

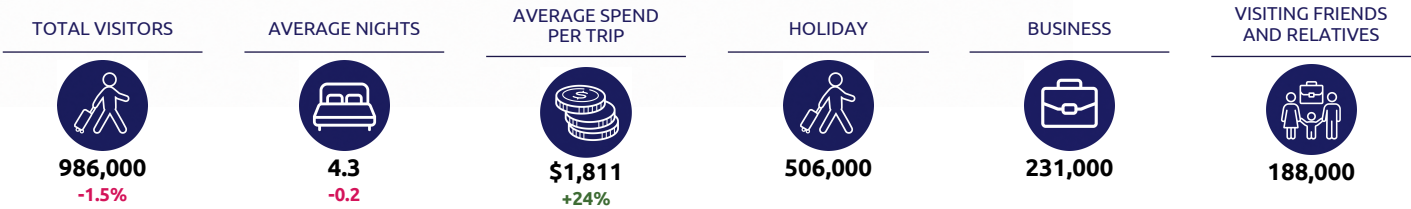
Domestic Snapshot YE June 2026



\$1.8 BILLION

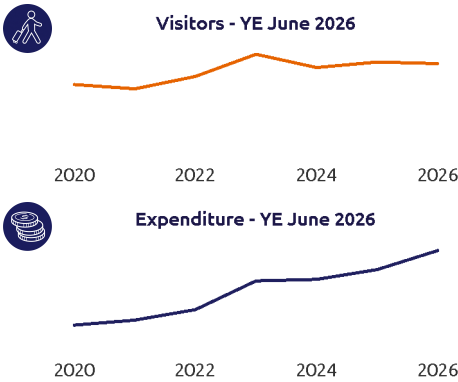
VISITOR EXPENDITURE YE JUNE 2026
FROM 986,000 DOMESTIC VISITORS

KEY MEASURES



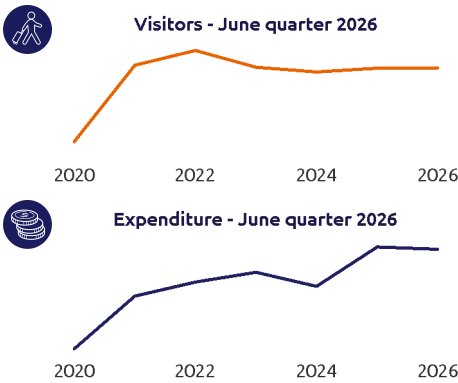
YEAR ENDING JUNE 2026

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY	Visitors 2026	Visitors 2025	change on 2025	Holiday 2026
Visitors ('000)	986	1,001	-1.5%	506
Visitor nights ('000)	4,229	4,462	-5.2%	2,094
Expenditure (\$ million)	\$1,786	\$1,468	22%	\$926
Average length of stay (nights)	4.3	4.5	-0.2	4.1
Average spend per trip	\$1,811	\$1,466	24%	\$1,831
Visitor market share	0.9%	0.9%	0.0pp	1.0%



JUNE QUARTER 2026

DOMESTIC VISITOR NORTHERN TERRITORY SUMMARY	Visitors 2026	Visitors 2025	change on 2025	Holiday 2026
Visitors ('000)	276	276	0.3%	140
Visitor nights ('000)	1,160	1,098	5.7%	618
Expenditure (\$ million)	\$453	\$462	-2.1%	\$238
Average length of stay (nights)	4.2	4.0	0.2	4.4
Average spend per trip	\$1,637	\$1,678	-2.4%	\$1,696
Visitor market share	1.0%	1.0%	0.0pp	1.1%



TOP INTERSTATE VISITOR BY MARKETS

VICTORIA

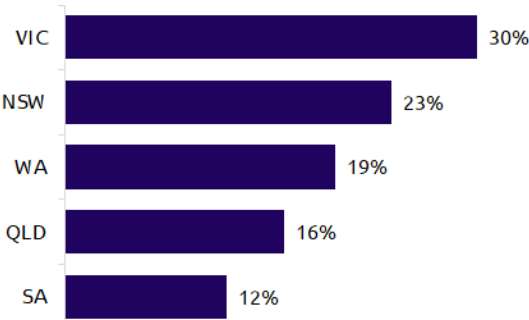
VISITORS 188,000
EXPENDITURE \$248M

NEW SOUTH WALES

VISITORS 149,000
EXPENDITURE \$278M

WESTERN AUSTRALIA

VISITORS 124,000
EXPENDITURE \$306M



- For the year ending June 2026, the leading interstate source market was Victoria, making up almost 1 in 3 interstate visitors.
- While Victoria had the highest visitation (188,000 visitors), Western Australia had the largest expenditure (\$306M), resulting in an average spend per trip of almost \$2,500.

Source: Tourism Research Australia - Domestic Tourism Statistics (DoTS), Year Ending June 2026
NOTE: DoTS 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.



Domestic Snapshot YE June 2026



REGIONAL SUMMARY

TOP END

DOMESTIC VISITOR YEAR ENDING JUNE 2026	Visitors 2026	Holiday 2026
Visitors ('000)	766	358
Visitor nights ('000)	3,119	1,400
Expenditure (\$ million)	\$1,243	\$609
Average length of stay (nights)	4.1	3.9
Average spend per trip	\$1,623	\$1,700
Visitor market share	0.7%	0.7%
Visitor market share of the NT	77.7%	70.8%

HOLIDAY



358,000

BUSINESS



190,000

VISITING FRIENDS & RELATIVES



148,000

- Holiday visitors accounted for almost half of total visitors to the Top End as well as spend.
- While a holiday visitor's length of stay averaged slightly shorter compared to the average visitor, their spend per trip was modestly higher.

CENTRAL AUSTRALIA

DOMESTIC VISITOR YEAR ENDING JUNE 2026	Visitors 2026	Holiday 2026
Visitors ('000)	281	175
Visitor nights ('000)	954	563
Expenditure (\$ million)	\$538	\$315
Average length of stay (nights)	3.4	3.2
Average spend per trip	\$1,918	\$1,800
Visitor market share	0.2%	0.3%
Visitor market share of the NT	28.5%	34.6%

HOLIDAY



175,000

BUSINESS AND VISITING FRIENDS & RELATIVES*



90,000

- Compared to the Top End, Central Australia attracts a higher proportion of holiday visitors (almost 2 in 3) contributing to over half of total visitor nights and expenditure.
- However, a holiday visitor's average length of stay and spend per trip was lower than the average visitor.

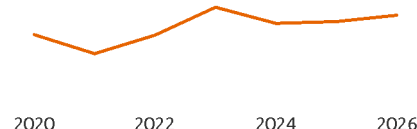
DOMESTIC SOURCE MARKETS

INTERSTATE

VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Australia		
	Visitors 2026	change on 2025	Holiday 2026	Visitors 2026	change on 2025	Holiday 2026
Visitors ('000)	639	7.1%	350	29,197	10%	12,531
Visitor nights ('000)	3,279	-3.1%	1,709	126,359	-1.4%	54,638
Expenditure (\$ million)	\$1,106	24%	\$697	\$37,557	-3.1%	\$19,361
Average length of stay (nights)	5.1	-0.5	4.9	4.3	-0.5	4.4
Average spend per trip	\$1,732	16%	\$1,990	\$1,286	-12%	\$1,545



Interstate Visitors - YE June 2026



Interstate Expenditure - YE June 2026

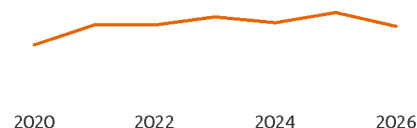


INTRA-TERRITORY

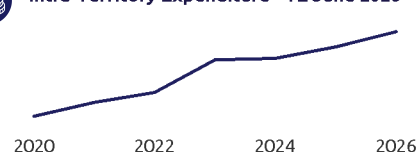
VISITOR SUMMARY YEAR ENDING JUNE	Northern Territory			Australia		
	Visitors 2026	change on 2025	Holiday 2026	Visitors 2026	change on 2025	Holiday 2026
Visitors ('000)	347	-14%	156	89,257	0.8%	43,150
Visitor nights ('000)	950	-12%	385	253,830	0.6%	127,193
Expenditure (\$ million)	\$680	18%	\$229	\$70,579	2.3%	\$40,932
Average length of stay (nights)	2.7	0.1	2.5	2.8	0.0	2.9
Average spend per trip	\$1,958	37%	\$1,474	\$791	1.5%	\$949



Intra-Territory Visitors - YE June 2026



Intra-Territory Expenditure - YE June 2026



* Grouped due to low sample size.

NOTE: 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.

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