

NT Learning Adventures

2025-26 Save and Learn insights

Background

The NT Learning Adventures (NTLA) Save and Learn program offers funding to eligible school groups, providing an incentive to book and travel to the Northern Territory (NT) with their students. The program aims to support tourism businesses and grow the sector by attracting more schools, encouraging them to stay longer, see, do and spend more. Eligible schools can apply for a $2,000 rebate per school group. The rebate is available to schools who travel with a minimum of ten students, stay in the NT for a minimum of five nights and book with at least three NTLA operators.

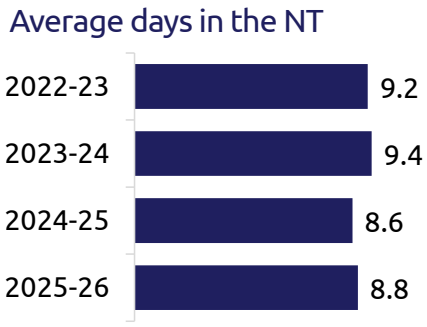
In 2025-26, almost all schools (97%) booked their travel through a specialised tour operator, with only 3% arranging travel independently, highlighting the importance of working with the travel trade to grow this market.

This factsheet provides comparative insights based on data from participating schools of the Save and Learn program for financial years from 2022-23 to 2025-26. The Save and Learn program was extended to NT schools; however, given the limited data, they are not featured on this factsheet.

Value of student groups travelling on Save and Learn

- **In 2025-26, the program attracted 74 school groups from interstate**, with each group spending almost $140,000 (including travel to and from the NT) across an average stay of almost nine days.
- **On average, each group was made up of around 47 students,** each spending nearly $3,000.

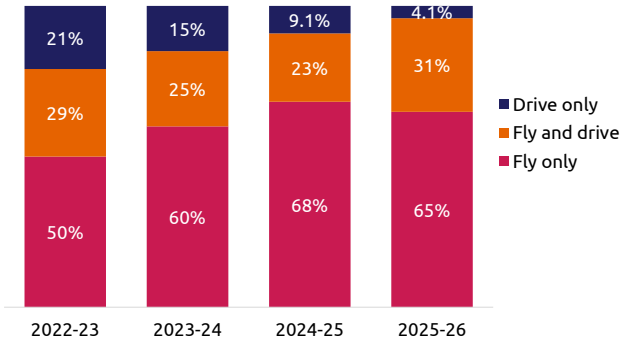
Financial Year	Number of school groups travelled	Average number of students per group	Average number of adults per group	Average spend per student	Average* total spend per excursion
2022-23	74	41	5	$2,497	$97,741
2023-24	64	40	5	$2,925	$113,845
2024-25	71	42	5	$3,018	$121,212
2025-26	74	47	6	$2,987	$139,689



* relates to total excursion spend including travel to and from the NT.

Student groups travel to the NT

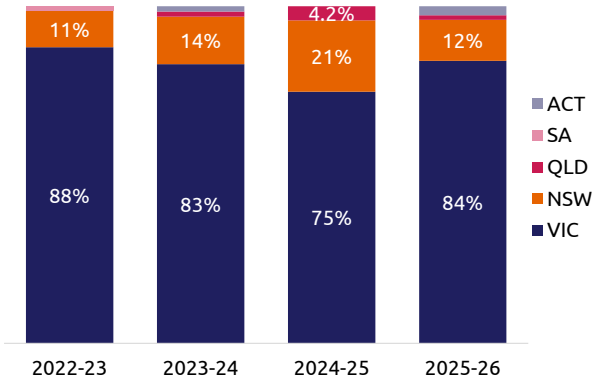
- **Air-only travel remains the most common way to travel**, used by almost 2 in 3 groups.
- **Drive-only trips have steadily declined** over the last four years as more groups opt to fly.



Note: figures reflect how student groups travel to and from the NT.
Fly only refers to fly in, fly out. Fly and drive refers to flying one way into the NT and driving the other way.

Origin of student groups

- **Victoria remains the leading source market**, making up more than 4 in 5 groups in 2025-26, followed by NSW.



Note: percentages may not add up to 100% due to rounding.

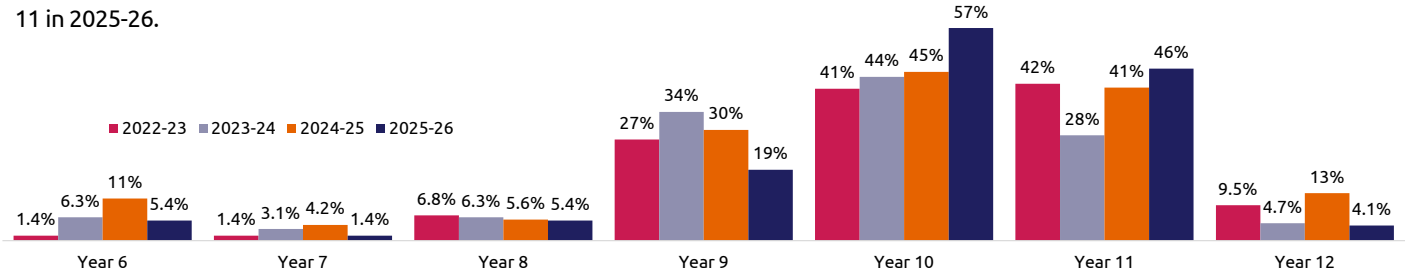


NT Learning Adventures

2025-26 Save and Learn insights

Year levels across student groups

- **School groups have skewed towards years 9 to 11** in the last four years, with year 10 the most common followed by year 11 in 2025-26.



Note: some student groups may include multiple year levels.

Areas visited (regional dispersal of school trips)

- **Central Australia was the leading destination for school trips**, with Alice Springs and Uluru each drawing more than 9 in 10 school groups.
- **Darwin, Kakadu and Katherine were the leading Top End destinations**, each visited by around 1 in 3 groups.
- **School groups visited an average of four areas** during their trip.

Financial Year	Alice Springs	Uluru	Kings	West Macs	East Macs	Barkly	Darwin	Kakadu	Litchfield	Katherine	Arnhem Land	Tiwi Islands
2022-23	89%	86%	69%	53%	1.4%	1.4%	28%	28%	26%	20%	4.1%	2.7%
2023-24	84%	83%	52%	50%	0.0%	1.6%	34%	30%	20%	22%	4.7%	1.6%
2024-25	86%	86%	23%	17%	0.0%	7.0%	35%	32%	25%	24%	5.6%	0.0%
2025-26	92%	93%	58%	32%	4.1%	11%	36%	36%	16%	32%	2.7%	0.0%

Note: the above figures are based on survey responses.

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.

For more information on NTLA and the Save and Learn program, visit ntlearningadventures.com or email education.tourismandeventsnt@nt.gov.au