

Domestic Snapshot

YE December 2025

\$1.73 BILLION

VISITOR EXPENDITURE YE DECEMBER 2025 FROM 995,000 DOMESTIC VISITORS

KEY MEASURES

TOTAL VISITORS



995,000
+18%

AVERAGE NIGHTS



4.3
-0.3

AVERAGE SPEND PER TRIP



\$1,734
+22%

HOLIDAY



430,000

BUSINESS



297,000

VISITING FRIENDS AND RELATIVES



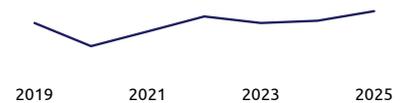
182,000

YEAR ENDING DECEMBER

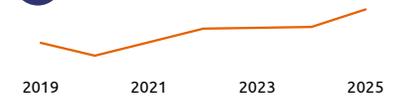
DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY	Visitors 2025	Visitors 2024	change on 2024	Holiday 2025
Visitors ('000)	995	844	18%	430
Visitor nights ('000)	4,229	3,799	11%	1,690
Expenditure (\$ million)	1,725	1,202	43%	850
Average length of stay (nights)	4.3	4.5	-0.3	3.9
Average spend per trip (\$)	1,734	1,425	22%	1,974
Visitor market share (%)	0.9	0.7	0.1pp	0.9



Visitors - YE December



Expenditure - YE December

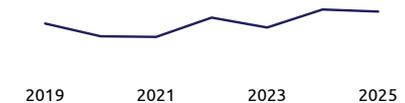


DECEMBER QUARTER

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY	Visitors 2025	Visitors 2024	change on 2024	Holiday 2025
Visitors ('000)	214	221	-3.2%	107
Visitor nights ('000)	842	885	-4.9%	405
Average length of stay (nights)	3.9	4.0	-0.1	3.8
Visitor market share (%)	0.7	0.7	0pp	0.8



Visitors - December Qtr



TOP 3 INTERSTATE VISITOR BY MARKETS

NEW SOUTH WALES

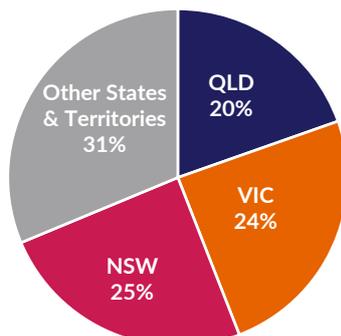
VISITORS 152,000
EXPENDITURE \$268M

VICTORIA

VISITORS 151,000
EXPENDITURE \$211M

QUEENSLAND

VISITORS 121,000
EXPENDITURE \$200M



- For the year ending December 2025, the top interstate source markets were New South Wales (25%) followed by Victoria (24%) and Queensland (20%).
- New South Wales was the strongest interstate source market in both visitation (152,000 visitors) and expenditure (\$268M)
- For other states and territories, visitors mainly comprised those from Western Australia and South Australia.

NOTE: Data is based on the Domestic Tourism Statistics which replaced the National Visitors Survey in January 2025. Historical data up to 2019 are back cast to certain levels.

Caution is required when interpreting historical back cast data.

Percentage changes in this report are compared to 2024 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated.

Department of Tourism and Hospitality

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REGIONAL SUMMARY

TOP END

DOMESTIC VISITOR YEAR ENDING DECEMBER	Visitors 2025	Holiday 2025
Visitors ('000)	793	299
Visitor nights ('000)	3,215	1,126
Expenditure (\$ million)	1,227	555
Average length of stay (nights)	4.1	3.8
Average spend per trip (\$)	1,548	1,854
Visitor market share (%)	0.7	0.6
Visitor market share of the NT (%)	79.7	69.6

HOLIDAY



299,000

BUSINESS



256,000

VISITING FRIENDS AND RELATIVES



142,000

- For the Top End, holiday was the leading visitation reason, making up over a third of total visitors and visitor nights.
- Holiday visitors on average spent \$300 more compared to all purpose visitors, contributing to almost half of total visitation spend.

CENTRAL AUSTRALIA

DOMESTIC VISITOR YEAR ENDING DECEMBER	Visitors 2025	Holiday 2025
Visitors ('000)	291	181
Visitor nights ('000)	992	547
Expenditure (\$ million)	495	293
Average length of stay (nights)	3.4	3.0
Average spend per trip (\$)	1,703	1,621
Visitor market share (%)	0.3	0.4
Visitor market share of the NT (%)	29.2	42.1

HOLIDAY



181,000

OTHER PURPOSE*



94,000

- Over 1 in 2 visitors travelled to Central Australia for holiday purposes.
- Holiday visitors contributed to over half of total visitor nights and expenditure.

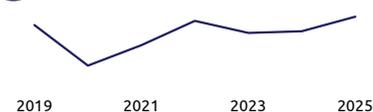
DOMESTIC SOURCE MARKETS

INTERSTATE

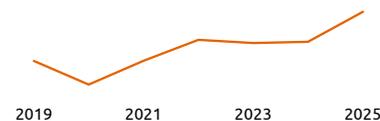
VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Australia		
	Visitors 2025	change on 2024	Holiday 2025	Visitors 2025	change on 2024	Holiday 2025
Visitors ('000)	617	26%	307	29,416	4.7%	12,069
Expenditure (\$ million)	1,337	58%	734	47,389	-1.0%	23,099
Visitor nights ('000)	3,187	12%	1,395	127,803	1.8%	52,938
Average length of stay (nights)	5.2	-0.7	4.5	4.3	-0.1	4.4
Average spend per trip (\$)	2,166	25%	2,392	1,611	-5.4%	1,914



Interstate Visitors - YE December



Interstate Expenditure - YE December

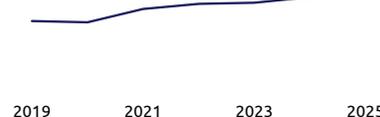


INTRA-TERRITORY

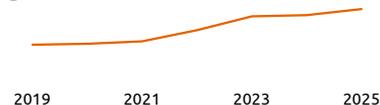
VISITOR SUMMARY YEAR ENDING DECEMBER	Northern Territory			Australia		
	Visitors 2025	change on 2024	Holiday 2025	Visitors 2025	change on 2024	Holiday 2025
Visitors ('000)	378	6.1%	123	89,535	5.8%	40,966
Expenditure (\$ million)	389	9.5%	115	59,360	-2.7%	33,937
Visitor nights ('000)	1,042	10%	296	253,378	-1.5%	120,348
Average length of stay (nights)	2.8	0.1	2.4	2.8	-0.2	2.9
Average spend per trip (\$)	1,029	3.2%	935	663	-7.9%	828



Intra-Territory Visitors - YE December



Intra-Territory Expenditure - YE December



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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.

Other Purpose* - Refers to Business and Visiting Friends and Relatives.