

Domestic Snapshot

YE March 2026



\$1.8 BILLION

VISITOR EXPENDITURE YE March 2026 FROM 985,000 DOMESTIC VISITORS

KEY MEASURES

TOTAL VISITORS



985,000
-0.5%

AVERAGE NIGHTS



4.2
-0.3

AVERAGE SPEND
PER TRIP



\$1,823
+38%

HOLIDAY



471,000

BUSINESS



261,000

VISITING FRIENDS
AND RELATIVES



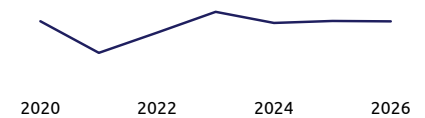
183,000

YEAR ENDING MARCH

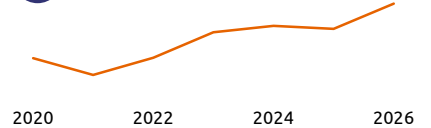
DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY	Visitors 2026	Visitors 2025	change on 2025	Holiday 2026
Visitors ('000)	985	990	-0.5%	471
Visitor nights ('000)	4,167	4,521	-7.8%	1,860
Expenditure (\$ million)	1,795	1,304	38%	923
Average length of stay (nights)	4.2	4.6	-0.3	3.9
Average spend per trip (\$)	1,823	1,317	38%	1,959
Visitor market share (%)	0.9	0.9	0.0pp	0.9



Visitors - YE March



Expenditure - YE March

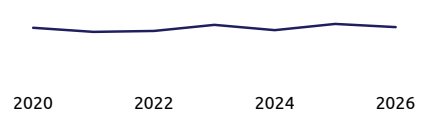


MARCH QUARTER

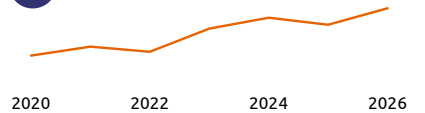
DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY	Visitors 2026	Visitors 2025	change on 2025	Holiday 2026
Visitors ('000)	168	178	-5.6%	87
Visitor nights ('000)	647	709	-8.8%	326
Expenditure (\$ million)	317	247	28%	154
Average length of stay (nights)	3.9	4.0	-0.1	3.8
Average spend per trip (\$)	1,891	1,390	36%	1,772
Visitor market share (%)	0.6	0.6	0.0pp	0.6



Visitors - March Qtr



Expenditure - March Qtr



TOP INTERSTATE VISITOR BY MARKETS

VICTORIA

VISITORS 166,000
EXPENDITURE \$222M

NEW SOUTH WALES

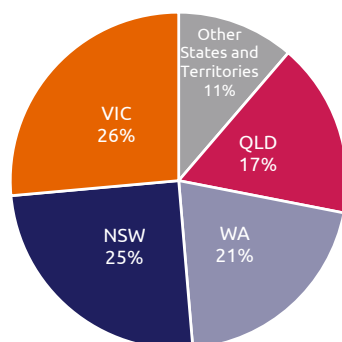
VISITORS 156,000
EXPENDITURE \$274M

WESTERN AUSTRALIA

VISITORS 129,000
EXPENDITURE \$352M

QUEENSLAND*

VISITORS 105,000
EXPENDITURE \$178M



- For the year ending March 2026, over 1 in 5 interstate visitors were either from Victoria (26%), New South Wales (25%) or Western Australia (21%).
- While Victoria had the highest visitation (166,000 visitors), Western Australia had the largest expenditure (\$352M) and therefore the largest spend per trip of all the interstate source markets.
- For other states and territories, visitors mainly comprised those from 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 due to lower sample size. Visitors refer to all purpose visitors, unless otherwise stated.

* Queensland data has a low sample size, treat with caution when interpreting data.

Department of Tourism and Hospitality



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REGIONAL SUMMARY

TOP END

DOMESTIC VISITOR YEAR ENDING MARCH	Visitors 2026	Holiday 2026
Visitors ('000)	785	335
Visitor nights ('000)	3,174	1,274
Expenditure (\$ million)	1,274	616
Average length of stay (nights)	4.0	3.8
Average spend per trip (\$)	1,623	1,840
Visitor market share (%)	0.7	0.6
Visitor market share of the NT (%)	79.7	71.0

HOLIDAY



335,000

BUSINESS



222,000

VISITING FRIENDS & RELATIVES



146,000

- Over 2 in 5 visitors traveled to the Top End for holiday purposes, contributing to almost half of total expenditure.
- While a holiday visitor's length of stay averaged shorter compared to an all purpose visitor, their average spend per trip was 13% higher.

CENTRAL AUSTRALIA

DOMESTIC VISITOR YEAR ENDING MARCH	Visitors 2026	Holiday 2026
Visitors ('000)	286	184
Visitor nights ('000)	971	569
Expenditure (\$ million)	519	306
Average length of stay (nights)	3.4	3.1
Average spend per trip (\$)	1,814	1,664
Visitor market share (%)	0.3	0.4
Visitor market share of the NT (%)	29.0	39.0

HOLIDAY



184,000

BUSINESS AND VISITING FRIENDS & RELATIVES*



89,000

- Almost 2 in 3 visitors travelled to Central Australia for holiday purposes, contributing to over half of total visitor nights and expenditure.
- Compared to an all purpose visitor, a holiday visitor's average length of stay and average spent per trip was lower.

DOMESTIC SOURCE MARKETS

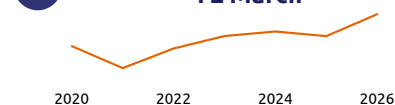
INTERSTATE

VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	Visitors 2026	change on 2025	Holiday 2025	Visitors 2026	change on 2025	Holiday 2026
Visitors ('000)	628	6.3%	330	29,565	0.6%	12,455
Visitor nights ('000)	3,181	-8.3%	1,521	128,051	0.7%	54,336
Expenditure (\$ million)	1,137	50%	726	38,030	-1.1%	19,350
Average length of stay (nights)	5.1	-0.8	4.6	4.3	0.0	4.4
Average spend per trip (\$)	1,811	41%	2,199	1,286	-1.7%	1,554

Interstate Visitors - YE March



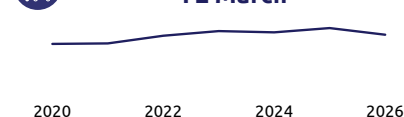
Interstate Expenditure - YE March



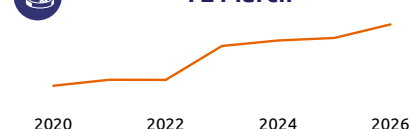
INTRA-TERRITORY

VISITOR SUMMARY YEAR ENDING MARCH	Northern Territory			Australia		
	Visitors 2026	change on 2025	Holiday 2025	Visitors 2026	change on 2025	Holiday 2026
Visitors ('000)	357	-11%	141	89,524	1.8%	42,346
Visitor nights ('000)	986	-6.4%	338	253,595	1.0%	124,302
Expenditure (\$ million)	658	21%	197	69,566	1.8%	39,551
Average length of stay (nights)	2.8	0.1	2.4	2.8	0.0	2.9
Average spend per trip (\$)	1,843	35%	1,397	777	0.2%	934

Intra-Territory Visitors - YE March



Intra-Territory Expenditure - YE March



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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.

* Grouped due to low sample size.