

International Snapshot

YE December 2025



\$527 MILLION

VISITOR EXPENDITURE YE DECEMBER 2025 FROM 255,000 INTERNATIONAL VISITORS

KEY MEASURES

TOTAL VISITORS



255,000
+15%

AVERAGE NIGHTS



17.4
-3.5

AVERAGE SPEND
PER TRIP



\$2,068
-2.3%

HOLIDAY



190,000
+19%

VISITING FRIENDS
AND RELATIVES



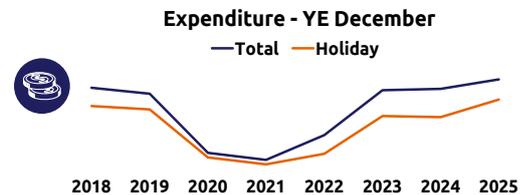
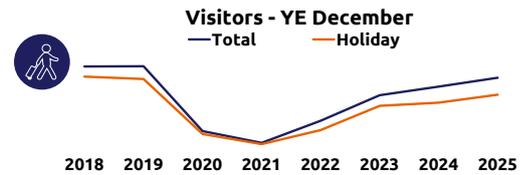
32,000
+6.0%

BUSINESS



14,000
+21%

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING DECEMBER	Visitors 2025	change on 2024	Holiday 2025	change on 2024
Visitors ('000)	255	15%	190	19%
Visitor nights ('000)	4,420	-4.1%	1,903	20%
Expenditure (\$ million)	527	12%	402	37%
Average length of stay (nights)	17.4	-3.5	10.0	0.1
Average spend per trip (\$)	2,068	-2.3%	2,117	15%
Visitor market share (%)	3.1%	0.2pp	4.7%	0.4pp



INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 44,000 +41%
EXPENDITURE \$98M +62%



JAPAN

VISITORS 14,000 +24%
EXPENDITURE \$18M +13%



UNITED KINGDOM

VISITORS 29,000 +22%
EXPENDITURE \$68M +91%



FRANCE

VISITORS 13,000 +34%
EXPENDITURE \$22M -5.0%



GERMANY

VISITORS 19,000 -5.6%
EXPENDITURE \$39M +33%



CHINA*

VISITORS 12,000 +16%
EXPENDITURE \$31M -21%



NEW ZEALAND

VISITORS 15,000 -13%
EXPENDITURE \$31M +7.0%

- Overall, NT is experiencing a solid recovery, driven by strong growth in the USA, the UK and Japan markets. The China market also shows early signs of improvement in visitor numbers.
- International performance continued to trend positively in YE December 2025. Visitation to NT increased by 15%, reaching 255,000 overnight trips, compared with the same period last year.
- China and France markets recorded growth in visitor numbers but a decline in expenditure. Conversely, Germany and New Zealand markets saw fewer visitors but higher overall spending.
- International expenditure rose by 12%, reaching \$527 million in YE December 2025. Growth was mainly supported by holiday travel, while both Business and Visiting friends and Relatives showed slight increases.

*includes Mainland China, Taiwan and Hong Kong

NOTE: Percentage changes in this report are compared to 2024 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

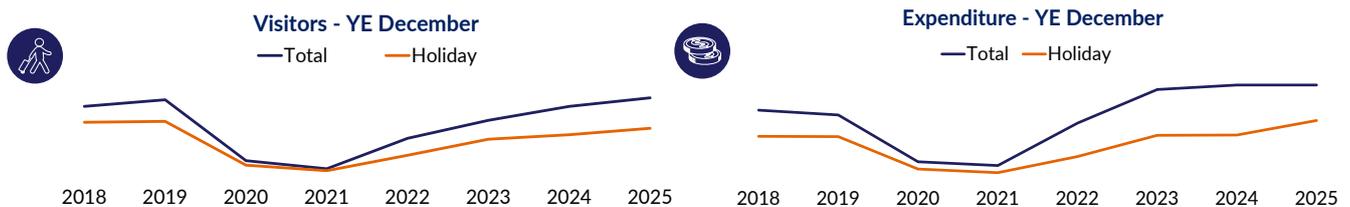
International Snapshot

YE December 2025

REGIONAL SUMMARY

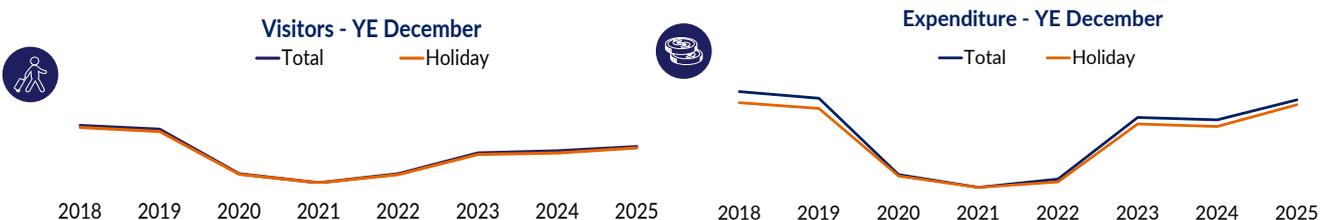
TOP END

INTERNATIONAL VISITOR YEAR ENDING DECEMBER	Visitors			Holiday		
	2025	2024	change on 2024	2025	2024	change on 2024
Visitors ('000)	146	129	14%	85	72	19%
Expenditure (\$ million)	272	272	0%	162	117	39%
Visitor nights ('000)	3,512	3,749	-6.3%	1,260	1,041	21%
Average length of stay (nights)	24.0	29.1	-5.1	14.8	14.5	0.3
Average spend per trip (\$)	1,861	2,112	-12%	1,901	1,629	17%
Visitor market share (%)	1.8	1.7	0.1pp	2.1	1.9	0.2pp
Visitor market share of the NT (%)	57.5	58.3	-0.8pp	44.8	45.0	-0.1pp



CENTRAL AUSTRALIA

INTERNATIONAL VISITOR YEAR ENDING DECEMBER	Visitors			Holiday		
	2025	2024	change on 2024	2025	2024	change on 2024
Visitors ('000)	134	118	13%	129	110	17%
Expenditure (\$ million)	254	196	30%	240	177	36%
Visitor nights ('000)	905	844	7.3%	642	544	18%
Average length of stay (nights)	6.8	7.1	-0.4	5.0	4.9	0.1
Average spend per trip (\$)	1,903	1,657	15%	1,866	1,603	16%
Visitor market share (%)	1.6	1.5	0.1pp	3.2	2.9	0.2
Visitor market share of the NT (%)	52.4	53.4	-1.0pp	67.8	69.2	-1.4pp



International Snapshot YE December 2025



INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING DECEMBER	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2024	2025	change on 2024	Rank	2024	2025	change on 2024
United States of America	1	26	38	45%	3	382	411	7.6%
United Kingdom	2	20	27	36%	4	318	392	23%
Germany	3	19	18	-4.9%	8	116	121	4.4%
Japan	4	11	12	16%	6	244	260	6.6%
France	5	9	12	27%	11	80	91	14%
China*	6	8	11	31%	1	598	683	14%
New Zealand	7	11	10	-7.8%	2	537	515	-4.1%
Other Europe**		32	36	11%		288	344	20%
Other Asia***		15	16	2.2%		947	974	2.8%
Other Countries****		8	10	33%		239	251	4.9%
Total		159	190	19%		3,749	4,042	7.8%

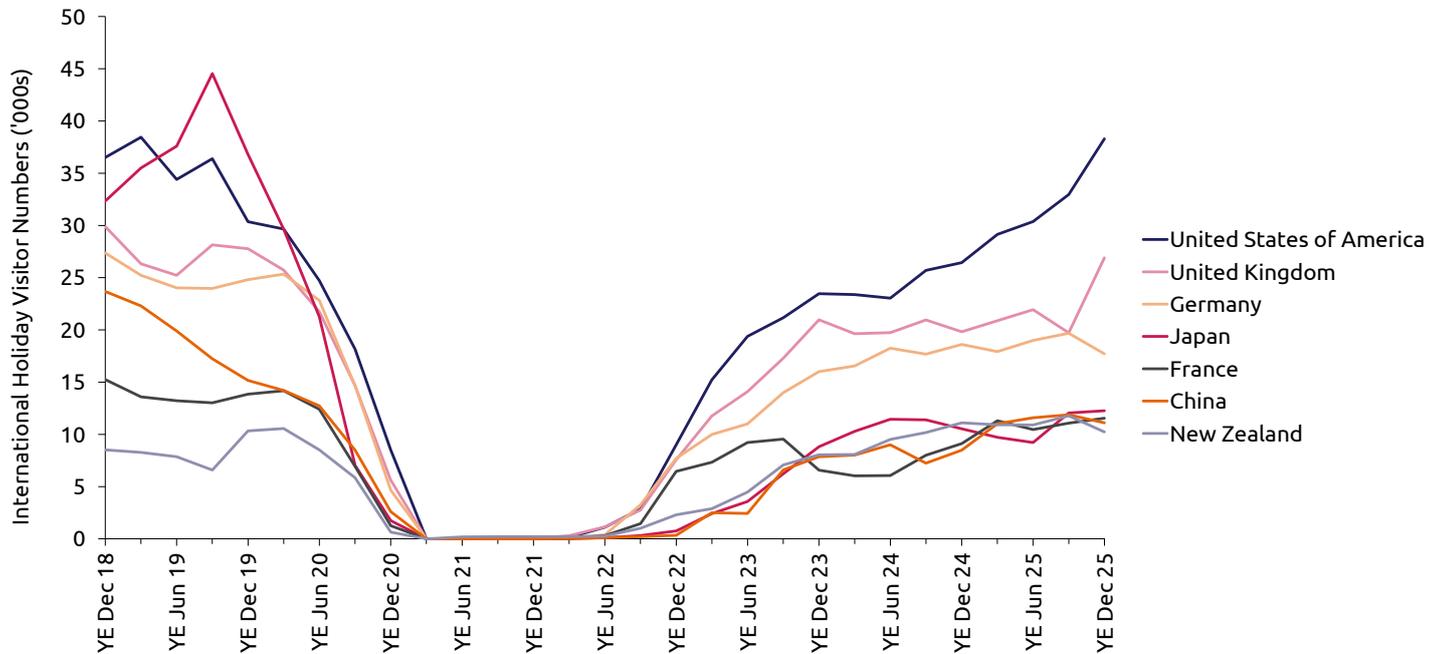
*China includes - Mainland China, Taiwan and Hong Kong

** Other Europe includes European countries not included above

***Other Asia includes Asian countries not included above

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

INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



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.