Central Australia Regional Report

Year Ending December 2025

TOURISM & EVENTS NORTHERN TERRITORY

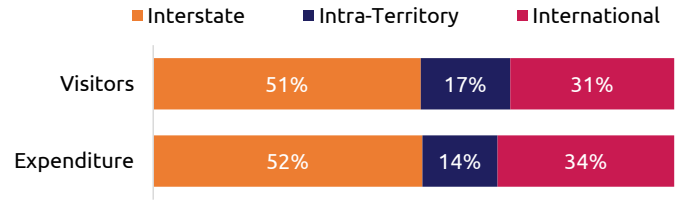
Key Measures

TOTAL VISITORS	AVERAGE NIGHTS	AVERAGE SPEND PER TRIP	HOLIDAY	BUSINESS AND VISITING FRIENDS AND RELATIVES*
424,000	4.5	$1,766	310,000	98,000

Origin	Visitors ('000)	Visitor nights ('000)	Spend ($M)	Average length of stay (nights)	Average spend per trip	Visitor market share of NT
Domestic	291	992	$495M	3.4	$1,703	29%
International	134	905	$254M	6.8	$1,903	52%
Total	**424**	**1,897**	**$749M**	**4.5**	**$1,766**	**34%**

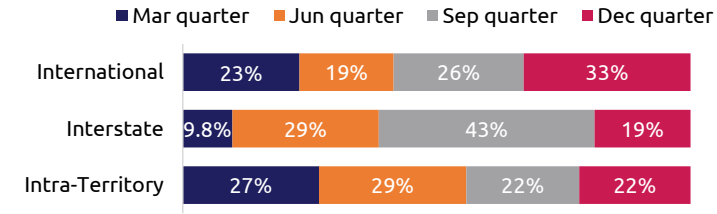
**Grouped due to low sample size.*

Origin



- **Interstate visitors are the primary market for Central Australia,** making up just over half of visitation (51%) and spend (52%).
- **International visitors make up over 30%** of visitors and spend.
- **Intra-Territory visitors account for around a sixth of visitation** and a slightly lower share of spend.

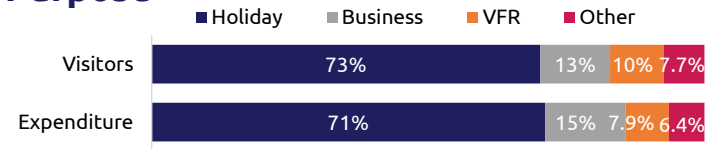
Seasonality



Note: Low sample size for interstate and intra-Territory so treat data with caution.

- **Almost 60% of international visitors travel in the second half of the year,** with a third travelling in the December quarter alone.
- **Interstate visitation peaks in the September quarter (43%),** in line with the dry season and school holidays.
- **In contrast, intra-Territory visitors are spread evenly across the year,** with visitation slightly higher in the first half of the year.

Purpose



Note: Low sample size for business, VFR and other so treat data with caution.

- **Holiday is the leading purpose of travel to Central Australia**, accounting for almost three quarters of visitation and spend.
- **Almost a quarter of visitors travelled for business (13%) or to visit friends and relatives (10%).**
- **International holiday visitors stay longer and spend more.** Despite making up just over 40% of holiday visitors, international visitors stayed an average of 5 nights, two more than domestic visitors. They also spent almost $1,900 per trip, around $250 more than domestic visitors.

Holiday Visitors

Origin	Visitors ('000)	Visitor nights ('000)	Spend ($M)	Average length of stay (nights)	Average spend per trip
Domestic	181	547	$293M	3.0	$1,621
International	129	642	$240M	5.0	$1,866
Total	**310**	**1,190**	**$533M**	**3.8**	**$1,723**

Source: International Visitor Survey and Domestic Tourism Statistics – Year Ending December 2025

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Source Markets

International Market	Visitors ('000)	Visitor nights ('000)	Spend ($M)	Average length of stay	Average spend per trip
International					
United States	32	129	$75M	4.0	$2,344
United Kingdom	17	86	$35M	5.1	$2,059
Germany	14	68	$25M	4.9	$1,786
Japan	12	24	$11M	2.0	$917
Domestic*					
Intra-Territory	73	222	$108M	3.0	$1,485
Interstate	218	770	$387M	3.5	$1,775

** Data for state and territory source markets not available due to low sample size.*

- **The United States is Central Australia's leading international market**, accounting for 24% of international visitors and 30% of international spend and spending the most per trip, at an average of $2,344.
- **UK and German visitors stay longer than Japanese visitors.** UK visitors were the second-largest market, staying the longest (5.1 nights) and spending over $2,000 per trip. Japanese visitors stayed an average of 2 nights, almost 5 nights fewer than the average international visitor, and spent the least per trip ($917).
- **Interstate visitors are the most valuable domestic market,** making up three quarters of domestic visitors and spend. They spent almost $300 more per trip than intra-Territory visitors ($1,775 vs $1,485).

Central Australia Sub Regions



The Central Australia tourism region comprises the following regions:

- **Lasseter:** Petermann - Simpson
- **Alice Springs:** Charles, East Side, Flynn, Larapinta, Mount Johns, Ross
- **Barkly:** Barkly, Tennant Creek
- **MacDonnell:** Sandover, Plenty, Tanami, Yuendumu - Anmatjere

- **Lasseter was the leading destination**, attracting over 220,000 visitors and generating $384 million in visitor spend, accounting for over half of visitors and spend in Central Australia.
- **Lasseter visitation is almost evenly split between domestic and international visitors**, with international visitors on average spending around $250 more ($1,846 vs $1,591).
- **The domestic market is a valuable spend market for Alice Springs,** with domestic visitors making up 85% of Alice Springs' spend but only 69% of its visitors. Their spend per trip averages over $2,200, more than 2.5 times that of international visitors.

Origin	Visitors ('000)	Visitor nights ('000)	Spend ($M)	Average length of stay (nights)	Average spend per trip	Visitor market share of Central Australia
Lasseter						
Domestic	112	358	$179M	3.2	$1,591	26%
International	111	356	$205M	3.2	$1,846	26%
Total	**223**	**714**	**$384M**	**3.2**	**$1,718**	**53%**
Alice Springs						
Domestic	115	387	$256M	3.4	$2,234	27%
International	53	367	$46M	7.0	$869	12%
Total	**167**	**753**	**$302M**	**4.5**	**$1,805**	**39%**
Barkly (np)*						
MacDonnell (np)*						

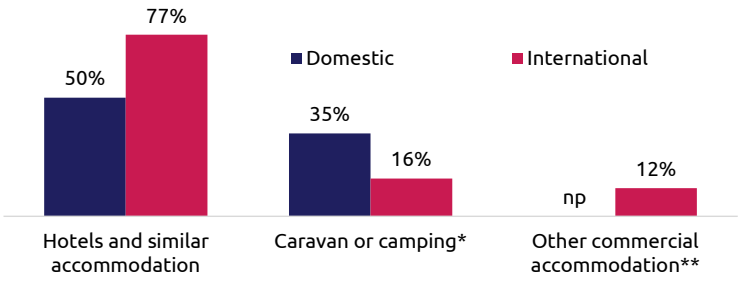
**Barkly and MacDonnell data not publishable due to low sample size.*

Source: International Visitor Survey and Domestic Tourism Statistics – Year Ending December 2025

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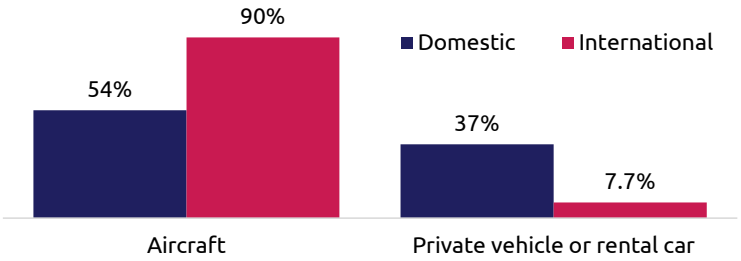
Accommodation



- **Over 3 in 4 international visitors stayed in hotels and similar** accommodation, compared with half of domestic visitors.
- **Domestic visitors were more than twice as likely to stay in a caravan park or campsite** (35% compared with 16% of international visitors).

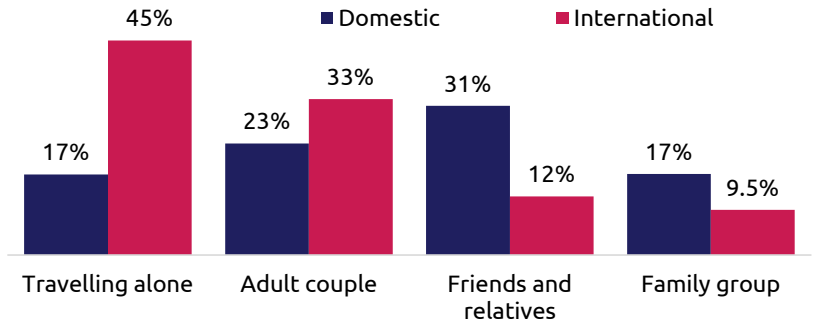
** Caravan or camping relates to commercial and non-commercial*
*** Other commercial accommodation mainly includes guest house or bed and breakfast, rented house/apartment/flat or unit, backpacker or hostel*

Transportation Preference



- **Air access dominates**, with 9 in 10 international visitors and over half of domestic visitors (54%) travelling by air, driven by interstate visitors.
- **Self-drive is a key domestic market,** particularly for intra-Territory visitors.

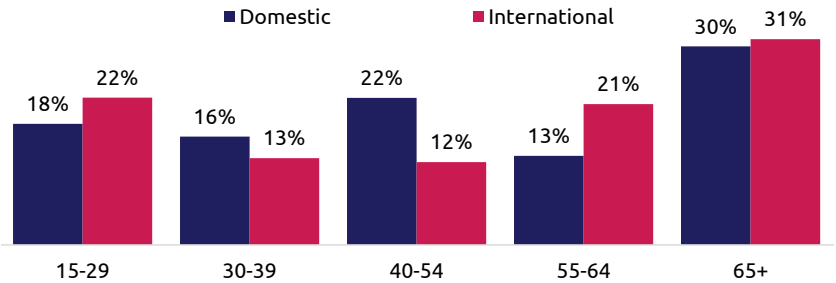
Travel Party*



**Low sample size for domestic share so treat with caution.*

- **International visitors tend to travel solo,** accounting for almost half of international visitors compared with 17% for domestic visitors.
- **Domestic visitors most commonly travelled with friends or relatives** (31%), more than double that of international.
- **Couples are important to both markets**, making up a third of international visitors (33%) and almost a quarter of domestic visitors.

Age*



**Low sample size for domestic share so treat with caution.*

- **Older travellers are the largest market for both domestic and international visitors**, with almost 2 in 3 aged 40 and over.

Source: International Visitor Survey and Domestic Tourism Statistics – Year Ending December 2025

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Activities

Dining	Sightseeing	National/state parks	Bushwalking	Pubs, clubs, discos	Aboriginal arts and culture
64%	**54%**	**54%**	**43%**	**37%**	**36%**

Participation in Aboriginal Cultural Experiences

50% of visitors participated in Aboriginal cultural experiences

Origin	Visitors ('000)	Visitor nights ('000)	Average length of stay	Participation rate	Visitor share of Central Australia
Domestic	107	317	3.0	37%	25%
International	104	632	6.1	78%	25%
Total	**211**	**949**	**4.5**	**50%**	**50%**

- **Around half of visitors to Central Australia took part in an Aboriginal cultural experience,** amounting to more than 210,000 visitors in total.
- **International visitors are far more likely to take part** with almost 4 in 5, compared with over a third of domestic visitors.

Aboriginal cultural experiences include: experience Aboriginal art/craft and cultural displays, visit an Aboriginal site/community, attend an Aboriginal performance, go on a tour with an Aboriginal guide, participate in traditional activities, have an Aboriginal food experience and/or have a camping experience on Aboriginal land.

Self-Drive Market

1 in 4 visitors used self-drive as a mode of transport

Origin	Visitors ('000)	Visitor nights ('000)	Average length of stay	Participation rate	Visitor share of Central Australia
Domestic	110	357	3.2	38%	26%
International	14	86	6.3	10%	3.2%
Total	**124**	**443**	**3.6**	**29%**	**29%**

- **Self-drive is a significant market for Central Australia.** Over 1 in 4 visitors self-drove, around 124,000 visitors in total, who spent 443,000 nights in the region.
- **The market is mainly domestic,** making up almost 9 in 10 self-drive visitors, with intra-Territory visitors more likely to self-drive.
- **Although a smaller volume (14,000), international self-drive visitors stayed almost twice** as long as domestic ones, at an average of 6.3 nights compared with 3.2 nights.

Source: International Visitor Survey and Domestic Tourism Statistics – Year Ending December 2025

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Complementary Data Sources

Parks Visitation

Central Australia Region	2025 Visitors
Barkly	**128,400**
Karlu Karlu (Devils Marbles)	110,100
Tennant Creek Telegraph Station	18,300
Alice Springs	**652,500**
Alice Springs Telegraph Station Historical Reserve	197,800
Arltunga Historical Reserve	41,800
Chambers Pillar Historical Reserve	2,200
Finke Gorge National Park	19,000
Rainbow Valley Conservation Reserve	7,000
Trephina Gorge Nature Park	38,500
Watarrka National Park	208,900
Tjoritja / West MacDonnell National Park	137,300
Yulara	**276,900**
Uluru Kata Tjuta National Park	276,900
Other Parks	**54,200**
Alice Springs Desert Park	54,200
Grand Total	**1,112,000**

Source: NT Parks and Wildlife; Parks Australia

Major and Cultural Event Attendances

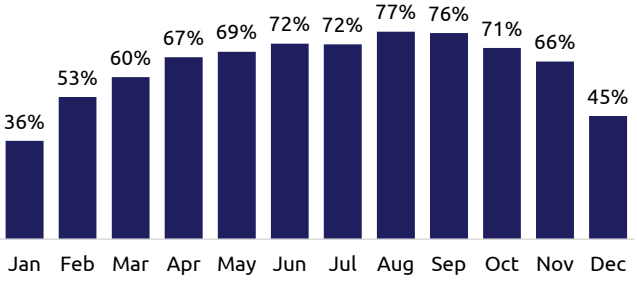
Events	2025 Attendances
Parrtjima	21,594
AFL (1x Game)	6,721
Tatts Finke Desert Race	23,329
Red CentreNATS	10,696
Desert Mob	10,297

Source: ier Events Research

Alice Springs Hotel Accommodation

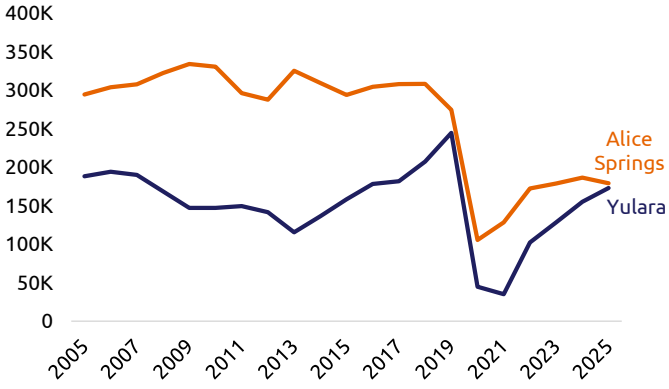
Rooms	Average occupancy	Average room rate	Revenue per available room
917	64%	$171	$109

Occupancy Rates



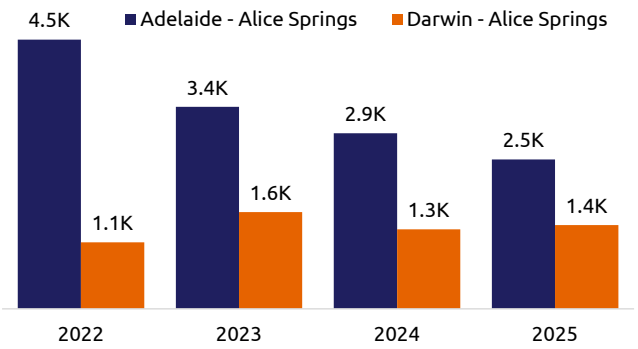
Source: STR - Year Ending December 2025

Airport Traffic - Inbound Passengers



Source: Bureau of Infrastructure, Transport and Regional Economics

Ghan Train - Passengers



Source: Journey Beyond