

International Snapshot YE March 2025

\$476 MILLION

**VISITOR EXPENDITURE YE MARCH 2025
FROM 219,000 INTERNATIONAL VISITORS**

KEY MEASURES

TOTAL VISITORS



219,000
+10%

AVERAGE NIGHTS



19.4
-3.4

AVERAGE SPEND PER TRIP



\$2,171
+0.7%

HOLIDAY



162,000
+7.1%

VISITING FRIENDS AND RELATIVES



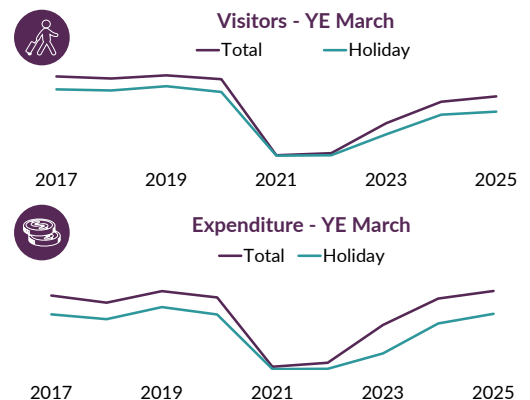
25,000
+7.2%

BUSINESS



11,000
+27%

INTERNATIONAL VISITOR NORTHERN TERRITORY SUMMARY YEAR ENDING MARCH	Visitors 2025	change on 2024	Holiday 2025	change on 2024
Visitors ('000)	219	10%	162	7.1%
Visitor nights ('000)	4,260	-6.3%	1,809	46%
Expenditure (\$ million)	476	11%	337	21%
Average length of stay (nights)	19.4	-3.4	11.1	3.0
Average spend per trip (\$)	2,171	0.7%	2,075	13%
Visitor market share (%)	2.9	0.1pp	4.3%	-0.1pp



INTERNATIONAL VISITOR SOURCE MARKETS



UNITED STATES OF AMERICA

VISITORS 34,000 **+23%**
EXPENDITURE \$78M **+34%**



GERMANY

VISITORS 19,000 **+11%**
EXPENDITURE \$32M **+11%**



UNITED KINGDOM

VISITORS 25,000 **+10%**
EXPENDITURE \$43M **-31%**



NEW ZEALAND

VISITORS 16,000 **+12%**
EXPENDITURE \$29M **+20%**

- Overall, Northern Territory (NT) faces strong headwinds as the market sees flow on from continuing high outbound travel, cost of living pressures and strong competition.
- International performance continues in positive direction for YE March 2025. With visitation to the NT was +10% higher in YE March 2025 to 219,000 overnight trips compared to the same period last year.
- International spend was also +11% higher for YE March 2025 to \$476 million.
- Increases were witnessed across visiting purposes, including the strong increase in Business visitors.

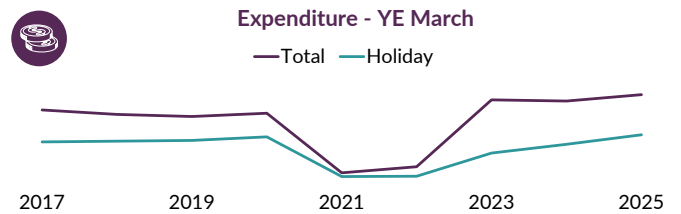
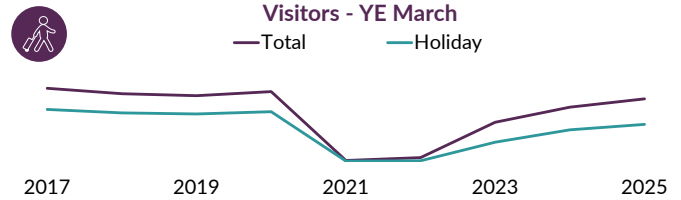
NOTE: Percentage changes in this report are compared to 2024 data, unless otherwise stated. Visitors refer to all purpose visitors, unless otherwise stated. Data that has been suppressed due to a sample size of less than 40 can cause breaks in the time series.

Department of Tourism and Hospitality

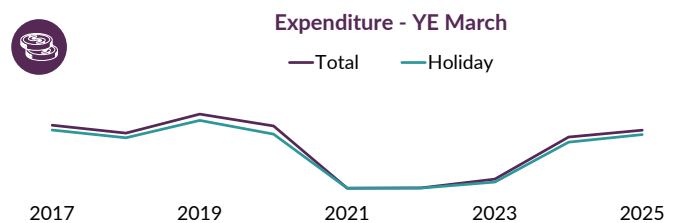
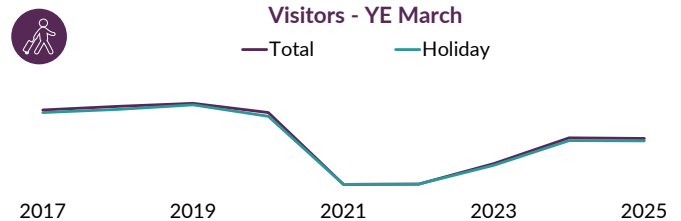
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REGIONAL SUMMARY

INTERNATIONAL VISITOR TOP END YEAR ENDING MARCH	Visitors 2025	change on 2024
Visitors ('000)	124	15%
Holiday visitors ('000)	73	18%
Expenditure (\$ million)	249	8.5%
Holiday expenditure (\$ million)	127	30%
Visitor nights ('000)	3,447	-4.2%
Average length of stay (nights)	27.8	-5.7
Average spend per trip (\$)	2,009	-6.1%
Visitor market share (%)	1.6	0.1pp
Visitor market share of the NT (%)	56.5	2.7pp



INTERNATIONAL VISITOR CENTRAL AUSTRALIA YEAR ENDING MARCH	Visitors 2025	change on 2024
Visitors ('000)	118	-1.2%
Holiday visitors ('000)	112	-0.9%
Expenditure (\$ million)	227	13%
Holiday expenditure (\$ million)	210	17%
Visitor nights ('000)	798	-16%
Average length of stay (nights)	6.8	-1.2
Average spend per trip (\$)	1,923	15%
Visitor market share (%)	1.5	-0.1pp
Visitor market share of the NT (%)	53.9	-6.1pp



PLACES VISITED BY INTERNATIONAL VISITORS

DARWIN

VISITORS 121,000 +18%
EXPENDITURE \$213M +15%

HOLIDAY VISITATION

VISITORS 70,000 +24%
EXPENDITURE \$99M +38%

KATHERINE DALY

VISITORS 20,000 +15%
EXPENDITURE \$22M +5.9%

HOLIDAY VISITATION

VISITORS 16,000 +6.9%
EXPENDITURE \$16M +46%

LASSETER

VISITORS 96,000 +0.1%
EXPENDITURE \$167M +13%

HOLIDAY VISITATION

VISITORS 95,000 -1.3%
EXPENDITURE \$164M +14%

LITCHFIELD KAKADU ARNHEM

VISITORS 16,000 -19%
EXPENDITURE \$14M -41%

HOLIDAY VISITATION

VISITORS 15,000 -17%
EXPENDITURE \$12M -20%

BARKLY

VISITORS np*
EXPENDITURE np*

HOLIDAY VISITATION

VISITORS np*
EXPENDITURE np*

ALICE SPRINGS MACDONNELL

VISITORS 47,000 -16%
EXPENDITURE \$56M +13%

HOLIDAY VISITATION

VISITORS 42,000 -14%
EXPENDITURE \$43M +24%

*np - indicates data is not publishable.

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INTERNATIONAL HOLIDAY SOURCE MARKETS - VISITORS

INTERNATIONAL HOLIDAY VISITORS ('000) YEAR ENDING MARCH	NORTHERN TERRITORY				AUSTRALIA			
	Rank	2024	2025	change on 2024	Rank	2024	2025	change on 2024
United States of America	1	23	29	25%	3	378	384	1.6%
United Kingdom	2	20	21	6.3%	4	305	326	7.1%
Germany	3	17	18	8.3%	8	112	115	2.8%
China*	4	np*	np*	np*	1	436	605	39%
New Zealand	5	8	11	35%	2	517	513	-0.8%
Other Europe**		37	41	11%		345	385	12%
Other Asia***		31	23	-26%		986	1,042	5.6%
Other Countries****		8	9	6.8%		262	232	-11%
Total		152	162	7.1%		3,454	3,766	9.0%

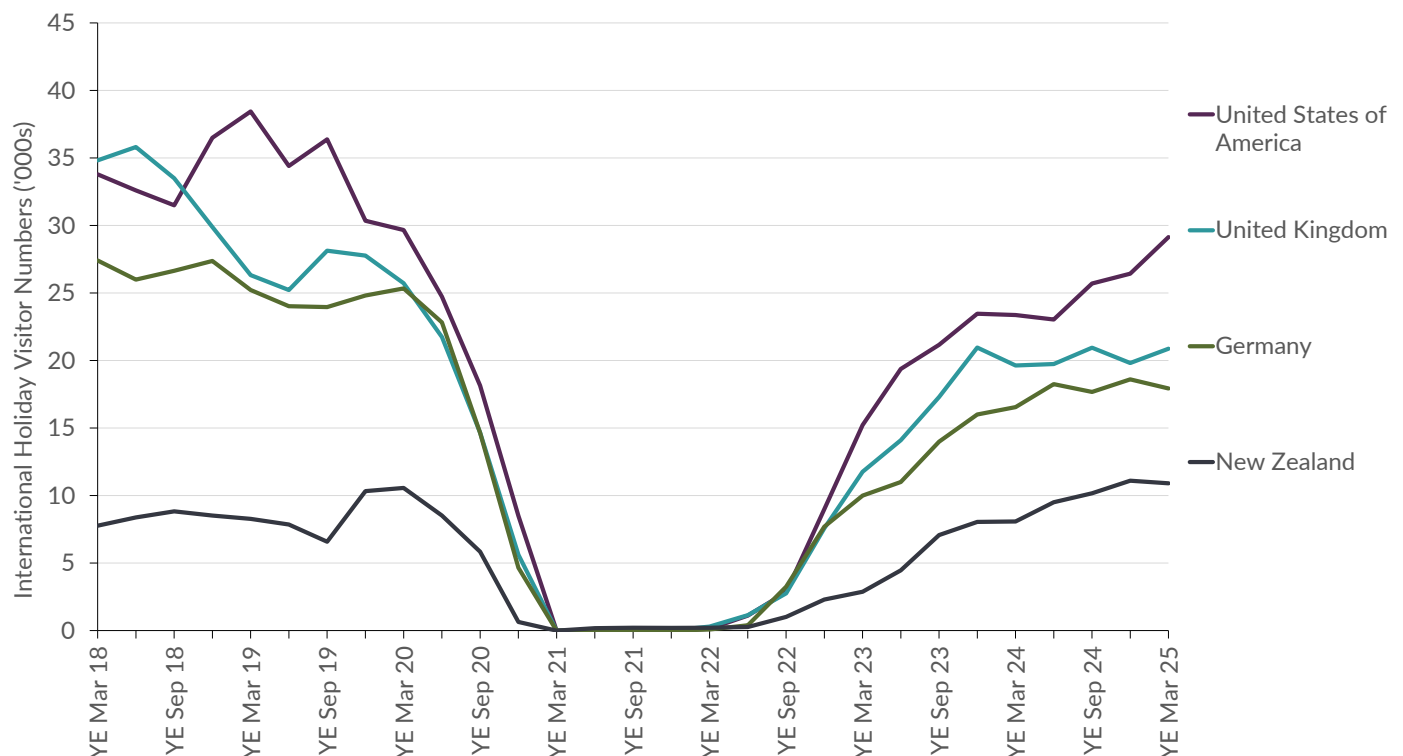
*China includes - Mainland China, Taiwan and Hong Kong

** Other Europe includes European countries not included above

***Other Asia includes Asian countries not included above

****Other Countries includes all other countries not included above

INTERNATIONAL HOLIDAY VISITOR TREND BY SOURCE MARKET



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