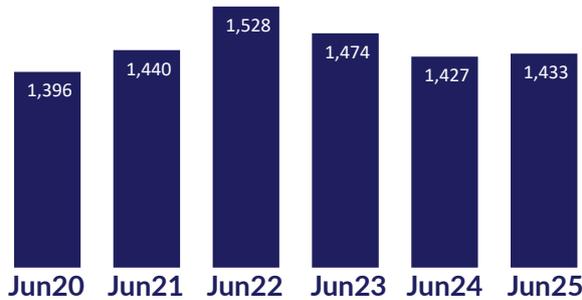
Tourism Business in the Northern Territory

2024-25

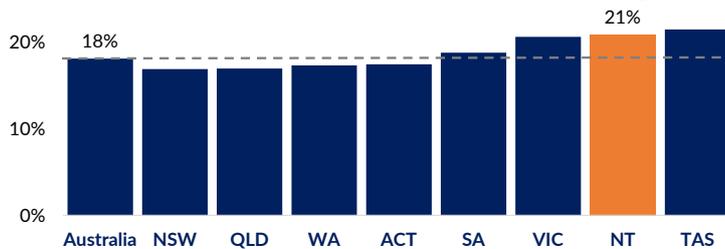
Overview

In June 2025, there were 1,433 employing tourism businesses in the Northern Territory (NT), up +0.7% compared to June 2024. Among Australian states and territories, the NT had the second largest proportion of employing tourism businesses as a share of total employing businesses* at 21%, just below Tasmania. This was above the national average of 18%.

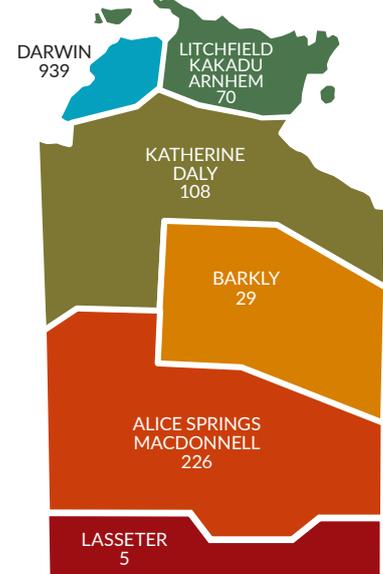
Number of employing tourism businesses in the NT



Tourism businesses as a share of total employing businesses



Employing tourism businesses by NT tourism region** June 2025



Employment size

Over the past year, the unwinding of pandemic support measures and more challenging operating conditions have impacted the tourism sector. Between June 2024 and June 2025, the number of small and medium tourism businesses in the NT decreased. However, the number of micro tourism businesses increased which can be attributed to several factors:

- Businesses contracting to reduce employee numbers as a cost-cutting measure.
- There was also an increase of business shifting from Micro to non-employing business with an increase of 1.0% in non-employing business in the Northern Territory.

NORTHERN TERRITORY June 2025	MICRO	SMALL	MEDIUM TO LARGE	TOTAL EMPLOYING	NON EMPLOYING***	TOTAL
Number of employees	1-4	5-19	>20			
Accommodation	30	45	18	93	48	141
Cafes, restaurants and takeaway food services	209	172	60	441	136	577
Clubs, pubs, taverns and bars	9	21	33	63	26	89
Taxi transport	14	3	0	17	232	249
Passenger transport	39	25	9	73	61	134
Motor vehicle hiring	8	3	3	14	22	36
Travel agency and tour operator services	30	18	11	59	48	107
Cultural services	14	3	3	20	127	147
Casinos and other gambling services	3	6	0	9	4	13
Automotive fuel retailing	8	24	11	43	9	52
Other sports and recreation services	46	25	6	77	48	125
Other retail trade	236	220	68	524	360	884
TOTAL TOURISM INDUSTRIES**	646	565	222	1,433	1,121	2,554

*Business counts are sourced and derived from the Australian Bureau of Statistics' (ABS) Business Register data. Tourism Research Australia (TRA) published the full report and data tables in March 2026. These can be found on its website: <https://www.tra.gov.au/economic-analysis/tourism-businesses/businesses-results>.

**Differences in numbers between by region and by industries may be due to confidentialisation of business in small geographical locations and rounding. The regional counts of businesses are primarily classified by Tourism Research Australia on the base of their main business or head office address.

***Non-Employing businesses as defined by TRA are sole traders with no employees.